COMMUNICATION STRATEGY CONTENT PLANNER ON RBTV YOGYAKARTA SOCIAL MEDIA TEAM

Yulinda Erlistyarini[1], Kadek Kiki Astria[2]

Abstract

The purpose of this study was to analyze the communication strategy of the content planner on the RBTV Yogyakarta social media team. This study uses a constructivism paradigm with an analytical qualitative method approach. Data analysis uses the results of interviews, observations and supporting documents. Using the theory of communication strategy from Wayne Pace which states that communication strategy has three objectives including to secure understanding, to establish acceptance, and to motivate action. The results of the study are that the communication strategy carried out by the RBTV social media team has clear stages to achieve content success, the RBTV social media team uses stages such as setting content goals, mapping target markets, content idea planning strategies, and evaluation.
Keywords: Communication Strategy, Content Planner, RBTV Yogyakarta.

Abstrak

Tujuan penelitian ini dilakukan untuk menganalisis strategi komunikasi dari content planner pada tim media sosial RBTV Yogyakarta. Pada penelitian ini menggunakan paradigma konstruktivisme dengan pendekatan metode kualitatif yang bersifat analitik. Analisis data menggunakan hasil dari wawancara, observasi dan dokumen penunjang. Menggunakan teori strategi komunikasi dari Wayne Pace yang mengemukakan bahwasanya strategi komunikasi memiliki tiga tujuan meliputi *to secure understanding*, *to establish acceptance*, dan *to motivate action*. Hasil dari penelitian yang dilakukan yaitu strategi komunikasi yang dilakukan oleh tim sosial media RBTV memiliki tahapan yang jelas untuk mencapai keberhasilan konten, tim media sosial RBTV menggunakan tahapan seperti menetapkan tujuan konten, melakukan pemetaan target pasar, strategi perencanaan gagasan konten, serta evaluasi.

Kata Kunci: Strategi Komunikasi, *Content Planner*, RBTV Yogyakarta.

[1] Universitas Amikom Yogyakarta, email: lindamardani@amikom.ac.idn
[2] Universitas Amikom Yogyakarta, email: kikiastria@amikom.ac.id

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INTRODUCTION

Technology is developing rapidly in the growth of the current era. Its development helps human activities become easier and faster. With this development, humans must be able to adapt well to adjust. The development of technology affects many things in various fields of life, one of which is the field of communication and information. This happens in the media or content carried. The digital era with its changes makes the field of communication and information increasingly sophisticated. Communication media compete with each other in meeting the standards needed to achieve satisfactory results, especially in their target markets. Social media is one of the most widely accessed communication media by all groups because its users can access it at any time and place freely and randomly (Ahmadi, 2020).

Social media is an online sharing media that allows its users to easily join, interact, share, and create content on blogs, social networks, wikis, forums, and cyberspace without being limited by space and time (Gie, 2020). According to data from Radio Republik Indonesia in 2024, social media users in Indonesia reached 191 million users (73.7% of the population) with 167 million active users (64.3% of the population). Of the many social media, Instagram is one of the social media that has many users, with 122 million users (47.3% of the population) based on analytical data from Radio Republik Indonesia (Panggabean, 2024). Because of that, the development of social media can affect aspects of human life.

Social media has become one of the main platforms in carrying out various activities, including in the world of entertainment and broadcasting. Instagram, as one of the most popular social media, is not only used to share photos and videos, but also as a tool to build brands, expand audience reach, and increase interaction with users. Instagram has a broad platform to reach interactions and communications with other people from various conditions. Instagram can establish relationships with audiences, share information and study trends. (Anggraini et al., 2023).

In studying this, a role or team is needed that is responsible for managing content. This role is called a content planner. This role regulates planning in content that will appear on social

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media. Content planners will create topics based on content strategies, choose specific types of content and tricks to address audience goals and preferences, then organize them into content that attracts attention. Content planners must also consider what moments will be utilized in delivering information or entertainment (Aliya: 2022).

Content planner ensures and conducts analysis so that the message can be conveyed to the public (Martini, 2022). If a Company does not have a scheduler or content planner, it will hinder the development of content or audience. Accuracy of promotion in social media can make it easier to target the market. This study focuses on RBTV, a local television station in Yogyakarta, in the context of social media use. It shows how local media adapts to digital transformation through content communication strategies on social media (Agusta dkk, 2023).

In promoting its business, a company certainly needs a strategy so that promotional messages can be conveyed appropriately. RBTV Jogja is one of the television companies that uses promotional media on social media. The social media used also varies according to the times, one of which is Instagram. Based on the results of the pre-survey of the research, it was found that the planner/content scheduling on RBTV's IG social media was not good because it was not organized. In addition, previously there was no section that took care of the content planner's duties. Therefore, it is important for the communication strategy carried out by the RBTV Yogyakarta social media content planner team to be able to present interesting content for followers.

Communication strategy according to R.Wayne Pace, Brent D Peterson and M.Dallas Burnet in Effendy (2002) namely the first is to secure understanding, ensuring that the recipient of the message understands the message received. And if they can understand and accept, then what is received must be established or fostered (to establish acceptance). Which in the end after being understood, then established or fostered, then the next activity is motivated (to motivate action). This communication strategy must be able to show how its operations must be carried out practically, in the sense that the approach can be different at any time depending on the situation and conditions. Communication strategy is a combination of overall communication planning.

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In the research conducted this time, not only Wayne Pace's theory on communication strategy was used, but also Kotler's theory in "The Art of Digital Marketing: Millennial Generation Marketing Strategy" (Wijaya, 2022) which explains that there are 8 steps in content creation planning, namely:

1. Goal Setting: There needs to be a clear goal about what content will be created.

2. Target Market Mapping: There needs to be a clear market goal. Determining the target market and market segmentation is very important to identify the targeted individuals or groups.

3. Content Planning: Next, content planning must be done for ideas on what content will be created on social media.

4. Content Creation: Creative content must be created in an interesting way so that it has a high selling value.

5. Content Distribution: Must inform the audience about the content that has been created.

6. Content Amplification: This stage is needed to reach individuals who are influential in a specific or targeted group.

7. Content Evaluation: Content marketing evaluation is essential to see how the content performs after it is aired.

8. Content Marketing Improvement: To analyze and find opportunities to improve content in the future, tracking content performance is fundamental. Content planners can use this strategy to optimize content development to get more viewers by meeting the eight stages needed to meet the elements of successful content creation.

Content planner (Pratiwi, 2021) ensures and analyzes so that the message can be conveyed to the public. If a company does not have a scheduler or content planner, it will hinder the development of content or viewers. Accuracy of promotion in social media can facilitate marketing. In this regard, content planners have a role in marketing to reach awareness viewers. Content created with a design or planning aims for success in achieving certain goals (Irdewanti, 2023).

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METHOD

The research approach used in this study is to use a qualitative analytical method. Qualitative research, according to Bogdan and Taylor, is a research procedure that produces descriptive data from people and their behavior (Waruwu, 2023). Qualitative research was chosen because researchers wanted to obtain a systematic, comprehensive, broad, and in-depth picture of the object or situation being studied, in accordance with the facts in the field (Destiani et al., 2023).

According to Moleong (2012), research subjects are explained as informants, which means people involved in the research explain information related to the situation and conditions of the research background (Gama, 2023). The subjects in this study were RBTV Yogyakarta's Content Planner and RBTV Yogyakarta's social media team, people who have the main role in planning and creating content on RBTV Yogyakarta's social media. The selection criteria for informants in the study were generally: 1. Have direct involvement in the planning and management process of Instagram content. 2. Are willing to provide complete and open information regarding communication patterns within the team. 3. Are participating in creating design or video content for Instagram social media content. 4. Involved in providing materials for content creation.

This study has several stages in data collection, namely by using participant observation techniques, interviews (in-depth interviews) and documentation studies. Of the three data collection techniques, according to Auliya, participant observation is an observation with automatic recording of a condition or indication being studied (Bungin, 2023).

The data analysis technique in this study uses Milles and Huberman analysis which involves 3 levels, namely data reduction at this stage the researcher selects and simplifies relevant data, data presentation the researcher organizes the data in a form that can be analyzed (Saleh: 2017)

RESULT AND DISCUSSION

Research Finding

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In implementing this research, the researcher used interview and observation techniques. The interview process has been carried out since December 9, 2024 by interviewing sources who are directly related to the topic being studied.

Table 1. Informant Profile

No.	Initial	Age	Position
1.	NAF	28	Digital Content Mentor
2.	RMF	22	Content Planner Team
3.	GMN	22	Asistent Project RBTV
4	VS	17	Content Planner Team
5	ESR	18	Content Planner Team

This study conducted interviews at the RBTV Jogja office directly. The information obtained by the researcher was also accompanied by observations. Observations have been carried out by the researcher during the internship program. RBTV Jogja utilizes 26 social media to promote the name of RBTV and its television programs, RBTV Jogja utilizes Instagram social media with the aim of expanding viewers in an era that is increasingly advanced in technology.

In general, content is created for a specific purpose and is created with reference to or having a specific theme to be more focused and clear. The purpose of creating content and themes on RBTV Instagram is to adjust to special days that are happening, such as national celebrations. In addition to the purpose and theme of the content, there are also those that are in accordance with the news, with the intention of publishing the news to the wider community. Other purposes and themes are adjusted to the purpose of promoting RBTV programs in addition to other content that aims to entertain.

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After determining the theme and objectives, in content planning it is also necessary to map the target viewers. In this case, the speakers explained that they target views and likes. The target viewers also depend on the program. Each program has its own audience. News content has quite a lot of viewers. The most is to create interesting and funny content because it can be enjoyed by a wider segment. For entertainment content, it is not targeted because it follows the trend.

Calendar planning in RBTV IG content is related to whether there is a clear time schedule in implementing the content and on what basis the schedule planning is made. The interview results illustrate that the RBTV IG content time schedule exists and its neatness and effectiveness continue to be improved. Although there is still a need for further improvement in planning and discipline in the upload process, the existence of this planner can facilitate the flow of content publication on social media.

In this session, the researcher digs for information on whether there is a special team in creating/planning content and distributing content and how the content creation system works. Information was dug up on whether it was made according to RBTV's request or was completely handed over to the content creator. In addition, it was also asked whether content creation was done incidentally or according to existing planning and content distribution procedures. The RBTV Jogja social media team already has a team but is still lacking in coordination with fairly good communication. Therefore, sometimes there are still mistakes. The project assistant helps the content planner. The content team makes suggestions to the project assistant. After the project assistant ACC, the next stage is forwarded to the mentor. After the mentor approves, the project will continue. If the mentor does not approve, it means that the content should not be broadcast and must be replaced. If it has been broadcast but it turns out that there is still something lacking, it will be taken down.

In this session, some data was found about the number of viewers for each post; whether there were comments/responses on each content post; then whether there were posts that were re-shared by others; were there any special activities from the RBTV team to evaluate the content. The interview results illustrated that the number of viewers ranged from 500-600 for reels, and

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could be up to 5000 as well. While the response depends on the content, sometimes there is a response, sometimes there is none.

Evaluation in this case includes whether there are special activities from the RBTV Jogja social media team, especially Instagram, to evaluate content. Is there a special time to evaluate, who is involved in the evaluation, and whether there is any follow-up to the evaluation. In the RBTV social media team, every month they hold meetings to evaluate many things including the social media team and the digital content team periodically once a week in their groups. Plus once every two weeks for evaluation with mentors.

Regarding performance improvements, data or information is only obtained from the Production & Digital Content/Social Media Division Mentor, namely NAF. Performance improvements are made by looking at references, research and finding new inspiration. Looking at what content is currently popular or trending.

It was found that through Instagram RBTV viewers tend to be more stable when using reels and uploading according to market broadcast hours (FYP). The number of followers does not have much influence because it is possible that those who watch are not followers of the account. Trending content usually has a significant effect on the number of views. Interaction with viewers is more frequent, comments are also responded to well. The number of likes is greater in the feed when compared to reels.

Discussion

This section explains the review and analysis of the findings in the previous section. This discussion attempts to link the theories used to determine the content planner communication strategy on the Instagram social media @rbtv_jogja. The theory used in this study is Kotler's theory quoted by Wijaya (2022) which states that there are eight (8) content planner strategies, namely setting goals, mapping target markets, content planning, content creation, content distribution, content strengthening, content evaluation, and content marketing improvements.

According to Kotler quoted by Wijaya (2022), the first is the need for a clear goal of what content will be created. In general, content is created for a specific purpose and is created with

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reference to or has a certain theme to be more focused and clear. Having a goal can help in creating content. The purpose of creating content and themes on RBTV Jogja Instagram is to adjust to special days that are happening such as national celebrations. In addition to the goals and themes of the content, there are also those that are based on the news, with the intention of publishing the news to the wider community.

Other goals and themes are adjusted to the purpose of promoting RBTV Jogja programs in addition to other content that aims for entertainment. Based on this, it can be seen that RBTV Jogja already has a clear goal regarding the content it will create. Because it is engaged in broadcasting, news and entertainment, RBTV Jogja aims more to adjust to the news and also the celebration of national holidays. News promotion and entertainment are also clear goals for RBTV Jogja, this goal determines the next steps taken by the content planner. With this goal setting, it can be found that the content that is of interest to RBTV Jogja viewers is entertainment content, based on the number of viewers which is greater than viewers of news content or programs. This study is novel because it specifically examines the content planning process in the communication strategy carried out by the RBTV Yogyakarta social media team—an aspect that is still rarely touched on in digital communication studies, especially in local television media. Most previous studies have focused more on content output or the effects of social media strategies, while this study focuses on the internal dynamics of planning, starting from audience analysis, theme determination, to synchronization between conventional and digital media visions. Thus, this study not only enriches the literature on digital communication strategies but also provides a real picture of how local media adapts in the era of media convergence through the crucial role of content planners.

CONCLUSION

Based on the findings and discussions that have been found during the study, there are important points that show that the strategy created by the content planner in increasing the number of viewers can help the performance of social media content creation. This strategy has

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clear stages to achieve content success with the achievement of increasing viewers on the content on social media. Without this strategy, it can create obstacles in achieving content success, namely getting viewers. This shows that the role of the content planner has an important role in increasing viewers. With the strategy created, it can help achieve common goals.

The content planner strategy used by the RBTV Jogja social media team, especially Instagram social media, uses the 8-stage method in content creation planning according to Kotler. For the point section, setting goals, mapping target markets, designing strategies related to content ideas, and evaluating RBTV Jogja has done it well. However, for the part of processing the creation of interesting content to have high selling value in the audience, distributing content to be introduced, strengthening content to reach the influence of viewers' interests. This research provides a real contribution to society, especially social media users and RBTV viewers, by revealing how the content planning process is carried out to convey information effectively, interestingly, and relevantly. By understanding the communication strategies used by the RBTV social media team, the public can become more critical in consuming digital content and realize the importance of the role of local media in shaping public opinion and maintaining closeness to the community.

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