



ABSTRAK

STRATEGI KOMUNIKASI MEDIA INSTAGRAM @VOKSRADIOJOGJA DALAM MEMPERTAHANKAN EKSISTENSI VOKS RADIO DI ERA DIGITAL

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Penelitian ini bertujuan untuk menganalisis strategi komunikasi akun Instagram @voksradiojogja dalam mempromosikann acara - acara Voks Radio Jogja di era digital yang semakin kompetitif. Penelitian menggunakan pendekatan kualitatif deskriptif dengan paradigma postpositivisme. Subjek penelitian adalah social media specialist Voks Radio Jogja, sedangkan objek penelitian adalah strategi komunikasi digital yang diterapkan melalui akun Instagram @voksradiojogja. Teknik analisis data menggunakan model Miles dan Huberman, meliputi pengumpulan data, reduksi, penyajian, dan penarikan kesimpulan. Peneliti juga menggunakan kerangka The Circular Model of SoMe dari Regina Luttrell sebagai acuan analisis strategi. Hasil penelitian menunjukkan bahwa strategi komunikasi Voks Radio Jogja melalui Instagram terdiri dari empat tahap utama: Share, Optimize, Manage, dan Engage. Strategi ini diwujudkan melalui konten partisipatif, pemanfaatan insight Instagram, interaksi responsif, kolaborasi dengan influencer, serta promosi berbayar, yang secara keseluruhan efektif dalam menjaga eksistensi Voks Radio di tengah persaingan media digital.

Kata Kunci: Instagram, Media Digital, Strategi komunikasi, The Circular Model Of Some, Voks Radio Jogja

ABSTRACT

COMMUNICATION STRATEGY OF THE INSTAGRAM @VOKSRADIOJOGJA IN SUSTAINING VOKS RADIO'S EXISTENCE IN THE DIGITAL ERA

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This study aims to analyze the communication strategy employed by the Instagram account @voksradiojogja to sustain the presence of Voks Radio Jogja in an increasingly competitive digital landscape. The research adopts a descriptive qualitative approach within a post-positivist paradigm. The subject of the study is the social media specialist at Voks Radio Jogja, while the research object is the digital communication strategy implemented through the Instagram account @voksradiojogja. Data were collected through in-depth interviews, observations of Instagram activities, and visual documentation. Data analysis follows the Miles and Huberman model, encompassing data collection, reduction, presentation, and conclusion drawing. The Circular Model of Social Media (SoMe) developed by Regina Luttrell serves as the analytical framework for evaluating the strategy. The findings indicate that Voks Radio Jogja's communication strategy on Instagram comprises four key stages: Share, Optimize, Manage, and Engage. These strategies are executed through participatory content, Instagram insights, responsive interactions, influencer collaborations, and paid promotions. Overall, the strategy has proven effective in maintaining Voks Radio's presence in the competitive digital media landscape.

Keywords: *Instagram, Digital Media, Communication Strategy, The Circular Model Of Some, Voks Radio Jogja*