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Peran Tim *Social Media* Pada Program *The Voice Kids Indonesia Season 4* Di GTV
Dalam Meraih Engagement Penonton (*Studi Kasus Pada Instagram @TheVoiceKidsGTV*)

ABSTRAK

Seiring dengan perkembangan zaman, organisasi media semakin modern. Konvergensi adalah perubahan teknologi, industri, budaya dan sosial di kalangan media. GTV adalah salah satu media yang memiliki media sosial dan menjawab konvergensi tersebut. Program *The Voice Kids Indonesia* salah satunya, program talent search yang memiliki sekitar 164 Ribu *followers* di media social *Instagram*. pemanfaatan media baru yang di rancang oleh *The Voice Kids Indonesia* turut mempengaruhi *engagement* penonton yang di dapat dari konten-konten menarik di *Instagram The Voice Kids Indonesia Season 4*.

Dari uraian diatas, maka fokus peneliti tertarik untuk meneliti terkait –Peran Tim *Social Media* Pada Program *The Voice Kids Indonesia Season 4* Di GTV Dalam Meraih Engagement Penonton (*Studi Kasus Pada Instagram @TheVoiceKidsGTV*)”.

Penelitian ini merupakan penelitian Deskriptif dengan pendekatan kualitatif. Penelitian ini menjabarkan secara analisis data melalui studi kasus. Teknik pengumpulan data dilakukan dengan mewawancarai tiga narasumber penelitian ini.

Berdasarkan hasil penelitian menunjukkan bahwa, dengan tugas dan tanggung jawab Tim *Social Media The Voice Kids Indonesia* juga ikut berpengaruh besar dalam tumbuh kembangnya akun media social GTV. Dimana Tim *Social Media* di GTV juga bertugas membuat konten semenarik mungkin untuk menyaksikan tayangan *The Voice Kids Indonesia Season 4*.

Kata kunci : *New Media, Instagram, Tim Social Media*



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ABSTRACT

Along with the times, media organizations are increasingly modern. Convergence is a technological, industrial, cultural and social change in media circles. GTV is one of the media that has *Social Media* and answers this convergence. *The Voice Kids Indonesia* program is one of them, a talent search program which has around 164 thousand *followers* on *Instagram Social Media*. the use of new media designed by *The Voice Kids Indonesia* also influences audience engagement which can be obtained from interesting *content* on *Instagram The Voice Kids Indonesia Season 4*.

From the description above, the focus of researchers is interested in researching related to "The Role of the *Social Media* Team in the Program *The Voice Kids Indonesia Season 4* on GTV in Reaching Audience Engagement (Case Study on *Instagram @TheVoiceKidsGTV*)".

This research is a descriptive research with a qualitative approach. This study describes the data analysis through case studies. Data collection techniques were carried out by interviewing three informants in this study.

Based on the results of the research, it shows that, with the duties and responsibilities of *The Voice Kids Indonesia*'s *Social Media* Team, it also has a big influence on the growth and development of GTV's *Social Media* accounts. Where the *Social Media* team at GTV is also tasked with making *content* as interesting as possible to watch *The Voice Kids Indonesia Season 4*

Keywords: *New Media, Instagram, Social Media Team*