

## Abstrak

Berawal dari pendapatan surat kabar media Indonesia yang merosot tajam di tahun 2020, membuat perusahaan Media Group perlu melakukan suatu perubahan, yaitu dengan bertransformasi ke teknologi digital. Tujuan penelitian ini untuk mengetahui faktor apa yang melatarbelakangi Divisi Teknik MetroTV melakukan implementasi strategi, dan untuk mengetahui implementasi strategi Divisi Teknik MetroTV dalam mendukung konvergensi teknologi di Media Group pada masa Pandemi Covid-19. Penelitian ini menggunakan pendekatan kualitatif dengan metode studi kasus. Teknik pengumpulan data dilakukan melalui wawancara terhadap beberapa pemimpin di Divisi Teknik Metro TV, observasi dan dokumen pemberitaan media sebagai data primer, sedangkan studi literatur dan dokumenter sebagai data sekunder. Hasil penelitian yang di dapatkan, implementasi strategi yang diterapkan oleh Divisi Teknik Metro TV dalam memberi dukungan pada Media Group sangat berarti dalam perkembangan entitas perusahaan. Perkembangan teknologi informasi yang telah merubah pola masyarakat dalam mencari berita dari media konvensional ke digital, dibarengi dengan terpaan Pandemi Covid-19, membuat Media Group menghadapi tantangan semakin berat. Implementasi strategi Divisi Teknik Metro TV memberikan kontribusi melalui program sharing knowledge, pelatihan bagi jurnalis, meluncurkan Digital Hub serta fitur Virtual Private Network (VPN) yang selanjutnya memberikan pencapaian yang maksimal bagi perusahaan,

**Kata kunci:** Implementasi Strategi, Teknik Siaran Televisi, Konvergensi Teknologi, Pandemi Covid-19.

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## Abstract

Starting from the revenue of Indonesian media newspapers which dropped sharply in 2020, the Media Group company needed to make a change, namely by transforming to digital technology. The purpose of this study was to find out what factors motivated the MetroTV Engineering Division to implement the strategy, and to find out the implementation of the MetroTV Engineering Division's strategy in supporting technological convergence in the Media Group during the Covid-19 Pandemic. This research uses a qualitative approach with a case study method. Data collection techniques were carried out through interviews with several leaders in the Metro TV Engineering Division, observations and media coverage documents as primary data, while literature and documentary studies served as secondary data. The research results obtained, the implementation of the strategy adopted by the Metro TV Engineering Division in providing support to the Media Group is very meaningful in the development of corporate entities. The development of information technology that has changed people's patterns of seeking news from conventional to digital media, coupled with the exposure of the Covid-19 Pandemic, has made the Media Group face even tougher challenges. The implementation of the strategy of the Metro TV Engineering Division contributed through knowledge sharing programs, training for journalists, launching the Digital Hub and the Virtual Private Network (VPN) feature which further provided maximum achievement for the company,

Keywords: Strategy Implementation, Television Broadcast Techniques, Technology Convergence, Covid-19 Pandemic.



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