

The Use of Youtube as an Alternative News Media Coverage "Jurnal Special Features" Program in Jogja Istimewa Television

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ABSTRACT

This research was conducted to find out the role and also the use of YouTube to improve the effectiveness of broadcast quality of Jogja Istimewa Television. This research used descriptive qualitative methods with the Circular Model of Some analysis approach by Regina Luttrell. In her book, Luttrell mentions that a platform needs an analysis of every content creator it creates. It aims to enable content creators and their viewers to have mutually beneficial interactive communication and information they need. The Circular Model of Some theory is used as a method that can make it easier for researchers to analyze and understand the role of social media according to their interests. This research then uses four stages derived from the theory of the Circular Model of Some. The analysis used by the researchers is how much influence YouTube has to participate in the broadcasting of programs on JITV stations. The four stages used are SOME (Share, Optimize, Manage, and Engage). JITV as a streaming-based television station became one of the television stations that utilized the features of YouTube as an interactive broadcasting platform on some of its special profile programs. The study analyzed the audiovisual features of YouTube that other social media don't have and the ease in managing content independently that is much easier than other live or on-demand audiovisual platforms.

INTRODUCTION

In the industrial world creative alone, one of the things that becomes reject measure and consider in every creative process is level progress and speed technology That myself. As example of the film making process or design, along the walk creative process time in film making or design the more fast and always follow trend progress technology. Start from technical image involving Camera. Lighting, dimensions and tools record others that are increasingly efficient and sophisticated. While from side design Alone start Lots development start from the media that started move on from material conventional become picture electronics and information with digital form. This is show the amount innovation in every line industry creative impacted will rapid technology.

The rapid development technology including the internet and new media which are shifting mass media traditional show so the magnitude amount request will access fast, accurate, and precise information. The existence of the internet as a new media also has an impact on the ease as well as abundance facility as well as feature provider video services and video sharing based sites. The existence of video platforms such as websites, users can watch videos, access need information, and choose in accordance the needs sought. One of the platforms that succeeded steal attention public with audiovisual features are Youtube. Besides objective the main thing as a sharing medium between users, along with the walk time youtube give features and make it easier various type account with the verified label as sign that account the part from formal account or verified.

Next, some other televisions also broadcast news of a nature current like debate Presidential and Vice Presidential Candidates via live streaming. Broadcast direct this is one of them aired in a way complete by the National TVRI account on Youtube. The surge number internet -based smartphone users are encouraged easy access network at a time become style life new generation millennials, then function of mass media in a way intact start displaced and replaced by content creative sourced direct from users and not limited by the rules journalism as well as structure production like in scope broadcast television. Based on the data above, researchers Then using material in the form of the Youtube streaming platform with subject of research is a television media Jogja Istimewa Television government.

Researcher lift formulation problem in the form of The role and use of the Youtube platform as part from the broadcast media of television programs in the digital era. With based on technical aspects of Jogja Istimewa Television's broadcast program which uses streaming channels, things the be one of implementation television with utilise in a way full new media technology in website, mobile app, and social media forms as network new For reach society. JITV itself is station television local owned by The Regional Government was established since September 14, 2016. JITV has become one of the station DIY Communication and Information Service 's streaming television which utilizes online media based on websites and channels digital television and the internet. JITV becomes the only one television local owned by Local Government that uses live streaming feature with access that can be reachable via the website

jitv.jogjaprov.go.id or via the DIY Regional Government's JITV YouTube channel.

In the creative industry, progress and technological advancements are key factors influencing every stage of the production process. For example, in film production and design, technological improvements have led to more efficient and sophisticated tools, from camera techniques, lighting, and recording equipment to digital imaging and electronic media formats. This continuous innovation impacts every aspect of the creative industry, allowing it to evolve in response to technological advancements and consumer demand.

The rapid development of the internet and new media has shifted traditional mass media consumption. The increasing demand for fast, accurate, and accessible information has led to the growth of digital platforms that offer video streaming and video-sharing services. YouTube, in particular, has emerged as a dominant platform, allowing users to watch videos, access information, and engage with content creators in real time. Originally designed as a user-generated content platform, YouTube has evolved to accommodate verified accounts, including television networks, enabling them to broadcast live events, share news, and engage audiences interactively.

Many traditional television stations have adapted to this shift by integrating live streaming services into their broadcasting strategies. For example, TVRI's official YouTube channel has streamed significant political events such as presidential debates, demonstrating how digital platforms can serve as an extension of traditional television. The widespread use of internet-based smartphones and the increasing accessibility of network connectivity have led to a shift in audience preferences, where younger generations now favor online content over traditional television broadcasts. This phenomenon has encouraged local television stations, including JITV, to embrace new media technologies and establish an online presence to remain relevant in the digital age.

This research examines the role and utilization of YouTube as a broadcasting medium for television programs in the digital era, specifically focusing on Jogja Istimewa Television (JITV). The study analyzes how JITV leverages YouTube and other digital platforms to distribute its content, engage with audiences, and fulfill its function as a government-affiliated television station. JITV, established on September 14, 2016, is a local government-owned television station under the DIY Communication and Information Service. It is the only local television station owned by the regional government that utilizes live streaming technology, making its content accessible through its website jitv.jogjaprov.go.id and the JITV YouTube channel.

By exploring JITV's digital broadcasting strategy, this study aims to provide insights into how government-owned television can adapt to digital trends, enhance audience engagement, and maintain relevance in the rapidly evolving media landscape.

LITERATURE REVIEW

The internet and social media are things that are not separated in time lately this. Social media moment This become A obligation For can access all type need information. In the research this, researcher to study more Far about utilization Youtube as an audiovisual- based media which is a media that is considered very popular on the internet. Type The published content is also diverse, from start entertainment, information around personal, up to news actual. That is naturally utilized by media that have correlation in line with audiovisual concept.

Circular Model of Some becomes one of the approaches that can used For count how much effective and the benefits that can be achieved through the media. The Circular Model of Some theory refers to the theory about social media analysis and digital mass media trends in the current era this is what it aims for make it easier researcher For can divide and classify social media become a number of criteria in accordance with their respective interests (Share, Optimize, Manage, and Engage). In theory This mention social media Work two - way between creator content with the audience, things the allow analysis deep about response audience, type content, and needs content produced.

The Circular Model of Some is divided into 4 parts, namely Share (Participate, connect and Build Trust), Optimize (Listen and Learn and Take Part in Authentic Communication), Manage (Media Monitoring, Real Time Interaction and Quick Response, and Engage (Influencer Relations, Where Is the Audience and How Do I Reach Them). theory the can used as a strategy in develop social media for the perpetrators content (Kurnia & Tresna, 2023). Fourth stage the is as following:

1. Share, In general refers to action or function Where user in a way individual or organization can publish, distribute, and provide access to others towards content certain. Luttrell emphasized three (1) participation, (2) relationships, (3) and building trust (Fatharani & Anisa, 2023).
2. Optimization, Theory This refers to the process of increase or maximize efficiency, performance and effectiveness a process, system, or entity. In other words, the purpose main from theory This maximize all processes for reach results best with utilise all source available power. At stage This, Luttrell re-emphasized three matter important namely listen, learn, and take part in. People who enjoy and consume information or messages on social media will react to content said, regardless from whether message or information That nature Good or no. In stage This Regina also added that stage optimization a social media need other media assistance, namely PESO (paid media, earned media, shared media, owned media).
 - a. Paid media is paid media like promotion advertising, sponsorships, and more.
 - b. Earned media is published information for free about goods or services created through party third .
 - c. Shared media can interpreted as an open platform Where friends, followers, and consumers can contribute and comment.

- d. Owned media means media that is owned in a way full by company the such as websites, podcast channels, radio, and more.
3. Manage, In stage This is what Luttrell emphasized three activity important thing to do carried out, media monitoring, quick response and real time interaction. Functions more manage stage emphasize on the subject For carry out monitoring or monitor as well as follow share in A case moreover first so you can more delve deeper current issue happened and then can handle it with Good.
4. Engagement, At the stage This subject must pay attention to “influencer relations, where is the audience and how do I reach them?”. In stage This subject must consider role as public and as organization. Luttrell also mentioned that an Influencer is enough own a big role in a medium that can represent information (Pakpahan & Djuwita, 2019).

METHODOLOGY

Study This use approach descriptive qualitative. Approach descriptive qualitative is purposeful approach For produce procedure analysis without use procedure analysis statistics or method qualitative others. Methods qualitative Alone taken researcher with objective find answer from formulation problems that exist in the object research . Research qualitative determined by credibility from researchers in it covers sufficient knowledge, experience and understanding about the context under study. In addition that, data or information obtained by researchers must truly originate from people who experience direct through events, symptoms, facts, or the reality (Raco, 2018).

RESEARCH RESULT AND DISCUSSION

Youtube is one of the online video sharing platforms that is quite popular For moment this. In development, youtube become a media that can give various type convenience access information to its users especially in audiovisual form. If we look at the era before existence youtube, activities production and editing still considered as science that only can done by people with Education or experience certain just. Basically youtube made as a video-based sharing platform that can display content or form easy information accessed and processed by its users Alone.

The more development technology also drives youtube For do Updates to feature as well as Another innovation in it is one of them feature communication interactive and live streaming. If you look at the broadcast world, the term live streaming has long been mentioned especially in the distant future before existence technology internet -based digital broadcasting. In implementation broadcast direct usually there is a Master Control Room (MCR) or normal also called space control broadcast containing device technical broadcasting For can control all broadcast processes. Subject research used researcher namely Jogja Istimewa Television which is station television streaming based which is located under shade DIY Regional Government. Concept about television truly internet based No Far different with television conventional. Quite a difference stand out lies in the device used, power reach

broadcast, capacity storage, accuracy information and some dimensions other (Santoso & Budianto, 2016).

Along development time, JITV also as well as utilizing social media Youtube with objective simplify and expand distribution information to various layer community. Jogja Istimewa Television start active share content on the platform Youtube since 2016, but It was only in 2017 that JITV started use live streaming feature for increase accuracy and speed information specifically around activity DIY Regional Government. Research This use analysis based on Circular Model of Some theory by Regina Luttrell. Furthermore, the program used as material analysis writer is a coverage program Journal Specialties. Journal Features is one of JITV 's programs which carries impressions information around management and utilization of Special Funds in various field.

SOME Analysis on Youtube Jogja Istimewa Television shared to 4 points main:

1. Share

In terms of sharing, JITV has a target audience and the information it broadcasts. part big is regarding the agenda and activities in the Yogyakarta area. Then In other programs broadcast on YouTube, JITV does not as well as immediately broadcasting program events that only related with government. Other programs such as Teras Jogja, Sarasehan, iNews, and Jurnal Features contains information whose target is public wide. JITV program contents are shared in accordance with the target audience. Based on data findings and results interview resource person, JITV explained reason main use Youtube as an alternative media television program broadcasting:

- a. Flexible features
- b. Relative Production Techniques more easy and affordable from all aspects.

2. Optimize

JITV in general open give chance to party or organization wherever For to weave Work The same in form content coverage or the news later can witnessed through channel JITV broadcast. In the learn and listen aspect, JITV does effort research to all information latest especially around environment of the DI Yogyakarta region. At the stage This research done For find current information crowded among public general. In stage This Regina also added that stage optimization a social media need other media assistance:

- a. Paid media is paid media like promotion advertising, sponsorships, and more. At this stage this is JITV not utilizing paid media. All JITV program broadcast via Youtube No implementing ads or advertising. This because of a number of JITV's internal reasons for not can published and one of them is limitations licensing will existence party third as provider services which also apply to other types of promotional media such as advertisement shows, or sponsorships that must be through stage verification

through LTI (Service) field Technology and Information) or through the DIY Regional Government Public Relations.

- b. Earned media is published information for free about goods or services created through party thirdly. In JITV technical no utilizing other media such as magazines, newspapers, or service advertisement as a publication medium Because the concept Alone as television government and is under DIY Regional Government. In other aspects such as influencers also do not in accordance because JITV as television Government more dominant use public figure or figure politics that has influence especially in the DIY region.
- c. Shared media can interpreted as an open platform Where friends, followers, and consumers can contribute and comment. JITV as television with streaming base has a number of active account to inform information in line with shows on major platforms namely streaming website. On the active JITV Instagram account share content information around snippet shows that will and have been in progress including live streaming both on Youtube or on streaming websites. No only on Instagram, JITV account is also active share the same content on social media Facebook and X. Apart from social media, JITV program broadcasts can also be accessed through RBTv/ KompasTV Digital TV broadcast Channel 32 UHF (Wednesday and Saturday) at 05.20-06.30 WIB).
- d. Owned media means media that is owned in a way full by company the such as websites, podcast channels, radio, and others. JITV itself using streaming website as the main platform broadcast television via the official website jitv.jogjapro.go.id, then the mobile App "Jogja Istimewa", Youtube channel "JITV Pemda DIY", Cable TV "Life Media" (JMN), Streaming Service Genflix.co.id, and broadcasts terrestrial C-Band satellite telkom4 3773H 10280 and KU-Band SES9 11861 H 45000.

3. Manage

At the stage This emphasized by Regina that media monitoring points, quick response and real time interaction are aspect important in analysis social media management. In the aspect First, media monitoring is carried out by JITV in form analysis independently on the Youtube platform. Monitoring This done every a week once by the team production with comparison detail context program content that has been air with the program that will aired. Then monitoring is also carried out with reporting amount viewers and responses likes and comments on each program. In the aspect second namely quick response, JITV has not apply it with maximum. Form interaction viewer dominated comments in the live comment column on the broadcast program direct Youtube and tends to more focus on the current event broadcasted. Viewers who need information or want to convey criticism and suggestions tend to do

interactions on other platforms such as column comments on Instagram or Facebook.

4. Engage

In stage this, engage more emphasized on the steps A organization or agency in build connection trust with his audience with see who is the target audience and how much big interaction and engagement together audience. This target achieved with the amount response in form input and appreciation from each program. Programs with interaction the most viewers one of them is "Broadcast Directly "with apply pattern interaction in a way real time good on Youtube or on the website, then followed by" Sarasehan" and the "Teras Jogja" program.

Based on data analysis in research entitled "Utilization Youtube as an Alternative Media for Broadcast Programs Liptan Journal The Specialty in Jogja Istimewa Television", author collect data findings from use Youtube as an alternative media used by JITV.

1. Production Result Archiving Media
2. Access easy website features and platform
3. It's easy do broadcast direct interactive through Youtube "Live Streaming" feature.

CONCLUSIONS AND RECOMMENDATIONS

Management accounts and social media need a strong strategy to achieve the goal making account can achieved. There are several stages and aspects that must be under consideration as steps for information and content can delivered with good and appropriate with purpose. In the Circular Model of Some theory, Luttrell said that good social media management pass share, optimize, manage, and engage stages. Based on research that has been done, there are conclusion from study is as following:

1. In the process of sharing message, the effort made by the station JITV television is do digital streaming either via website or Youtube. Then on other platforms, JITV built connection via social media such as Instagram, Facebook, and X as extension of information media. In addition that , access Easy Youtube make content more accessible to the audience and free For give comments, suggestions, input, and Live Chat in Broadcast mode Direct Youtube.
2. At the stage optimization, efforts made by JITV to listen and learn response from the audience is with monitor comments and count viewers on each program content uploaded on YouTube. In particular JITV only no in a way full apply criticism and input from its related audience with load or program content . Input that is taken into account and used as correct part big on the side creativity content and presentation.
3. At the stage management, the strategy used by JITV is monitoring through Youtube Studio with see analysis and graphs viewer from each content and added with feature notification For can see One one by one comments, likes, and the number of newest subscribers. In this aspect response fast and real time interaction, the JITV Youtube platform does

not used as a platform for intermediary communication viewer with party television Good formal and informal communication communication interactive like comment or live chat.

4. At the stage involvement, steps taken by JITV in approach communication and building trust No done through role model or influencer method. JITV places self as station television based governance so that information and everything type content produced with source taken from people or affiliated institutions direct with DIY Regional Government. Influencers here interpreted as people with position or with field professional work in the scope DIY Regional Government according to with impressions information that will be delivered to public.

Management social media account on the youtube platform @JITV_Pemda_DIY shows that aspects that achieve level maximum management is share aspect. Of the four aspect The main things contained in Luttrell 's theory, all of them done with good, but There is a number of points such as monitoring that is not using tools such as Luttrell suggested. Lack power work on the part pre-production also becomes constraint No achievement interaction in a way real time with audience, then engage influencers who don't in accordance with JITV's vision and mission as television government.

ADVANCED RESEARCH

Advanced research on JITV's social media management strategy suggests that while the platform effectively implements the share aspect, further optimization is needed in audience engagement and content management. A deeper analysis using social media analytics tools—such as sentiment analysis, AI-driven audience segmentation, and predictive engagement models—could enhance JITV's responsiveness and strategic decision-making. Additionally, real-time interaction could be strengthened through integrated chatbot technology or AI-assisted comment moderation, ensuring more dynamic audience participation. Another critical area for improvement is content personalization, where leveraging data-driven insights can help tailor content formats, scheduling, and topics based on audience preferences and behavioral patterns. Furthermore, exploring collaborative partnerships—not necessarily with traditional influencers but with trusted community leaders, academics, or government officials—could enhance credibility while maintaining JITV's governance-based identity. By adopting these advanced strategies, JITV could maximize its digital reach, improve engagement metrics, and establish a stronger connection with its audience, ensuring long-term sustainability and growth in the evolving digital media landscape.

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