STRATEGY FOR CREATING NEWS CONTENT ON TIKTOK SOCIAL MEDIA DURING THE COVID-19 PANDEMIC (A CASE STUDY ON IDN TIMES)

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ABSTRACT

During the COVID-19 pandemic, TikTok social media users increased. TikTok social media is not only a medium of entertainment but is also used as a medium of information. Several online media companies use the TikTok application to spread the news, one of which is the online media company IDN Times. This study aims to determine how the strategy in creating news content is carried out by IDN Times on TikTok social media accounts during the COVID-19 pandemic. This research uses a case study method with a qualitative approach. They are collecting data obtained through observation, interviews and documentation. This study uses the concepts of mass communication theory and Middleton's (1980) communication strategy & planning theory which were analyzed with the POAC management approach, namely: Planning, Organizing, Actuating, and Controlling. The results of this study are program planning strategies with OKR (Objectives and Key & Result), content plan, job-desk organizing strategies, pre-production strategies, production strategies, post-production strategies, to monitoring and evaluation strategies.

Keywords: Strategy, news content, tiktok

1. PREFACE

The outbreak of the COVID-19 pandemic in 2020 resulted in the government implementing all activities carried out at home, this policy being an effective way to contain the spread of the COVID-19 virus. With the policy of social restrictions, so that mass communication is the right alternative for delivering information to the public. According to Sobour, mass communication is a communication from a person or group through media tools to the wider community in conveying information [1]. In the process of mass communication requires tools such as through mass media, from print media, electronic media to online media.

Online media is a tool for disseminating information that can be easily accessed via the internet. Thanks to technology, especially the internet, it can make it easier for someone to convey messages to obtain information or news anywhere and anytime.

One form of online media is social media. According to Philip Kotler and Kevin Keller, social media is a medium for users to convey text, information, video, images, and audio with fellow users as well as with companies or vice versa [2], so that now social media is a practical and efficient choice in communicate, share and obtain information.

The ongoing COVID-19 pandemic makes Indonesians have to stay at home, social media is the only way people use to get news related to COVID-19, learning, WFH (Work from Home) to entertainment. According to research released by We Are Social in January 2021, 202.6 million Indonesians access the internet with a total population of 274.9 million and 170 million Indonesians are active on social media [3]. This significant increase has had a great influence in shaping the behavior patterns of people's lives during the COVID-19 pandemic, so that many

companies use social media as a means to disseminate information, one of which is using social media which is very popular with the people of Indonesia. today is TikTok.

TikTok is a social media that is very popular and in demand globally. TikTok users can create a 15 to 60 second video followed by filters, music, and other unique features. A company founded the TikTok application from China, China, ByteDance first founded Douyin. Douyin's high popularity expanded outside of China, which was named TikTok [3]. With the emergence of the COVID-19 pandemic, TikTok's social media users have increased to 2 billion. This number exceeds the total users who downloaded the Instagram platform, 1.5 billion globally [4].

During the COVID-19 pandemic, TikTok social media is used by many people as a medium of entertainment, a way to express themselves, be creative, and spend time at home, making TikTok a new trend and culture for Indonesian people. TikTok can allow users to create Lypsinc videos with dancing, comedy content, education and information, challenges, tutorial content, tips and tricks, cooking, education, fashion, beauty, business, etc.

Thus many users use TikTok social media as a source of information, so TikTok users are not only personal users, but also used by corporate organizations because TikTok social media is considered an alternative way to share news during the COVID-19 pandemic. Thus, several online media companies use the TikTok application, one of which is the online media company IDN Times.

IDN Times is a leading multi-platform media company for Millennials and Gen Z. The company has a website (www.idntimes.com), the company has their own app called IDN APP and a number of other social media platforms such as Instagram, Facebook, Twitter, and YouTube. However, during the COVID-19 pandemic, IDN Times also used TikTok to share news, in which the news was made into various video content, such as being packaged into videos with photos and text, Slide shows or a series of photos into a video, and etc.

Making news content, of course, requires a conceptualized communication strategy so that the content can be said to be successful in providing information to the public. Strategy in general is planning and management to obtain a goal, to achieve this goal the strategy does not act as a guide map that only shows direction but is also able to determine how to operate [5].

Therefore, the researcher raised the title "Strategy For Creating News Content On TikTok Social Media During The COVID-19 Pandemic (Case Study On IDN Times)". The problem in this study is how to create news content strategies on TikTok social media as a medium of information. This study aims to find out how the strategy for creating news content on TikTok social media is.

Our contribution
The academic benefit of this research is that the results of this study are expected to be useful for the development of Communication Studies, especially in the creation of news content on social media. The results of this study are expected to be a reference for other researchers who want to research Communication Science in creating news content on social media. The practical benefit of this research is that the results of this study are expected to be a guide for corporate practitioners in building news content creation strategies on TikTok social media. The results of this study are expected to provide input for students in accessing and obtaining news on TikTok social media.

Mass communication

According to Gerbner, mass communication is communication that produces messages that are sent and regularly distributed to the public over a fixed time interval such as daily, weekly, or monthly. The procedure for producing messages cannot be carried out by individuals but must be carried out by formal institutions or organizations and requires certain tools or technologies. Mass communication must require mass media as a sending tool [6]. Mass communication uses mass media to deliver messages, namely television, radio, newspapers, film magazines, and online media [7].

POAC Theory

In carrying out a communication strategy, a management system is needed to convey the communication objectives properly. IN HIS BOOK ENTITLED PRINCIPLES OF MANAGEMENT, George R. Terry (1958) classifies four basic functions of management, namely Planning, Organizing, Actuating and Controlling. These four management functions are abbreviated as POAC. Planning is the determination of facts and intermediary facts and the formation and use of assumptions for the future by describing and analyzing activities in a structured manner to obtain the expected results. Organizing is the selection, classification, and arrangement of the activities needed to achieve a goal, the placement of individuals (employees), of activities, the design of physical factors that are in harmony with the needs of work or activities and the appointment of authority relationships, given on each individual in relation to the implementation of any desired activity. Actuating is acting and persuading all group members to want and move seriously to achieve goals sincerely and in balance with planning and organizing efforts or arrangements from the superiors. Supervision is a process of selecting what to obtain, namely standards (measures), something that is being carried out, namely implementation, assessing or measuring implementation, and if necessary making improvements so that it can be better, so that implementation is in accordance with planning, namely in accordance with standards (size) [8].

Online media

In general, online media is a type of communication media that requires an internet connection to access it, both from the sender of the message and the recipient of the message, so it is called online media [9]. The content of online media information is not limited by space (pages) such as newspapers and is not limited by time (duration) as experienced by radio and television. online media can make all elements of text (transcript), video, audio, photos, and all appear together [10]. One of the means of online media is social media.

News

According to Oramahi, news is new information that contains important meaning, and has influence and can attract attention to viewers [11].

2. RESEARCH METHOD

The research method used in this research is a qualitative research approach with a case study method. According to Bogdan and Taylor qualitative research is a research procedure that forms a detailed descriptive data in the form of written or spoken terms from people and observed behavior or events [12]. Then according to Robert K. Yin, the case study research method means a procedure that is suitable for use in research that uses the main research questions how or why, the researcher has little time to monitor the observed events, and the emphasis of the research is on current facts and events [13]. The case study was conducted on the online media IDN Times.

The subject of this research is the distribution of social media content on TikTok IDN Times. The object of this research is the strategy of creating news content on TikTok social media. The author uses data collection techniques, namely interviews, observation, and documentation. Interviews were conducted with IDN Times Video Creative Associate Reynaldy Wiranata, IDN Times Senior Social Media Manager Donny Andrian and IDN Times TikTok social media viewer Fazriya Arifah. Data collection was carried out in the midst of COVID-19 so interviews were conducted via Zoom video conferencing. Observations were made on TikTok IDN Times social media accounts and documentation in the form of uploads of TikTok IDN Times social media photos and documentation of interviews and observations. The data validity technique uses source triangulation by interviewing the IDN Times TikTok social media audience.

3. RESULT AND DISCUSSION

Planning

Based on information from Reynaldy Wiranata and Donny Andrian, the planning carried out was holding a meeting with the video team, the editorial team, and the social media team (Audience Development). The meeting discussed OKR (Objectives and Key & Result) is a framework that sets a goal (objective), by measuring the achievement of these goals with a number of main results (key results) as a benchmark, the key result is seen from the performance results or video analytics content and number of followers. Then the next week's activities, upcoming big days, discuss the content plan, starting from visuals, materials, to captions. The target achieved in making news content videos is 3 to 6 per day from the internal team and the video team, so the number per week is about 30 content videos.

> *"What is certain is that first we research first, research is like, for example, we find out what the audience needs, with our timeline, meaning that our target audience is Millennials and Gen-Z. We are also working with the Audience Development team, like they give recommendations, I think there will be a lot of content like this that will be seen, the most important thing is the issue first, the most important after that is the recommendation from the audience development team"* (Reynaldy Wiranata).

Based on previous research with the title "Communication Strategy of the Production Department in Improving the Quality of Morning - Morning Programs on NET TV" [14]. This supports this research that the planning strategy consists of a program with a concept, target audience, review factors, share and rating, brainstorming, pre-production strategy, production strategy, and post-production strategy.

Organizing

Based on information from Reynaldy Wiranata and Donny Andrian, it was stated that the organization using the jobdesk division was that the video team was tasked with making video content from news articles, editing, and writing scripts, and also directly determining what news would be used as content. Then from the social media team, which is the last door where the social media team is tasked with determining whether or not news content created by the video team is appropriate, determining whether the news content is in accordance with the IDN Times concept, whether it is important for followers, whether it is appropriate. trending on TikTok social media. The social media team and the video team have the same goal, namely Monthly Active Users, which means the number of active users in the last month (30 days).

> *"Based on the IDN Times content for videos, there is their own team, usually they are really direct to determine what kind of content they want to show news content which they decide for themselves, if from the social media team, we usually think that the ideal is something like this. Just the last door, to make sure that this content is worth showing or not. We definitely have one goal, right, we have the same target by chance, the audience development team and the video team have the same OKR (Objectives and Key Result), OKR (Objectives and Key Result) our main goal is monthly active users"* (Donny Andrian).

Previous research entitled "Communication Strategy of the Production Department in Improving the Quality of Morning - Morning Programs on NET TV" [14]. This supports this research that the organizational strategy is with a jobdesk division system for each employee according to their respective work agendas.

Actuating

Based on Reynaldy Wiranata, the choice of news context is based on listicle articles that are slightly different from other media. A listicle article is an article whose discussion is written based on the main ideas or subtitles and is supported by interesting images that match the subtitles discussed. From a listicle article that has important points it will be very easy to be used as news content and ensure the points to be taken already explain the content of the news. Based on information from Donny Andrian, in terms of content, but because IDN Times uses listicle articles, it makes it easy for viewers to read.

Figure 1
One of the IDN Times Listicle Articles
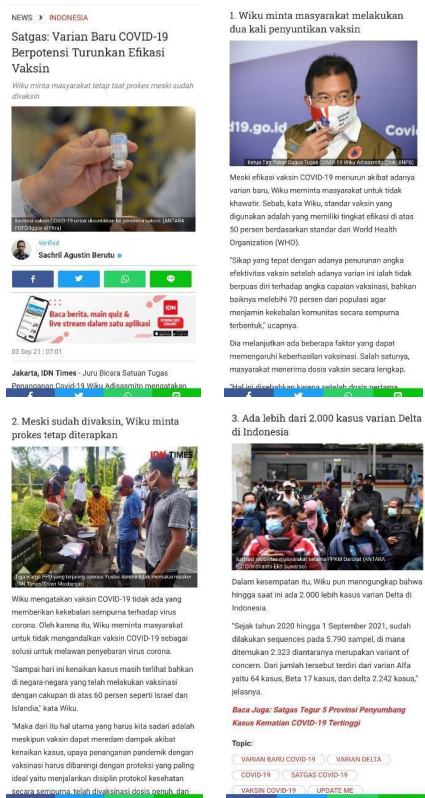
Source: Personal Documentation

News articles that will be made into video content based on trending topics, hot issues, and breaking news. This can be seen from the trending in each social media which has its own trend. Then also use Google Analytics as a reference, but it is only limited to articles on the website, different from content that will rise on social media. The social media team is always monitoring what is trending on TikTok social media. In making news content on TikTok social media, it is necessary to pay attention to the elements in terms of videos, photos, accurate and according to what is conveyed, ensuring the points of the news content are not long-winded, so that someone will immediately understand the intent and purpose of the news. the contents of the content.

After the news is converted into content, it is then distributed on the TikTok account @idntimes and Instagram account @idntimes.video but that is for content created by the video team. The social media team and internal team also create special content for TikTok accounts only, such as educational content, entertainment content, tips and tricks content, and other entertainment content to inform, entertain, and educate the public. Then the social media team will pay attention to how one video can reach a wide audience, which is supported by the use of songs, hashtags, and so on. The use of songs needs to be considered and must be in accordance with the content of the news. The algorithm on TikTok has installed anyone who uses hashtags, locations, song choices, likes or likes, and comments from people's videos will get more feedback [15].

> *"So, at the beginning of the pandemic, there were many changes, we switched to everything online and also TikTok social media itself was also famous at the beginning of the pandemic, many people accessed TikTok, so to fill spare time at the beginning of the pandemic, playing TikTok, to entertain, but it's getting here. TikTok is one of the social media that is used not only to entertain but also as a source of information, one of which is news from IDN Times content"* (Fazriya Arifah, IDN Times TikTok social media audience).

Based on previous research with the title "Content Division Strategy in Packaging Social Media Content on Kompascom Instagram Accounts" [16]. This supports this research that conducts the selection, manages news articles to be used as visuals, and then distributes them to various social media.

Figure 2
TikTok IDN Times Social Media Profiles and Content Post
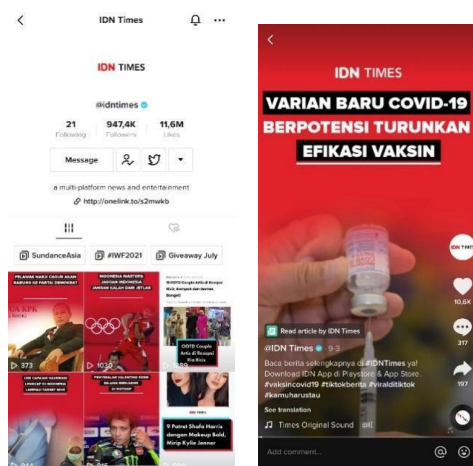
Source: Personal Documentation

Controlling (Supervision)

Information from Reynaldy Wiranata and Donny Andrian stated that the supervision carried out by the social media team was mandatory. Supervision is carried out by seeing content that is typed (typo), the number of likes and comments. Then see the analytical results of the uploaded content videos increase or not. If not, then the social media team will find out what the shortcomings are, for example, the clock time is not right, the photos used are not attractive, or the delivery method of the model used on TikTok is not conveyed, for sure the social media team and the video team will discuss things the. The social media team and the video team evaluate every week, with weekly and monthly matrices, these two are weekly and monthly activity reports based on analytic tools.

> *"Every week, we have a weekly matrix, there is a monthly matrix, so there are 2, every Monday and the beginning of the month"* (Donny Andrian).

Based on previous research with the title "Communication Strategy of the Production Department in Improving the Quality of Morning - Morning Programs on NET TV" [14]. This supports this research that the strategy used to monitor and evaluate the program obtains optimal results. Monitoring can be viewed based on graphs, shares & ratings.

4. CONCLUSIONS AND RECOMMENDATIONS

In the Planning process, using a program planning strategy, OKR (Objectives and Key & Result) is a framework that establishes an objective (objective), by measuring the achievement of these goals with a number of key results and content plans. In the Organizing process, the jobdesk division is used, namely the video team is tasked with making video content from news articles, editing, and writing scripts. From the social media team, it becomes the last door in charge of determining whether it is important for followers.

In the Actuating process, using production and post-production strategies by selecting news contexts based on listicle articles, converting them into videos, then the social media team checking the content created by the video team. Then it is distributed on the TikTok account @idntimes and Instagram account @idntimes.video but there is special content that is only distributed on the TikTok account such as entertainment content, tips and tricks content and other entertainment content. In the Controlling process (Supervision/Evaluation) by viewing content that is typos (typo), the number of likes and comments, seeing the analytical results of the video content. The social media team and the video team evaluate weekly and monthly matrices every week.

Based on the results of the research that has been carried out, the authors express several suggestions, namely for academic advice. Researchers hope that this topic and the discussion that has been explained can foster curiosity to carry out continuous research but on other social media such as Instagram, Twitter, or YouTube by conducting interviews that wider area to obtain maximum results. Practical advice, namely online media is not only a medium of communication, but is used as a medium of information, it is very important always to be able to disseminate information that can be accounted for the truth or not hoax, it is hoped that IDN Times can optimize in making news content so that it always becomes a source of information for the community. Not all news is made into content, as a reader it is important to read the news in more detail on the IDN Times website.

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