

COMMUNICATION STRATEGY @DIALOGINDOCIREBON ON THE YOUTUBE PLATFORM: DIGITAL TRANSFORMATION AND AUDIENCE EXPANSION

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Abstract

YouTube is a social media platform that facilitates video sharing and watching by offering a wide range of content, including movies, video trailers, and user-generated videos, all at no cost. One of the youtube channels that provides content about information and entertainment is @dialogindocirebon. This study examines the digital transformation of the YouTube platform in expanding the audience with thousands of subscribers on Channel @dialogindocirebon through its communication strategy. This study uses a qualitative descriptive research design. Apply purposive sampling as a data collection method or for the selection of research samples. Non-participant observation and in-depth interviews were used to collect data. The research findings were obtained through the application of qualitative data analysis techniques. The result of the research is that the strategy used by the youtube channel @dialogindocirebon is to divide the market segmentation by creating sub-sub channels according to the target market city.

Keywords: Communication Strategy, New Media, Subscriber, Content.

INTRODUCTION

In the current era of the digital industry, there is technology that is in great demand by the public, one of which is new media technology in Indonesian called new media. The term "new media" continues to cause great controversy among scientists. Often, the term "new media" is understood to refer to interactive media that requires only the most basic computer hardware. In addition, more comprehensive coverage is provided by Croteau's (2013) new definition of media, which includes technological advancements in the media sector and led to the emergence of new media platforms such as computers, cable television, satellite, and fiber optic technology. Users can engage in interactive decision-making and offer diverse responses to media products (Kurmia, 2005).

The emergence of new media is part of the acceleration of access to information technology which is very fast and wide. New media allows users to get easy access such as being more adaptive and socializing so massively (Al-Marroof et al., 2021; Firmansyah et al., 2022; Yeh & Swinehart, 2022). New media greatly influences people in their preferences for information sources (Akbar, 2018). The emergence of new media has now penetrated into various industries, including journalism. Online journalism has become the dominant form of journalism. The emergence of new media platforms is in line with the development of general public information-seeking behavior as documented in the literature (Kencana et al., 2021). Current Press Council data shows that there are 1,647 online news portals spread throughout Indonesia. Of these, only 85 are factually validated, while 169 are administratively verified (Pers, 2020). In the Indonesian press, the formation of new habits is the task of online media. These obligations are increasing along with the expansion and spread throughout Indonesia (Kencana et al., 2021). Individuals often utilize blogs and social networking sites as a source

of information and to express their opinions regarding other political or social developments (Allgaier et al., 2013).

Social media is a source of information in the contemporary journalistic process. In online journalism, the acceleration of the spread of news is very important. Online journalism is prevalent on many digital platforms, such as social media and online media portals. Online news portals spread news through social media platforms in addition to websites and apps. The social media platforms in question are as follows: YouTube, Twitter, Instagram, and Facebook (Kencana et al., 2021). By utilizing social media platforms, one can obtain the necessary information. Andreas Kaplan and Michael Haenlein define social media as a collection of internet-based applications sourced from Web 2.0 principles and technologies. The application is divided into the following six categories: (1) Collaboration projects between websites; (2) Blogs and Microblogs; (3) A platform for users to share visual and auditory media content in certain formats; (4) Social networking sites; (5) Virtual game environment; and (6) Virtual social networks. (Hermawan, 2022).

In Indonesia, YouTube is a means of publishing video content that continues to increase every year. A survey conducted by YouTube revealed that YouTube is used by nearly one billion people, or one-third, of the global internet population. The demographics that comprise YouTube's largest user base are made up of individuals aged 18 to 34, with more than 70% of video views coming from mobile devices. Daily content consumption amounts to one billion hours (Setiadi et al., 2019). In Indonesia, the most watched content on YouTube is content about entertainment and information.

One of the youtube channels that provides content about information and entertainment is @dialogindocirebon. Dialog Cirebon Media is present as a digital company that utilizes several platforms, namely Website News, Social Media, and Youtube. On social media youtube @dialogindocirebon has joined on October 10, 2018. PT Dialog Indonesia Media was established on April 22, 2022 with the Decree of the Ministry of Law and Human Rights of the Republic of Indonesia Number AHU-0029927. AH.01.01.YEAR 2022. Dialog Indonesia has the spirit of becoming an online media that not only provides information and entertainment, but also helps preserve Indonesian culture (*Dialog Cirebon Media*, n.d.). In providing content that is in accordance with @dialogindocirebon ideals, the right communication strategy is needed in creating interesting youtube content.

Communication strategy is a guide from communication planning (communication management) to achieve a goal (Effendy, 2008). To achieve this goal, the communication strategy must show how the operation is carried out tactically, i.e. how the approach can change at any given moment based on circumstances and conditions. Basically, there are two important aspects of a communication strategy that require a thorough examination and understanding: macro strategy and micro strategy. It is important to review this thoroughly to provide a comprehensive understanding of the communication strategy. Communication strategy consists of planning strategy and management strategy. Various information collection strategies are carried out by the YouTube channel @dialogindocirebon in order to provide the information needed by the people of Cirebon City and its surroundings.

Previous research refers to (Ramadhani, 2022) entitled "Instagram Account Communication Strategy @beritacilegon in Providing Updated Information About Cilegon City" This research uses a qualitative descriptive methodology. A common characteristic among these studies is the use of communication strategies as a reference point. Instead, the study disseminates information through the use of communication strategies applied to Instagram accounts. Meanwhile, this study disseminates information through the communication strategy of YouTube channels.

The next research that is a reference is the research Dzulfikar & Saputro (2018) entitled "Communication Strategy of Instagram Advertising Services @Solofoodgram in

Facing Competitors". This study examines the use of Instagram accounts @Solofoodgram as a paid advertising platform to promote products related to the culinary industry. This research focuses on marketing communication carried out by @Solofoodgram in an effort to attract consumers or individuals who are interested in advertising through Instagram. Instead, this study emphasizes more on the communication strategy used by YouTube @dialogindocirebon channel, which is to disseminate the latest information and use YouTube social media as a platform. Both are comparable because they both consult communication strategies for research purposes.

The next research that is a reference is the research Zappettini & Rezazadah (2024) entitled "Communication Strategies on Twitter: A Critical Discourse Analysis of the US Withdrawal from Afghanistan". This study analyzes communication strategies on the twitter platform in the context of military withdrawal and redeployment. The study centered on the study of the United States' withdrawal from Afghanistan to analyze which (and how) strategic narratives were discursively mobilized by the U.S. administration; X (formerly known as Twitter) is an organization on Twitter (now known as X) to seek public support and legitimacy for its operations. Meanwhile, this study emphasizes more on the communication strategy used by the YouTube channel @dialogindocirebon, namely disseminating the latest information and utilizing YouTube social media as a platform. Both are comparable because they both analyze communication strategies for research purposes.

Researchers are interested in researching this problem because a lot of research on Communication Strategies on the youtube platform has been carried out. However, most of the existing research focuses on global or national YouTube channels that have a wide and diverse audience. There is a lack of in-depth research on YouTube channels that operate in local contexts, such as @dialogindocirebon, which may have different cultural and social dynamics in their communication strategies. Specific research on how local YouTube channels such as @dialogindocirebon adapt and implement digital transformation is still very limited. It includes how they leverage digital technologies and platforms to improve communication effectiveness and audience expansion. Local YouTube channels also often have to innovate to stay relevant and engaging. Research on how @dialogindocirebon adapt their strategies in the face of changing digital trends and audience preferences is still limited. This includes the study of innovation in content, the use of new technologies, and adaptation to audience feedback.

This study examines the digital transformation of the YouTube platform in expanding the audience with thousands of subscribers on Channel @dialogindocirebon through its communication strategy. The research provides valuable insights into the digital transformation and communication strategies on YouTube, using Channel @dialogindocirebon as a case study to explore effective methods for expanding and engaging an audience.

RESEARCH METHOD

The researcher employed a descriptive qualitative methodology to provide a comprehensive and methodical overview of the communication strategy used by the YouTube channel @dialogindocirebon, which has 4.15 thousand subscribers, in disseminating news about the city of Cirebon. Qualitative data were collected in a descriptive format, consisting of words and pictures, not numerical values. This approach aims to produce precise, factual, and methodical descriptions of the attributes and facts of the channel's communication strategy without examining relationships between variables. The study visualizes the current state of reality, enhancing the depth of understanding of the phenomenon. The research subjects include HRD Dialog Cirebon Media and the YouTube channel creator, selected through purposive sampling based on their knowledge and

authority. Data collection involved non-participant observation and in-depth interviews to gather comprehensive qualitative data, supplemented by secondary data from online journals, documents, and official records.

The data analysis process involves organizing data into categories, synthesizing information, recognizing patterns, and selecting important elements for further study. It includes three stages: data reduction, data presentation, and drawing conclusions. The study uses data triangulation to assess the validity of the data, comparing the correctness of the subjects' responses with other empirical data sources. This methodological approach allows the researcher to validate conclusions through multiple sources, methodologies, and theoretical frameworks, ensuring data integrity. By triangulating data from in-depth interviews and observations, the researcher aims to produce a robust analysis of the communication strategy of @dialogindocirebon, providing valuable insights into the digital transformation and audience engagement on the YouTube platform.

RESULT AND DISCUSSION

This research was carried out at the editorial office of @dialogindocirebon known as Dialog Cirebon Media which is located in the city of Cirebon which is located at Jl. Kalitanjung No 40, Harjamukti, Cirebon City, West Java. The results of this interview will be concluded about the communication strategy of the @dialogindocirebon youtube channel in providing updated information.

"So the Cirebon dialogue used to be called infoCRB if you have heard the name of infoCRB.COM which was established in 2014. we were present in 2014 in the cities of Cirebon and Ciyumajakuning. Then our content is still the same as in the past of information and entertainment. And at the end of 2021, we finally decided to change the name because we wanted to expand our market segment to national. Yesterday, infoCRB was still diagramming and the market was still just changing. Well, at the end of 2021, we finally decided to expand the market to national and change the name to Indonesia Media Dialogue. From the Indonesian media dialogue, there will be a sub-sub channel from the Indonesian dialogue itself, one of which is the Cirebon dialogue. So it is likely that in the future there will be a brass dialogue, a Bandung dialogue, a Puwekerto dialogue, for example. Later in the future it will be like that because our segmentation will change to national. and now Alhamdulillah, the Indonesian media dialogue has been certified by the press council under the auspices of the press council to directly become one of the cyber media," said Deri Sudrajat. as HRD of Cirebon Media Dialogue.

Communication strategy is one of the ways for @dialogindocirebon youtube channel to provide information about online media companies to the people of Cirebon city that the Cirebon Media Dialogue does not only use news portals but also uses other social media such as Facebook, Instagram, and YouTube. The communication strategy built by the Cirebon Media Dialogue is to build a forum to provide the best information about Cirebon Jakuning. And it doesn't stop there, to expand the market segment or expand the delivery of information, Dialogue Indonesia has a sub-sub-channel youtube from Dialogue Indonesia's own, one of which is the Cirebon dialogue.

"If the youtube channel is meant to accommodate it, in the future there will be several channels, including one of them, the Cirebon dialogue, which is one of our forums to provide information about Ciyumajakuning, of course, because there is another TU for Indonesia, there is an Indonesian dialogue youtube channel itself. and this dialogue Cirebon media is one of the sub-channels of the Indonesian dialogue youtube channel itself, to accommodate information about Ciyumajakuning, of course"

The results of the research are based on the results of interviews According to Deri as the HRD of Dialog Cirebon Media, Dialog Cirebon Media chose youtube as one of the

platforms to convey updated information about the city of Cirebon." All platforms to provide news and entertainment information, we have one of them, YouTube, why can YouTube be one of our strengths as well, for from YouTube it is undeniable that it is one of our sources of income, we also automatically have to continue to produce content on YouTube".

To implement a communication strategy for @dialogindocirebon channel to be successful, everything must be associated with parts that are the answers to the questions in Lasswell's formula, including: first, Who? In this case, the YouTube channel @dialogindocirebon with Deri Sudrajat as the producer and host who plays a role in providing updated information about Cirebon. Second, Say what? (what message does it declare) in this case information and entertainment is the content of the message conveyed from YouTube content @dialogindocirebon. Meanwhile, regarding the third point, namely In which channel? (what media is used), in this study refers to Youtube as one of the media platforms to disseminate information in the form of videos for the Cirebon Media Dialogue. The fourth component of the communication strategy is To whom? (who is communicative). In this case, YouTube channel subscribers @dialogindocirebon as listeners. then the last one, With what effect (what effect is expected). Deri Sudrajat said that the effect in question is that the community or subscribers get the information presented. "Of course, it can provide benefits to the community and those who have subscribed to us can get the information we present". From this statement, it can be concluded that the communication strategy related to the vision and mission of Dialog Cirebon Media is to make the @dialogindocirebon youtube channel an online news platform that can provide information and also updated entertainment to the community, especially the city of Cirebon.

In achieving its goals (vision and mission), Dialog Cirebon Media as the initiator of YouTube channel content @dialogindocirebon must be able to carry out the process of planning and determining programs, including: First, how to determine roles and missions to find out the scope of tasks to be carried out. In this case, Deri Sudrajat said that Dialog Cirebon Media has a vision and mission related to the @dialogindocirebon youtube channel on the Dialog Cirebon youtube platform. "The vision is definitely to provide the best information for the community. Especially because we started from Cirebon so now it is still a dialogue in Cirebon but in the future we want to provide the best information for people throughout Indonesia, and provide entertainment as well, interesting entertainment for the community". From this statement, it can be concluded that the vision and mission of Dialog Cirebon Media is to make the Dialog Cirebon Media youtube platform can be a forum to provide the best information and interesting entertainment to all of Indonesia, especially the people of Cirebon.

Second, determining the target area where Dialog Cirebon Media must be able to determine the point where it must work. Deri Sudrajat explained that the youtube channel @dialogindocirebon provide freedom according to the theme to determine the content of the message of each content conveyed, namely about information and entertainment. Our content is still the same as it used to be information and entertainment". From the above statement, it can be concluded that in determining the point where to work, Dialog Cirebon Media determines the content of the message of each content conveyed, which is in the form of information and entertainment.

Third, determine the effectiveness indicators of each work. During the Dialog Cirebon Media was established from the end of 2022 until 2024 now, Intan Vatikanka as a social media specialist said that there have been more than hundreds or even thousands of video content. "If we count 2 programs a week, 3 programs are multiplied by 2 years. Maybe it can be calculated 2 times a week, if for news every day, there is" From this statement, it can be concluded that within two years @dialogindocirebon has determined the effectiveness indicator with more than a thousand video content titles on YouTube.

Fourth, choose the goals or results achieved. By making subscribers the target audience of @dialogindocirebon youtube channel, Deri Sudrajat explained that the existence of a youtube channel @dialogindocirebon have an impact on the community. "Of course, it can provide benefits to the community and those who have subscribed to us, they can get the information we present" From the statement above, it can be concluded that the YouTube channel @dialogindocirebon have an impact on the community by providing updated information presented by the Cirebon Media Dialogue.

Meanwhile, related to the fifth point, in preparing plans such as scheduling, budgeting or accountability. Dialog Cirebon Media has a plan for the existence of a youtube channel @dialogindocirebon, Intan Vaticanka said in terms of content planning with various stages such as theme determination, brainstorming, resource person determination, review stage, treasury, broadcast. and Dialog Cirebon Media will save content if the previous week does not meet the upload target." We if we make a program to determine the theme, brainstorming who the source is, then what we want to learn from the source, then the submission of the source and the scheduling of filming, the production process, the editing process and then the review after the review will be theaser, after that it will be aired" "We are more content tubes, so if there are obstacles faced by the source we have of course a broadcast schedule 2 times a week and in the implementation of the filming it cannot because it should be aired and we have not Shooting, we usually add a target for the next month, so if this week is 1, it means next week 3 shows. The target is monthly and the target is 8, but so far it has always been ontime, because it is not a day that airs immediately because it can be planned that the filming can be a day before or two days before. So if we can't schedule the 1st anymore with the new one, there is a plan B but so far it is in accordance with the specified target". From this statement, it can be concluded that youtube channels @dialogindocirebon as content media that have structured planning so that they require careful planning and making backup plans.

Sixth, determining organizational communication. As explained by Deri Sudrajat, Dialog Cirebon Media has a marketing analysis team to conduct youtube channel promos @dialogindocirebon one of them is on Instagram. And the Cirebon Media Dialogue can also publish @dialogindocirebon content. "One of them is Mrs. Intan who is our social media specialist, then she analyzes our YouTube account and other social media accounts. But for the specifics, there is nothing wrong with it and indeed Mrs. Diamond is assisted to analyze what strategy we have to work on, for marketing everything is marketing and each team here is also obliged to be part of the marketing as well and share to social media the marketing strategy that we have earlier that has been done with Mrs. Intan." From this statement, it can be concluded that in promoting on social media, specialist media and other Cirebon Media Dialogue parties can both publish their own.

Lastly, the seventh, in the implementation where all parties involved have committed and immediate action is taken. Deri explained that the @dialogindocirebon youtube channel is a youtube channel that does not get a contract with any third party, therefore all the tools and needs for content creation are all from Dialog Cirebon Media. "All of us, for the items themselves, there are cameras, mixers, godox for wireless audio, lighting, blackmagic as a camera switcher, cables and most importantly the host with the resource person". From this statement, it can be concluded that Dialog Cirebon Media is committed to the maximum possible in terms of creating the best content, by providing its own equipment that supports all content creation.

Discussion

This study examines the communication strategies implemented by Dialog Cirebon Media in managing @dialogindocirebon YouTube channel. This research was conducted

through in-depth interviews with Deri Sudrajat, HRD of Cirebon Media Dialogue, and Intan Vatika, social media specialist. This research aims to understand how communication strategies are used to achieve the goal of disseminating information and entertainment to the people of Cirebon and its surroundings, as well as how efforts are made to expand the scope of the audience to the national level.

Transformation and Rebranding

Dialog Cirebon Media, which was originally known as infoCRB.COM since 2014, underwent a rebranding at the end of 2021 to become Dialog Indonesia Media. This transformation aims to expand the market segment from the Ciayumajakuning area to the national level. This rebranding also includes the creation of YouTube sub-channels such as Dialog Cirebon, which focuses on local information, as well as plans to open other channels such as Dialog Kuningan and Dialog Bandung. This change not only targets a wider audience but also shows the commitment of Dialog Cirebon Media to become one of the cyber media recognized by the Press Council.

Communication Strategy and Media Platform

The communication strategies implemented by Dialog Cirebon Media are very diverse. They not only rely on news portals, but also use various social media such as Facebook, Instagram, and YouTube. The choice of YouTube as one of the main platforms is based on its great potential to reach a wider audience as well as a significant source of income. The content produced includes information and entertainment, in accordance with the vision and mission to provide the best information and interesting entertainment.

Lasswell Communication Model

This study applies the Lasswell communication model to analyze the communication strategies applied. Based on this model, several key points can be identified:

- 1) Who (Who is the communicator): The main communicator is the YouTube channel @dialogindocirebon with Deri Sudrajat as the producer and host.
- 2) Say What (What message he conveyed): The message conveyed was in the form of information and entertainment about the Ciayumajakuning area.
- 3) In Which Channel: The media used is YouTube as the main platform for disseminating videos.
- 4) To Whom (Who is communicative): Communicators are subscribers to @dialogindocirebon YouTube channel.
- 5) With What Effect: The expected effect is that subscribers get useful and updated information.

Strategy Planning and Implementation

To achieve its vision, Dialog Cirebon Media carried out several careful planning steps. They set roles and missions to determine the scope of tasks, determine target areas, select effectiveness indicators, select target audiences, and prepare detailed plans including scheduling, budgeting, and accountability. The content production process is well regulated, starting from brainstorming, determining resource persons, filming, editing, to publication. They also prepare a backup plan in case there are obstacles in the production process.

Promotions and Commitments

Promotion is carried out through marketing analysis and social media strategies run by a dedicated team. Each team member also plays an active role in promoting the content on

their respective social media accounts. The commitment to producing the best content is demonstrated by investing in complete and quality production equipment.

CONCLUSION

Dialog Cirebon Media employs various communication strategies to provide accurate and timely information about Cirebon City. They divide the market segmentation into sub-sub-channels based on the target city, ensuring relevance and tailored content. The company also commits to creating mature content programs aligned with its vision and mission, resulting in over a thousand video content titles on YouTube. The well-planned communication strategy through the YouTube channel @dialogindocirebon has been successful, with rebranding and using various social media platforms to expand the audience. Lasswell's communication model helps understand the key elements of the strategy. With careful planning, effective promotion, and high commitment, Dialog Cirebon Media has successfully made their YouTube channel a valuable source of information and entertainment for Cirebon and Indonesia.

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