



NEWS PRESENTATION STYLE ON SOCIAL MEDIA TIKTOK (CASE STUDY OF SCTV COVERAGE 6 PROGRAM)

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| Article info | ABSTRACT |
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| <p>Corresponding Author: <i>(muhammad habil muhtadin, institut seni Indonesia padangpanjang)</i></p> <p><i>m.habilmuhtadin@gmail.com Insitut Seni Indonesia Padangpanjang</i></p> | <p>This study aims to analyze the presentation style of television news on TikTok social media, with a focus on SCTV's Liputan 6 news program. Social media platforms such as TikTok have become an important channel for news distribution, which requires a different approach from traditional news presentation on television. This research uses a qualitative method with a case study approach to understand how Liputan 6 SCTV presents news on TikTok, as well as to identify the elements that make presenting news on this platform effective and attractive to audiences. Data collection techniques through observation interviews, and documentation. The results showed that the adaptation of the presentation of news on television to TikTok by Liputan 6 SCTV adopts a more concise format and duration, uses interesting visuals, with a light narrative, can interact with the audience compared to the presentation of news on television. Classifying news content that most often gets attention by the audience so that it becomes viral, this classification is based on the type of news uploaded. And Liputan 6 utilizes Agenda Setting Theory in each of their TikTok content by highlighting news that has a significant impact on the public.</p> <p>Keywords: <i>News presentation style, news content, TikTok social media, Liputan 6 SCTV, and audience</i></p> |
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INTRODUCTION

Social media has become one of the most striking phenomena in today's digital age. With billions of users worldwide, social media platforms such as Facebook, Twitter, Instagram, TikTok and YouTube have changed the way humans interact, share information and communicate with each other. This not only affects social and cultural aspects, but also shapes the global political, economic and communication landscape.

Social media or what we also know as social networking is part of new media, the term new media is a term to describe the characteristics of media that are different from those that have existed before. Media such as television, radio, magazines, newspapers are classified as old media, and internet media that contain interactive content are classified as new media. Blogs, social networks and wikipedia are the most common forms of social media used by people around the world.

Ardianto in the book *Communication 2.0* reveals that online social media, called online social networks, is not online mass media because social media has social power that greatly influences public opinion that develops in society. Raising support or mass movements can be formed due to the power of online media because what is in social media is proven to be able to shape opinions, attitudes and behavior of the public or society. This is the reason why this media is called social media, not mass media. (Ardianto, 2011).

Social media has become the main platform for various media institutions to deliver news and information to the public. One of the social media platforms that is experiencing rapid growth is TikTok, which was originally known as a short video sharing application but has now developed rapidly, even in the last 5 years TikTok has become the most popular social media platform in Indonesia and even the world. This year TikTok has been downloaded more than 4.1 billion times worldwide, and it is projected that active users will reach 1.8 billion people by the end of 2024.

The Liputan 6 news program is the main news program from Surya Citra Televisi (SCTV) station which was first launched on May 20, 1996 under the name Liputan 6 evening. This news program was first hosted by Reza Primadi with the slogan "actual, sharp, reliable". Until now, Liputan 6 has survived and even become one of the television news programs that can adapt to the digital era. SCTV's Liputan 6 has utilized various social media platforms to expand its reach and attract a younger audience. TikTok, with its user base of mostly millennials and Gen Z, offers a unique opportunity for Liputan 6 SCTV to present news in a different and more engaging format.

The development of digital technology has changed the way news is distributed, and consumed. The style of news presentation on TikTok tends to be shorter, more visual and creative compared to traditional news formats. Short videos packed with interesting visual elements, music and short texts are the main attraction for TikTok users. This adaptation is necessary so that information can be well received by audiences who are accustomed to fast and interactive formats.

Agenda setting is a communication theory that suggests that the media has the ability to determine issues that are considered important by the public by emphasizing certain issues in their news coverage. In the context of social media such as Tiktok, the agenda setting process becomes more complex due to the active involvement of the audience. TikTok therefore has unique characteristics that can influence the way news is presented and received by its users. TikTok's sophisticated algorithms allow for the rapid and viral dissemination of information, but can also pose its own challenges related to news quality and accuracy. In this context, it is important to understand how agenda

setting principles are applied in the presentation of news on TikTok by SCTV's Liputan 6 program.

METHOD

The research method is qualitative research based on field observations with data collection techniques through observation, interviews, documentation. Sugiyono (2019) qualitative research is a research method based on the philosophy of postpositivism or enterpretive, which is used to research on natural object conditions, where the researcher is the key instrument where the data obtained tends to be qualitative data.

Data collection in research on the style of presenting news on social media tiktok liputan 6 sctv with data collection techniques carried out by triangulation (combined observation, interview, documentation). Where the author makes observations of the style of presenting news on tiktok coverage 6, in addition, interviews are also conducted with competent sources such as the manager of coverage 6 sctv Riko Anggara. The data is presented through an analysis of the elements that make the presentation of news on the TikTok platform effective and attractive to the audience, thus reaching a larger audience.

RESULT AND DISCUSSION

Finding

The following are the results of the analysis that the author found in the research on the style of presenting news on the SCTV Liputan 6 program on tiktok social media. The first result is that Liputan 6 SCTV's goal of spreading news from television to social media platforms is their way of staying relevant and reaching a wider audience. The second result is a change in the style of presenting television news to Liputan 6 SCTV's tiktok. Third, classifying what kind of news content most often gets attention by the audience so that it becomes viral, this classification is based on the type of news. And fourth, Liputan 6 SCTV utilizes Agenda Setting Theory on their news content on TikTok by highlighting news that has a significant impact on the public.

Discussion

1. SCTV's Liputan 6 Joins Tiktok

Television news programs today have to face considerable challenges where changes in audience preferences have now begun to shift to new media such as social media. Many viewers, especially the younger generation, prefer to get news through social media platforms that are faster and more interactive. Social media offers ease of access, personalization of content, and direct interaction that traditional television cannot provide. Therefore, Liputan 6 SCTV began to expand its reach through Tiktok social media. The goal is to remain relevant and reach younger audiences such as millennials and Gen Z.

According to Liputan 6 SCTV manager Riko Anggara, in today's era where information is very fast flowing, journalists have an obligation to continue to educate in delivering news to the audience. It would be a shame if this credible information is not spread across various media platforms. In addition to being able to expand its reach, joining social media can also maintain the existence of Liputan 6 as the most popular news

program in Indonesia. So that Liputan 6 SCTV's decision to create a Tiktok account is the right step to reach a wider audience and maintain its existence in the news world. This is also reflected in the number of followers and likes of Liputan 6 SCTV which is increasing every day, where Liputan 6 SCTV has only joined for about the last 4 years.



Image. 1 Number of followers and likes tiktok coverage 6 sctv
(source: tiktok/liputan6sctv)

2. Differences in News Presentation Style on Television and on Tiktok

News presentation style is a way or method used to communicate information to the audience. Based on the Uses and Gratifications theory, the style of news presentation can adapt according to audience needs and preferences. The following is a comparison of the style of presenting television news with tiktok coverage 6:

a. Format and Duration

Television news is generally presented in a longer and more structured format. It starts with news headlines or main news titles, followed by field reports or narratives by news anchors, then ends with analysis or comments from experts or related sources. Meanwhile, TikTok tends to be presented in a shorter and more direct format. For example, a television news segment highlights a natural disaster event, complete with a presenter who reads the lead, then a reporter's report at the location, interviews with victims or authorities, and visuals showing the affected area, which is then aired with a duration of 2-8 minutes. Meanwhile, TikTok tends to go straight to the main points such as reports from visible natural disasters. So that the duration becomes shorter, namely 60 seconds - 2 minutes of airing.

b. Visual

Visuals are an important component of news, both on television and on social media. They play an important role in attracting the audience's attention, conveying information clearly, and shaping the audience's perception of an event or issue. On television news, the visuals used are of course of high quality with formal and detailed narration, delivered in a calm and serious voice by the anchor. Meanwhile, the visual news on TikTok tends to use dynamic visuals (dynamic refers to visual elements that move, change, or have interactive properties). The use of frames that become vertical using overlay text (text that becomes news headlines on tiktok), and background using popular music.



Image. 2 examples of dynamic visuals in tiktok coverage 6 sctv
(source: tiktok/liputan6sctv)

c. Narration

The narration used on television is formal and firm, delivered in a calm and serious voice by the news anchor. In contrast, tiktok tends to be more relaxed and informal, often using colloquial language and a storytelling style. Stories are delivered in a personalized and interactive way. As said by Riko Anggara as manager of coverage 6 sctv, according to him, the language style used in presenting news on tiktok tends to be like talking to friends.



Image. 3 Informal narration on tiktok coverage 6 sctv
(source: tiktok/liputan6sctv)

d. Audience interaction

Audience interaction between television news and TikTok shows significant differences in audience engagement. On television, audience interaction is passive where viewers only receive information without any feedback or interaction with the news presenter. To measure audience engagement, television only relies on ratings and audience surveys to directly influence content. Meanwhile, TikTok offers high and direct interaction with the audience, where the audience can provide comments, likes, and shares.



Image. 4 Audience Comments on Tiktok Liputan 6 SCTV
(source: tiktok/liputan6sctv)

e. Hastag (Hashtag)

One of the differences between the presentation of news on television and social media is the use of hastags. A hashtag is a "#" symbol followed by a word or phrase without spaces used on social media to categorize content related to a particular topic. In the presentation of news on social media, hastags play an important role in the ease of finding and interacting with news content on TikTok, where users are constantly bombarded with a variety of videos. By carefully selecting and combining relevant hastags, news creators can significantly increase the visibility of their content, reach a wider audience, and expand their reach within the TikTok ecosystem.



Image. 5 Hastags used by coverage 6 sctv
(source: tiktok/liputan6sctv)

3. Classification of News Uploaded by Tiktok Liputan 6 SCTV

Liputan 6 always provides the best news on their tiktok account, this shows the seriousness of Liputan 6 Sctv in expanding their reach in the digital world. By utilizing the features and trends of the tiktok social media platform they can easily reach a younger audience, who tend to be active and reactive. So by frequently uploading news on TikTok, credible information can be spread well. Liputan 6 is quite active in disseminating news through their tiktok account, the average content uploaded every day can reach 15 news content. Therefore, the authors want to analyze the style of presenting news on tiktok Liputan 6 SCTV based on the following classification:

a. Hard News

Hard news is all important and interesting information that must be presented immediately by the broadcasting media so that it is known as soon as possible by the general public. Hard news includes events that have just occurred or are currently taking place. the following is the classification of hard news on Tiktok Liputan 6 Sctv:

Table.1 Classification of Hard News on Tiktok Liputan 6 Sctv

| News Content | News Category | Durati on |
|---|---------------|---------------------|
|  | Criminal | 01:33 minut e |

This news as of June 16, 2024 has reached 3.6 million views, 48 thousand, 1274 comments, 3,748 saves, and has been shared 3,170 times. According to the author's observations based on the theory of uses and gratification, the reason this news can go viral is because the audience feels that this case needs to be thoroughly investigated, seen from the comments column of the news, then added to the visuals using videos that had gone viral before, so that the news can easily attract audiences to watch it.

| News Content | News Category | Dura tion |
|---|---------------|-------------------------|
|  | Social | 01:0 7 Min ute |

This news as of June 16, 2024 has reached 10.6 million views, 398.9 thousand likes, 46.6 thousand comments, 63.7 thousand saves, and has been shared 157.5 times. According to the author's observation based on the uses and gratification theory, the reason this news can go viral is because the audience needs valid information. They feel afraid because they have used the vaccine and some ask what about other

vaccines. Because many are curious about the news and watch until the end, it makes the news content FYP (for your page).

| News Content | News Category | Duration |
|---|----------------|-------------------------|
|  | <p>Politic</p> | <p>01:52 Minute</p> |

This news as of June 16, 2024 has reached 2.6 million views, 62.2 thousand likes, 17.7 thousand comments, 2,521 saved, and has been shared 2,298 times. According to the author's observations based on the agenda setting theory, the reason this news can go viral is because the media shapes people's perceptions and priorities towards certain political issues. As in the content of the political news, there are many comments from people who do not like one of the candidate pairs so that they argue with each other.

| News Content | News Category | Duration |
|--|------------------------------|-------------------------|
|  | <p>Natural Disasters</p> | <p>01:29 Minute</p> |

This news as of June 20, 2024 has reached 3.7 million views, 157.7 thousand likes, 1,558 comments, 6,314 saved, and has been shared 9,839 times. According to the author's analysis based on the theory of uses and gratifications where the cause of this news can

go viral because the audience feels the news that is aired is important information to be disseminated quickly, because it involves the safety of the affected audience. So that audiences share the news with their closest people.

b. Soft News

Hard news is all important and interesting information that is conveyed in depth, but not immediately aired. Soft news focuses more on aspects of human interest, entertainment, culture, and lifestyle. the following is the classification of hard news on Tiktok Liputan 6 Sctv:

Table.2 Classification of Soft News on Tiktok Liputan 6 Sctv

| News Content | News Category | Duration |
|--|---------------|--------------|
|  | Sport | 01:33 Minute |

This news as of June 20, 2024 has reached 2.2 million views, 72.7 thousand likes, 818 comments, 1,972 saved, and has been shared 315 times. According to the author's analysis based on the theory of uses and gratifications where the cause of this news can go viral because the audience feels the news that is aired is important information to be disseminated quickly, because it involves the safety of the affected audience. So that audiences share the news with their closest people.

| Konten berita | Kategori Berita | Durasi |
|---|-----------------|---------------|
|  | Wisata | 02 : 04 Menit |

This news as of June 20, 2024 has reached 1.4 million Views, 28.9 thousand likes, 1,249 comments, 1,478 saved, and has been shared 3983 times. According to the author's analysis based on the theory of uses and gratifications where the cause of this news can go viral because the audience feels that the news aired is unique information and rarely happens. So that many audiences like the news, and share it with their friends.

4. Utilizing Agenda Setting Theory on Tiktok Liputan 6 SCTV

Liputan 6 SCTV has now managed to reach its audience effectively through the TikTok social media platform, by implementing several well-planned strategies. This discussion will explore how Liputan 6 SCTV utilizes agenda setting theory to formulate its communication strategy. This theory establishes a topic that must then be considered to be of primary concern to the audience, which is then referred to as the "public agenda". It is expected that this public agenda will have an impact on the direction of policies or priorities considered by policymakers, which will ultimately affect the resulting public policies (Efendi 2023). Agenda setting theory has three main stages: media agenda, audience agenda, and policy agenda:

a. Media Agenda

The media has an agenda to be able to direct what needs to be considered important for the community to think about. This is influenced by market needs such as ratings and research, so that they can provide marketable content. The media agenda has several dimensions including visibility, relevance, and valence (Cindoswari & Abidin, 2019).

Visibility refers to the amount and prominence of news. The results of the research conducted show that there are some news that are most emphasized by the media itself. These news usually have strong visual elements, interesting narratives, and high relevance to current issues that attract audience attention. This is done to increase engagement and viewership, as well as to ensure that news that the media deems important can reach a wider audience. By highlighting these stories, the media seeks to influence agenda setting and public perception of issues that are deemed significant.



Image. 6 News Content Visibility on Tiktok Liputan 6 Sctv
(source: tiktok/liputan6sctv)

Based on the author's observations of several news shows on TikTok Liputan 6 SCTV during May 2024 regarding the news of Syahrul Yasir Limpo's corruption case, the author sees that the presentation of the news is included in the media agenda theory in disseminating news. It can be seen that the topic of news about SYL has been uploaded as much as 13 news content.

Liputan 6 SCTV also consistently uploads news content on their tiktok account to reach 7,478 videos and will continue to grow every day. In addition, the Liputan 6 SCTV tiktok account also has 4,800,000 followers and will continue to grow every day. This growth in the number of video uploads and subscribers strengthens the visibility of the Liputan 6 SCTV TikTok account.



Image. 7 Visibility of SCTV's Tiktok Liputan 6 Account
(source: socialblade.com)

Relevance is the suitability of news content to the needs of the audience. The results of interviews with the manager of Liputan 6 SCTV show that they news based on public interest and what is currently viral. In addition, interviews with the audience of Liputan 6 SCTV revealed that they agreed that the news presented on the TikTok account was news that was important to their daily lives. This shows that Liputan 6 SCTV successfully fulfills the information needs of its audience through relevant content.

Valence refers to the media's efforts to present content that is interesting and enjoyable for the audience. Based on the results of the research that has been conducted, it can be concluded that SCTV's Liputan 6 tries to present interesting content, as evidenced by the principles they apply which include factual, actuality, critical, creative & innovative with varied light language, and with good audio-visual quality.



Image. 8 Variations of Tiktok News Content Liputan 6 SCTV
(source: tiktok/liputan6sctv)

b. Public Agenda

The public agenda is something that is considered important by society. Based on agenda setting theory in mass media, the public agenda has several dimensions, namely familiarity, personal prominence, and pleasure (Cindoswari & Abidin, 2019).

Familiarity refers to the level of public awareness and knowledge about a particular topic. Based on the results of interviews with several Tiktok Liputan 6 SCTV audiences, it can be concluded that they have a strong interest in actual crime topics. These topics are considered important and relevant by the audience, who feel that Liputan 6 SCTV consistently provides news content to meet their information needs. Based on the results of the research conducted, audiences take a role in the development of investigations in a case, for example in the vina Cirebon murder case, audiences feel they deserve to oversee the case to continue to be investigated by officers. Therefore, the news is always updated and uploaded by tiktok liputan 6 sctv until now.

Personal prominence is the extent to which the news presented is in accordance with the characteristics of the audience. Based on the results of the research conducted, Liputan 6 SCTV uses the tiktok platform to distribute television news content to social media. Because social media is closely related to the younger generation who tend to want information quickly, precisely, and varied. In addition, they also try to adjust the characteristics of this audience by creating content that is relatively short but still attracts the attention of the audience.

Fun refers to the assessment of whether or not a news topic is fun for the audience. The topics raised are usually related to issues that are currently viral in society, so that they do not miss out on the latest information.

c. Policy Agenda

Policy Agenda is the process of determining a problem that is considered important and must be addressed by the government or other stakeholders, known as the policy agenda. The policy agenda is the initial stage of the process of forming a public policy, where the government will consider an issue that is considered important

by the public and the media to become a new policy. In the policy agenda, there are 3 important dimensions, namely support, likelihood in action, and freedom of action:

Support is how much support or rejection of an issue. Based on the observations that have been made, the topics raised in the Tiktok Liputan 6 SCTV account have the potential to get a lot of support from the public. This can be seen from the high public trust in the credibility of Liputan 6 SCTV which has been present for 28 years in Indonesia. It is also clear from the number of followers and views that continues to increase, this shows that the audience is actively watching and supporting the news raised by Tiktok Liputan 6 SCTV.

Likelihood in action is how likely it is that policymakers will act on issues raised by the media. Based on the results of the research that has been conducted, Liputan 6 SCTV is a forum for public aspirations, as well as guiding what actions the community should take through the content it airs. Based on the results of research interviews with the audience of TikTok Liputan 6 SCTV, they admitted that during the election, the political content raised by TikTok Liputan 6 SCTV helped them make more critical choices of presidential and vice presidential candidates and participate in monitoring the election process to be fair and transparent. So that the action taken by the government is to try to supervise the General Election Commission institution to ensure that there is no fraud in the election process.

Freedom of action is the influence of information from the mass media on an individual's ability to make decisions and act. Based on the results of the research that has been conducted, Liputan 6 SCTV as one of the mass media, gives its audience the freedom to choose the content topics they like through the variety of content that has been presented. In addition, when highlighting an issue, Liputan 6 SCTV also not only provides information, but also provides a choice of solutions that can be considered by the public as an audience so that they can think critically and make the right decision.

CONCLUSION

Based on the results of the research described above, in this case the author can conclude that in facing quite heavy challenges where changes in audience behavior in news consumption, which have now begun to switch to new media such as social media. So television stations must be able to expand their reach, namely by joining through Tiktok social media. The goal is to remain relevant and be able to reach a wider audience. There are differences in the style of presenting news between television and social media. Each has differences in format and duration, visuals, news narratives, and audience interaction.

In addition, the author also classifies what kind of news content most often gets attention by the audience so that it becomes viral, this classification is based on the type of news that has been uploaded. And how Liputan 6 SCTV utilizes Agenda Setting Theory in their Tiktok content is by highlighting news that has a significant impact on the public. Through observation of various uploads during May 2024, it can be seen that Liputan 6

chose issues such as crime news, natural disasters, government policies, and controversial social events to be featured on the TikTok platform.

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