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**TVKU Journalist Strategy in Reporting on Tiktok Social Media during the  
Pandemic**

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**A B S T R A C T**

*In the pandemic era, information is one of the aspects needed in people's lives. The development of technology and information has led to changes in various fields, one of which is journalism. One of the social media platforms, namely Tiktok, is considered to have contributed quite a lot in the delivery and collection of news. TVKU Semarang as one of the local electronic media in Central Java participates in the transformation of building a TVKU tick tok content creation strategy. This research approach uses descriptive qualitative data collection techniques of participant observation, in-depth interviews and documentation. By using data source triangulation. From the research results it can be concluded that the strategy used by TVKU journalists in creating news content on Tiktok is ATM (Observe, imitate and modify). The use of Tiktok social media in journalism activities during the Covid-19 pandemic carried out by TVKU was a very careful and good decision. At this stage TVKU Semarang was quite successful in taking advantage of the pandemic situation to continue to exist in society. The limitation of this research is that it only uses limited data from Tiktok TVKU content which broadcasts content about journalism. In addition, the research was only carried out in a short time. This research novelty is a strategy for the application of TikTok as an online journalism medium during a pandemic.*

**Keywords:** *Journalism, Tiktok, TVKU*

## **INTRODUCTION**

The Covid pandemic has accelerated the flow of information, especially the limitations of individuals in socializing so more and more people are spending time playing social media. Therefore, the dissemination of information through social media is currently increasingly widespread, making it easier for the general public to access information that is presented clandestinely.

The Covid-19 pandemic, which started in early 2020, especially in Indonesia, is still ongoing, especially the impact of the pandemic. Since it was declared a pandemic period, various Indonesian government policies have been implemented and of course, have had various impacts and influences. As stated by Tuwu in his journal, he explained that since the pandemic entered Indonesia, the government has implemented various policies that are none other than to break the spread of Covid-19. Policies that have been issued by the Indonesian government include lockdown, physical distancing, social distancing, WFH, SFH, frequent hand washing, the mandatory wearing of masks when leaving the house until PSBB (Tuwu, 2020).

The existence of a pandemic creates changes in society in seeking information, this is because people spend most of their time playing social media. One of the social media that is widely used by the public is Tiktok. According to We Are Social, a creative digital marketing agency, as of February 2022, there are 204.7 million internet users in Indonesia out of a total population of 277.7 million. Of these, 93.5% of users were social media users, with WhatsApp, Instagram, Facebook, and Tik Tok being the four most popular social media platforms in Indonesia at that time. With such a large audience and a minimum of 2-4 hours spent on social media every day, social media is becoming increasingly important in terms of influencing consumer behavior. This is especially true given the wide variety of content available today, especially video content that is highly engaging and prompts consumers to make an immediate purchase (Salsyabila et al., 2021).

The large use of Tiktok application is used by companies to demonstrate their products, this is also done by companies engaged in the creative industry, media, and news industry. The emergence of Tiktok is also used in the field of journalism, media companies use Tiktok as an online media in distributing information (Peña-Fernández et al., 2022).

According to Margianto, in Indonesia, almost all online media also have social media outlets that function as forums for discussion and interaction across forums (Fitriyarini N Nurliah, 2013). In today's digital era, a journalist is expected to be able to foster creativity and innovation in online-based media. A journalist can integrate text, audio, and video in online media. Journalists are trained to be able to produce news for various media. They need to be able to write, photograph, make videos and engage in more intense dialogue. A journalist must be able to complete all types of work in one day. In the news production process, writers must also understand the types of consumers who will use the news products they produce to ensure that they meet the needs of each consumer (Denisova, 2022).

One of the companies engaged in the creative industry is TVKU, which also uses the Tiktok application to publish news created by TVKU journalists. Within TVKU itself several divisions carry out their respective duties. One of the special divisions in charge of online media is the digital divide. TVKU digital technically converts television journalistic products based on live broadcasts on various media platforms such as Instagram, Twitter, Youtube including Tiktok. This aims to bring about change in the world of digital media, namely media convergence because, in the "now" era, the mass media must be adaptive to the change itself. TVKU content on Tiktok contains news in various short-duration TV news formats. Tiktok is not only used as an entertainment medium but also used as a tool for promotion and as a medium that provides information like what TVKU does. TVKU with its content provides news about politics, the economy, entertainment, and much more. TVKU itself uses Tiktok as a forum for synergy, especially to be close to millennials.

The Tiktok application that is used by millennials has a feature that allows viewers to easily receive updates through the account in question. With a millennial target audience, TVKU accounts can easily get up to 26.3 thousand followers. Because it contains videos and is tense in one particular video, the news becomes more interesting. Unlike before, which relied more on silent observation, information is now spreading rapidly through various media, especially social media. This can be seen from a large number of viewers, followers, and comments on TVKU accounts on Tiktok and Instagram.

Because of this and the many businesses that have embraced online journalism by using the Tiktok app as their main media tool, many businesses have a competitive relationship with each other, necessitating the use of strategies to do business on the Tiktok social media platform. . According to this definition, a strategy is simply a form of planning and managing to achieve certain goals. The strategy must define how it will be implemented operationally; it cannot simply be used as a pawn to point in one direction (Suriansa, 2021). Therefore, TVKU journalists must work diligently and professionally in all situations, especially during the drafting of news articles. They need to be professional and focused when managing their time because there is a deadline for the article that needs to be published right away at that time. The ability of TVKU journalists to present the news is supported by mastery of strategies in reporting and writing so that the news presented can be well received by the public (readers) via Tiktok social media.

Based on the description of the problem, the author is interested in empirically analyzing how ideal the strategy or planning adopted by TVKU journalists is in reporting on Tiktok social media, with the aim of knowing the strategies used by TVKU journalists in making news on Tiktok social media.

## **RESEARCH METHODS**

The author uses a type of qualitative research, qualitative research uses a scientific background

for the secrecy of phenomena that occur and is carried out by involving various methods. The subjects in this study were journalists for the Tiktok account @Tvku (televisikampusudinus). The object of this research is TVKU Semarang.

The data collection method used by the authors in this study is a case study. According to case study research is trying to find meaning, investigate processes, and gain understanding an in-depth understanding of individuals, groups, or situations. The author uses several techniques in collecting data including interviews, observation, documentation, online data, and literature study. Interview is a data collection method that is carried out through persuasion and question and answer, either slowly or quickly with a respondent to achieve the desired goal. The purpose of the interview is to provide information slowly, to illuminate one's personal beliefs and desires, to create current or previous constructs of reality, and to anticipate any potential events that may occur in the future.

The author obtained primary data from direct interviews with informants or research subjects, namely TVKU journalists. Then the writer uses descriptive qualitative research. This study uses two sources of data, namely primary and secondary data. Primary data is data that is directly collected by the person concerned or who uses the data. data obtained through interviews or questionnaires (Moelong, 2017).

In this study, the primary data was taken from the statements of journalists for the Tiktok account @Tvku (televisikampusudinus) in general. Primary data results from individual or group interviews. The results of observing an object, event, or activity and the results of the primary data testing method can be obtained through surveys and observations. Secondary data is data that is not directly collected by interested people. Secondary data can be in the form of historical evidence or reports that have been compiled in archives. The secondary data in this study is literacy and references to journals and other research.

This study uses data analysis with the concept of triangulation of data sources. Triangulation of data sources is an effort made to find data from various sources of literature review that are mutually sustainable with the research context that discusses digital journalism. The data in this study were analyzed by researchers descriptively by embodying several concepts about journalism style and mass communication. The concepts used in this study are described systematically according to the systematic discussion used in this study. The data analysis technique used in the study is as follows (Silalahi, 2018):

1. Data collection  
Used to collect data - data or facts used for research materials.
2. Data reduction  
Reduction in research data that has been collected, and the form of analysis is sharpening, classifying, and directing data in 4 ways namely, (summarizing data), (coding), (tracing friends), (and making clusters).
3. Presentation of data

Collection of information arranged to draw conclusions and focus on research problems.

4. Drawing conclusions

The final result after carrying out the three processes above and the research must be based on the research taken or analyzed.

Concluding at the end of the study, the truth or validity of the data using triangulation is useful to see suitability based on experience or other available analysis results (Notoatmodjo & M.A., 2018). Triangulation of data using data sources, sample documents, interview results, archives, and results of observations that have different views, using interview and observation methods.

## **RESULTS & DISCUSSION**

Based on the research findings, it can be seen that the discussion of this research is as follows:

### **The Reporting Process carried out by TVKU Journalists on Tiktok Social Media**

News, according to the journalistic definition, can be defined as a credible report of fact or idea that is selected by newspaper staff for publication. This kind of information can attract readers' attention because it is important and tends to raise human interest themes such as humor, emo, and fitness. News can also be defined as a clear statement of current facts or ideas that are important to a large portion of the population and broadcast through traditional media such as newspapers, radio, television, or online media (Huda, 2019).

The media is very important because it can convey the details of any event to the general public without interruption. The main function of the media is to interpret, translate and misrepresent information. So that people can always understand everything that happens in their environment, the media performs the function of monitoring and observing events that occur in the general public. The media also performs the function of interpretation, namely explaining why certain events occur, not just providing information to the general public (Abdulrahman & Gani, 2022)

The following is the reporting process carried out by TVKU Journalists on Tiktok Social Media:

1. Conducting Planning and Editorial Meetings

Before reporting, TVKU journalists hold an editorial meeting to plan content or news that will be published in the news later. In this planning process, TVKU journalists conduct research independently first regarding the cases or tragedies that are currently happening around Semarang. The focus of the TVKU journalists' coverage is the news in the city of Semarang first, followed by the national news.

2. Determine the Theme or Topic

Before reporting, TVKU journalists determine the themes or topics to be discussed to make news. After the theme or topic has been determined, the TVKU Journalists will

come to the location of the object or subject that has been determined.

3. Develop Interview Questions

After determining the theme or topic, TVKU Journalists prepare interview questions by the journalistic code of ethics, this is done to show the professionalism of TVKU Journalists when reporting.

4. Credibility of sources

For a professional journalist, the position and credibility of news sources are very important. Journalists don't just contact news sources and get news. Journalists must have a critical attitude because not all sources are qualified and can be used as news. TVKU always presents credible sources whose articles are discussed according to the themes and topics of the news.

5. News Writing on Tiktok

Writing news on Tiktok is different from writing news broadcast on TV or news broadcast via the TVKU Youtube channel, writing news on TVKU's Tiktok account must be complex, and detailed and not spread hoax news. Writing news on the Tiktok account uses videos, writing on videos, and also good voice-over. By writing and reading news that is correct and good, news delivery by TVKU journalists will be easily accepted by the public.

### **Background on the Use of Tiktok TVKU Social Media**

Using new media to convey internet-connected information, such as news or advice. According to McQuail (2011), the theory of new media in this study relates to the most common type of new media, namely new media as a source of information. TVKU is a news source for viewers and viewers as a whole. In this day and age, new media have become important for many human activities. Social media is here to replace conventional communication media because of the ease with which it is connected to the rest of the world. With the emergence of new media, social media emerged and the development of social media began rapidly (Puazah & Putra, 2022).

Tiktok is a social media platform. Tiktok is the only social media platform that can spread information or news easily. In addition, Tiktok is increasingly popular because of the many activities that the general public does online. Till date, Tiktok has developed into a social media platform with a large user base. According to We Are Social data (Salsyabila et al., 2021). Tiktok experienced its first peak with the widespread use of the application in February 2022.

This is the single biggest reason TVKU uses the Tiktok application as a means of spreading news and information. This statement has been proven by key informants 1 and 2 in the results of previous interviews. In accordance with research conducted by (Jolley & Battaglia, n.d.) and (Angela & Yoedtadi, 2019), which confirms that social media can be used as a tool for information, communication, education, journalism, and promotion of human activity. In addition, social media such as Tiktok can be used as a branding medium by any company. Key

informant 2 asks whether social media like Tiktok can be used as an existing business.

TVKU's Tiktok started in August 2021 and currently has 26.3K followers. This shows that the quality of content broadcast by TVKU is in great demand by the public because within 1-year followers can reach the previous target. The large number of followers owned by the TVKU Tiktok account is the reason TVKU journalists use the Tiktok account as a medium for delivering news. Supporting informants conveyed that various Tiktok social media users said that the use of Tiktok was carried out at the beginning of the pandemic, and currently the Tiktok application is popular among the public. The observation results show findings that are in line with existing information and data, namely that Tiktok is increasingly being used by society as a whole due to the Covid-19 pandemic which has caused a surge in physical activity. activity among the general public. The interesting things that the sources found on TVKU Semarang's TikTok account include the latest content that is still wrapped in youth trends so that the content doesn't feel boring, besides that they often make content about Udinus info for Udinus students.

Based on the results of viewers' likes and comments from TVKU's latest video, it can be seen that the content has a small number of viewers, which means that the number of viewers has decreased compared to last year. The latest Tiktok TVKU has many viewers when discussing the Ferdi Sambo case. Where this case is currently viral, so it can be concluded that the use of trending content influences the number of viewers of the content so that the more interactions that occur, the more people know about TVKU. Viewers of content from Brigadier J's autopsy have a high number of viewers compared to others in the last 5 months, namely 141.3 thousand so the retention rate has also increased for the video.

### **TVKU Journalist Reporting Strategy on Tiktok Social Media During the Pandemic**

The main mass communication media is social media. Social media consists of media and society. According to the previously understood definition, the media is described as a communication tool (Laughy) (Mustika & Khotimah, 2021). Because it refers to various theories that arise in mass communication, unfortunately, the media's perspective on society becomes less profitable. However, each existing definition has the same key characteristic, namely whenever the word "media" is mentioned, what follows is a sentence that is in line with technology (Posseti et al., 2020).

Social media is very concerned about; the only social media that is easy to use for one particular person is social media. This is explained by the findings of social media, especially websites where users can easily participate in discussions. Examples of social media are numerous, and social media can also be referred to as virtual worlds or social networking sites (Rahman, 2021).

To collect the desired information, a journalist sometimes uses a strategy called news. Without any editorial strategy, it would be difficult to get a sense of what the ultimate goal of the project would be. TVKU journalists must have a solid strategy for producing interesting, factual news and other types of content. Because, on paper, any goal can be achieved if a qualified strategy

is applied. Covering news during the Covid-19 pandemic is of course a guideline for TVKU journalists in getting interesting and factual news as desired. There are new challenges or regulations that must be considered in reporting, according to him there is a strategy that TVKU journalists really need in reporting during a pandemic. As a media company, TVKU is part of new media that utilizes social media, in the context of this research, Tiktok to distribute information that has been produced.

Setting a clear agenda is the first step in the information-gathering process. Agenda setting is the process of discussing the topics that will be discussed in the upcoming "Kabar Jawa Tengah" program. In addition, during the agenda-setting process, each topic to be discussed is given careful consideration and understanding. Equal understanding must occur from the head of the sex office to the reporter. So whatever is expected from news can be implemented properly. In addition to discussing the topics that will be used as the Central Java News, it also discusses how to determine the objectives and angles of the information to be reported, and how to interpret the intentions of the narrators (Ardani, 2018). The strategy for reporting during a pandemic carried out by TVKU journalists can be described by researchers as follows:

1. Reporting Implementation Strategy

In reporting TVKU journalists, news coverage technology is one of the ways journalists or journalists use to gather information about events that are happening or have happened in various levels of society. For this reason, a journalist must dig deeper into information before it is disseminated and disseminated through the media. However, before starting a technical review of the definition of news coverage, the authors provide several definitions of the term news according to various experts. As John B. Bogart, who worked as city editor of The Sun in New York, United States (1848–1921) emphasized that news is a certain fact that contains instructions to tell the public what to say (Yang & Liu, 2021). There are several techniques used by TVKU Journalists in carrying out their reporting, namely:

- a. Participant Observation

Participant Observation is a natural process, which we all often do, whether consciously or not. The most important thing is not all that is seen is called observation. Observation is a data collection technique by observing and recording systematically, logically, objectively, and rationally about phenomena. The data obtained is to determine human attitudes and behavior, inanimate objects, or natural phenomena. The advantage of observation is that the data obtained is more reliable because it is self-observed (Mustika & Khotimah, 2021). The implementation of this observation is carried out at the place, subject, or object that will be covered later.

- b. Interview

Interviews are questions and answers with someone (officials and so on) who are required to be asked for information or opinions on a matter, to be published in a newspaper, broadcast on radio, or shown on television screens. Based on the



information from the informants above, it shows that direct interviews are one of the main needs for TVKU journalists in obtaining additional data while reporting (Negreira-Rey et al., 2022). However, before the interview, first look at the conditions. Conducting face-to-face interviews during a pandemic requires complying with health protocols so as not to be infected with the covid19 virus. Interviews were conducted in person or via telephone by TVKU journalists.

## 2. Post News Coverage Strategy

Post coverage is the final phase of the process of news gathering that is carried out by TVKU journalists in the surrounding area (Lestari et al., 2018). After that, the results of the submission are given to the editor or the writer to be finalized as necessary, such as a drawing with a necessary manuscript that must be skewed to create a reliable and balanced piece of information that can be published. Due to this, before further information is released, the editor must determine whether it has already satisfied the requirements for release or is still awaiting them.

TVKU takes advantage of the social media that was only used during this pandemic, namely Tiktok. Attract the attention of Tiktok users to find the item they want. TVKU makes this video showing programs owned by TVKU and various other content that utilizes trending issues. TVKU is well known by the people of Semarang City. Researchers know that TVKU uses Tiktok as a branding medium to reach more people in Indonesia, this is because most Indonesians use Tiktok. TVKU also admits that content creation on Tiktok takes advantage of other trending content which is then modified or called the ATM strategy (observe, imitate, modify). TVKU uses Tiktok as a medium for conveying news by creating creative news content. TVKU uses this ATM strategy to manage news content obtained by journalists to be broadcast through TVKU's Tiktok account.

The way to package news content on TVKU's Tiktok account is different from the way news is packaged on TVKU TV stations and Youtube. This is because the majority of Tiktok account users are millennials, so the news content presented by TVKU Journalists also attracts its users. In this production process, the video will be processed by either the multimedia team or the social media team in less than one minute. When the video has been processed. Then the next stage is the finishing or post-production stage where the video that has been processed will be perfected by adjusting the sound and appearance as well as the upload process. After the content has been uploaded, an evaluation of the uploaded content will be carried out within a certain time. Information is processed through a process and uploaded through the Tiktok social network until it reaches the audience and gets a response.

Social Information Processing Theory is a theory that studies how to communicate using social networks. Social Information Processing offers a set of theoretical mechanisms that can examine how and why individuals can engage in personal communication in

online environments (Neira et al., 2023). Research (Puazah & Putra, 2022) conveys how the theory of Social Information Processing is related to the theory of Social Information Processing put forward by Joseph Walther with the discussion that researchers are conducting is the process of conveying verbal messages carried out by TVKU with the social media Tiktok as a medium for conveying messages.

Journalists who work to cover news carry out their duties by attending agenda-setting meetings, gathering data for news, visiting sources, and writing news. After the reporter writes the news, the desk editor will correct the contents of the news that has been written, and listen to the news audio to correct the cohesiveness of the news in terms of sentence fragments when the reporter reads the news.

From a process standpoint, desk editors perform a process known as "news re-editing" which involves two steps. The first involves editorial re-editing, which focuses on re-reading articles for spelling, grammar, and clarity, while the second involves substantive re-editing, which emphasizes the accuracy of the data and the truthfulness of the facts presented in the article so that the article is easier to understand. The desk editor emphasizes news written in Arabic and audio-based news. The desk editor ensures that the information read by the reader is clear and understandable and can be read aloud during each reading. When news is presented via Tiktok social media, journalists do video editing and voice-over, the news is presented with a duration of one to three minutes and is presented in an attractive way using the right SEO for easy FYP and is watched by many people.

The limited movement of people because of the COVID-19 pandemic has changed the way people live. Previously, they could live freely without worrying about meeting or just passing other people, to be limited because of government policies to limit people's movements.

Of course, people have changed their pattern of daily activities to patterns of activity via the internet, from the treatment of Work From Home which allows workers to work from home, and hold meetings or meetings through video sharing applications such as Zoom and Google Meet.

Not only at the worker level but even at the lecture and school-level activities are also enforced from home so the internet is an important key in indirect mobility that occurs in uncertain conditions.

As a result, people are starting to look for safer alternative information and entertainment, one of which is by accessing news content through various social media. Of the seven informants interviewed by the researchers, all of them chose Tiktok TVKU Semarang to access news, not only accessing news to be educated with informative content but also to look for entertainment through the latest content according to trends produced by Tiktok

TVKU Semarang.

At this level, TVKU Semarang was quite successful in taking advantage of the pandemic situation to continue to exist in society by getting closer through the social media TikTok, but as the pandemic subsided, there were complaints from sources who saw that the content on TikTok TVKU Semarang was no longer as active as during the covid-19 pandemic. 19 is still on national status due to soaring cases.

## **CONCLUSION & SUGGESTION**

Based on the findings above, it can be concluded that the use of Tiktok social media by TVKU as a media for delivering news is caused by the Covid-19 pandemic and also technological changes that have led to the emergence of new media. Tiktok is one of the new media, this is by the new media theory that the use of Tiktok is effective because it is one of the most widely used platforms.

The strategy used by TVKU journalists in reporting during the implementation of the news uses a coverage technique strategy that includes two techniques, namely participant observation, and interviews, both techniques are used to find data that will be used as news. The post-coverage strategy used by TVKU Journalists in reporting on Tiktok social media is the ATM strategy, in creating news content TVKU Journalists conduct research related to the theme or topic of content that will be published beforehand. The reporting done on TV stations, Youtube and Tiktok have differences. Reporting on Tiktok only uses videos with a duration of 1 to 3 minutes which are edited with words that are appropriate for the coverage, besides that it also uses voice-over. The strategy used by TVKU Journalists is quite good because TVKU Tiktok followers in one year have reached 26.3K.

The author can provide advice to all parties related to TVKU reporting, especially all news coverage and documentation staff. Even though the news is broadcast on Tiktok, it must be able to reach FYP so that news delivery can be conveyed to the public, this means that TVKU journalists can improve their reporting strategy. This research is certainly not free from research limitations. The limitations of this research are the limited information that can be accounted for regarding Tiktok social media, especially on the features available.

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