

## Media Management of the ANTARA Central Kalimantan Online News Portal

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**ABSTRACT:** With online media presence, modern journalism has transformed into digital news platforms accessible through various features, including social media. One of the media outlets representing modern journalism is the online media platform of ANTARA National News Agency Central Kalimantan Bureau. As a branch of the national news agency, it plays a significant role in disseminating news and engaging audiences through digital strategies. This study aims to analyze the role of social media in online media management and how it influences audience engagement and content dissemination. The research employs a descriptive qualitative approach, utilizing interviews, documentation, observation, and document analysis as data collection methods. The findings indicate that the ANTARA National News Agency Central Kalimantan Bureau enhances the quality of news presentation, increases daily news publication, accelerates the news creation and broadcasting, and strengthens its social media presence. Furthermore, applying media management principles, particularly the 3E + 1N model and the inverted pyramid writing technique, contributes to its journalistic success. The study provides theoretical implications by demonstrating the evolving role of media management strategies in digital journalism, particularly in adapting to audience preferences and technological advancements.

**Keywords:** Media Management, Social Media, Online Media.



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## INTRODUCTION

Online media has become a primary tool for accessing information and entertainment, with the internet serving as its backbone. Social media platforms have further accelerated this shift, reshaping news consumption patterns globally. The emergence of the world-wide web (www) is interesting. The web is one of the things that gets attention from certain parties and the public (Kustiawan, Siregar, Purba, & Muhammad, 2022). The internet is not only a supporter of the performance of online media but also produces diverse news, so online news tends to be more varied thematically than traditional news, which undergoes stricter editorial procedures due to space and time constraints (Sjøvaag & Stavelin, 2012). The diversity of news has an impact on internet users. (Ananda, Kriyantono, & Antoni, 2020).

Further explained along with the development of the increasingly advanced era, online media users are facilitated to meet users' information needs. With access via a computer or smartphone connected to the internet, they can get the information they need. The internet also plays a role in facilitating access to get full rights to the news information they need every day (Kustiawan, W., Siregar, A. A, Purba, A. M, & Muhammad, M, 2022).

The internet, which provides information to users, also has implications for the emergence of social media, such as Twitter, Instagram, Facebook, and YouTube. Social media has a positive function, namely, conveying information to the community, providing convenience in innovation, the existence of power relations, adaptation and progress, can divert attention, which is useful in reducing social tension, and social media functions as entertainment and a place to socialize (Fikhasari, A & Aji, G. G, 2019).

One of the positive functions of social media is to convey information to the public, in the current digital era, it has become the main source of information for the public. Traditional mass media and online mass media or government institutions and other organizations increasingly utilize online media platforms to convey messages, build images and interact with the public. Building an image is further explained as it is also related to the purpose of public services, which means to disseminate information, create, maintain, and foster good harmonious relationships to get a positive image of the company (Ananda & Cindy, 2023). It was further explained that the rapid development of information and communication technology has given birth to various social media platforms which are now an integral part of the daily lives of global society (Suhendra & Pratiwi, 2024).

On the one hand, the existence of online media is related to the social media platform owned by the existing mass media. With the era of technological development, the mass media has several social media platforms to convey information. With this, it forms modern journalism in the form of a news site that can be accessed with various features, one of which is social media (Fikhasari, A & Aji, G. G, 2019). The ANTARA Central Kalimantan Bureau, as a regional branch of Indonesia's national news agency, plays a crucial role in reporting government-related news while adapting to digital journalism trends. This study focuses on ANTARA Central Kalimantan Bureau due to its significance in disseminating information to the region and its strategic efforts in utilizing social media for news distribution. The National News Agency ANTARA Central Kalimantan Bureau is the first news agency in Central Kalimantan. The journalist is Tjilik Riwut, who was recorded as the first ANTARA "journalist" in Central Kalimantan Province.

This modern journalism creates a social phenomenon related to the role of social media in online media management, which is interesting for readers. Online media management means managing a news or agency/company website. Online media management can be applied to news sites or official websites of institutions, materials on personal websites (Kustiawan, W., Siregar, A. A, Purba, A. M, & Muhammad, M, 2022). Online management has functions that are essentially the same as general management functions. According to George Terry, the abbreviation POAC, management functions are planning, organizing, actuating and controlling (Kustiawan, W., Siregar, A. A, Purba, A. M, &

Muhammad, M, 2022). Based on the background above, this study aims to find out about online media management in online media at the ANTARA National News Agency, Central Kalimantan Bureau.

### METHOD

The approach and type of research used are descriptive qualitative. Descriptive qualitative research studies the problems being studied. (Ri'aeni & Sulistiana, 2017). It is further explained that qualitative research can be used to look at problems that are not yet clear, to ensure the truth, to find out the hidden meaning of the problem, to understand social interactions, to develop theories, and to research the history of the development of a problem. (Noor, 2009). As further explained in qualitative research, the quality of research depends on the quality and completeness of the data produced. (Fadilla, A. R & Wulandari, P. A. , 2023).

Data collection techniques in this study are through interviews, documentation, observation, and document analysis. Observations were conducted before the interview. Observation means collecting data directly from the field (Semiawan, 2010). Observations were conducted at the ANTARA National News Agency, Central Kalimantan Bureau. After the observation, interviews were conducted with the sources. Interviews in this case are the process of obtaining information for research purposes employing face-to-face questions and answers between the interviewer and the respondent or source/person being interviewed with or without using an interview guide (Fadilla, A. R & Wulandari, P. A. , 2023). The interviewed sources were Jaya Wirawana Manurung, S.H. as Editor of ANTARA National News Agency Central Kalimantan Bureau, Rini Andriani as Administration and Social Media Admin and Rendhik Andika as contributor and reporter. The documents used were books, journals and other sources.

This research was at the ANTARA Central Kalimantan Bureau National News Agency, Central Kalimantan Bureau. At the data collection stage, the documentation data collection technique was carried out simultaneously during the interview and documentation.

This study uses instruments or data collection tools: interviews, observations, and documentation.

The process of qualitative data collection begins with conducting observations over one week. After the observation, the researcher interviews informants on different days, each lasting approximately 30 to 60 minutes. Once the researcher feels sufficient data has been collected from the interviews, the researcher documents the research activities or any aspects considered supportive of the study. However, if the researcher feels any data is incomplete, they may follow up with additional questions through online communication with the informants to gather the missing information.

The qualitative data analysis is based on the following steps: data collection and coding. Second, categorizing the data to help the researcher identify patterns from the collected data. Third, identifying themes and patterns from the categorized data. These themes relate to ideas or concepts that appear repeatedly in the data, providing deeper insights into the phenomenon being studied. Fourth, the data

should be interpreted by linking the discovered themes to relevant theories or literature. Next, the fifth step involves validating the findings to ensure the results align with the research objectives. Finally, the researcher compiles a report based on the findings.

## RESULTS AND DISCUSSION

The role of social media in management is considered very important in the process of publishing news and processing news. Social media's role increases the number of online readers from ANTARA Central Kalimantan Bureau. According to Fikhasari & Aji (2019), the role of social media in this digital era provides enlightening information. Regarding enlightening, ANTARA Central Kalimantan Bureau presents news related to the government by packaging it differently and more attractively to online readers. It is further explained that the packaging of this online media in an era dominated by digital communication, social media platforms are powerful tools that offer real-time data and facilitate broad community involvement (Erokhin & Komendantova, 2024).

According to Jaya Wirawana Manurung as the editor of ANTARA Central Kalimantan Bureau. "If associated with online media content, ANTARA Central Kalimantan Bureau is a BUMN or state-owned company". It was further explained that because the ANTARA Central Kalimantan Bureau, is a state-owned BUMN, its news tends to cover news about the government. If there is criminal news, it is limited and not all of it is written. Although criminal news is more interesting to read. However, because it is one of the state's mouthpieces, the news presentation is sorted into criminal and other types of news. The news presentation provided by the national news agency ANTARA Central Kalimantan Bureau is related to the ability to produce digital content and must also go hand in hand with the ability to understand and evaluate content critically (Heiss, Nanz, & Matthe, 2023).

The news presentation that is more dominant in discussing news related to the government is associated with the function of social media on the existence of its users. It is further explained that social media is a platform that focuses on the existence of users, allowing them to be active and collaborate (Nasrullah, 2015). Social media also has great potential in user-generated content (UGC), which is different from the editorial model generally found in conventional mass media (Nasrullah, 2015). The news presentations on ANTARA Central Kalimantan Bureau are used as content for collaboration to increase audience activity. Not only as an increase in audience activity, it is further explained that social media can be used as a great tool to create the desired image and reputation because of the possibility of building interactive relationships with an unlimited number of recipients, who may not only be customers but also stakeholder groups: employees, investors, and business partners. (Yang dan Lim, 2009; Etter, 2013; Szwajca, 2017).

### Media Management

The selection of published online media content is inseparable from the media management of

ANTARA Central Kalimantan Bureau. According to Jaya Wirana, the media management implemented by the national news agency ANTARA Central Kalimantan Bureau involves several key aspects: improving the quality of the news presented; increasing the number of news articles published daily; accelerating the production and dissemination of acquired news; and strengthening social media presence.

Social media currently provides convenience for all members of society or digital audiences to search for and access information online. (Aprilizdihar, M, Pitaloka, E.D, & Dewi, S, 2022). The national news agency ANTARA Central Kalimantan Bureau operates several social media platforms, including Instagram, Facebook, TikTok, and Twitter (X). The number of followers on these platforms is relatively substantial. The TikTok account with the username ANTARA KALTENG has 34,500 followers. The Instagram account, with the username antarakalteng\_official, has 36,800 followers. The Facebook account, with the username Antara\_Kalteng, has 11,000 followers. The X (formerly Twitter) account has 6,303 followers. Finally, the YouTube account has 1,780 subscribers. It can be concluded that the social media platforms with the highest number of followers for the national news agency ANTARA Central Kalimantan Bureau are TikTok and Instagram. These significant followings help distribute information and news to a wider audience. It can be concluded that the social media platforms with the highest number of followers for the national news agency ANTARA Central Kalimantan Bureau are TikTok and Instagram. The large number of followers on these platforms helps distribute information and news to the public.

Media management specifically addresses how to manage various types of media, including print media, broadcasting media, traditional media, as well as online media, which is a field related to the study of new media (Ikhwan, 2022). In terms of media management, the management of media by the national news agency ANTARA Central Kalimantan Bureau is quite specific, as it includes the management of online media and the operation of an online-based broadcasting platform, such as the podcast on YouTube.

Regarding media management, the national news agency ANTARA Central Kalimantan Bureau also uses online media to reference news in society. Social media is considered one of the important sources of information for journalists, helping them obtain references for news circulating across various social media platforms. Journalists' use of social media has made it a valuable news source for them. (Kencana, Situmeang, I.V.O., Rahmawati, K.J, & Nugroho, H, 2022). The use of social media by journalists is also related to the fact that social media enables the rapid sharing of information and expertise across geographic boundaries (Fu, 2024).

Furthermore, it is explained that the national news agency ANTARA Central Kalimantan Bureau also involves social interaction in media management. Social interaction can be linked to increased engagement with the public (Valenzuela Kim & Gil 2012; Velasquez, 2012) and involves a persuasive process (Pingree, 2007). For example, when social media users act as role models and post their opinions on topics such as health or politics (Schmuck, 2021). Thus, the interactive skills of users are a key prerequisite for benefiting from social interaction and contributing to public discourse. (Heiss,

Nanz, & Matthe, 2023).

According to Rini Andriani, the Administration and Social Media Administrator at ANTARA Central Kalimantan Bureau, social media and online news portals are used to present news and advertise products and services. The role of media management in social media management, according to Rini, involves activities beyond simply presenting news and advertising products. The national news agency ANTARA Central Kalimantan Bureau collaborates with various institutions to enhance its visibility and recognition among a broader audience. One example of such collaboration includes joint activities like journalism training, image building, education, and public outreach. These partnerships encourage the company to engage with stakeholders through digital media and take over the role of gatekeeping traditionally held by conventional media (Fieseler, Fleck & Meckel, 2010). In this regard, the media management at the national news agency ANTARA Central Kalimantan Bureau is also related to the objectives of mass media management. According to Nadin & Ikhtiono (2019), the goal of mass media management is to understand the market share, public interest, and the desires of readers for news or information that is appealing so that it can be presented effectively to the audience (Nadin & Ikhtiono, 2019). The information provided to the public by the national news agency ANTARA Central Kalimantan Bureau is varied, not limited to just presenting news, but also includes other types of information. The variety of information ANTARA Central Kalimantan Bureau provides indicates that communication through social media is more dynamic than traditional media (Camilleri, 2017; Fieseler et al., 2010; Hudson & Thal, 2013).

The global spread of social software tools such as blogs, RSS feeds, wikis, electronic forums, and social networking platforms has made it easier for companies to attract potential customers and consumer groups. Social media has the technological potential to accelerate communication processes (Kaplan & Haenlein, 2010; Xiang & Gretzel, 2010) and enhance direct interaction, dialogue, and participation across organizations and various audiences (Colleoni, 2013; Schultz & Utz Göritz, 2011). Furthermore, it is explained that communication technologies have increased the possibilities for both the delivery and reception of information (Westerman, Spence, & Heide, 2014).

In news presentation, the national news agency ANTARA Central Kalimantan Bureau, according to Rendhik Andika, a contributor and reporter, has distinctive characteristics. As a part of the national news agency ANTARA, the Central Kalimantan Bureau emphasizes the 3E + 1N approach and the inverted pyramid structure. The application of 3E + 1N at ANTARA Central Kalimantan Bureau includes: first, *educative*, which means educating readers through the information broadcasted; second, *empowering*, which involves empowering the public with the information provided; third, *enlightening*, which aims to enlighten readers with the information they receive; and fourth, *Nationalism*, which encourages the maintenance of a sense of nationalism and love for the country. With this concept, the media management at the national news agency ANTARA Central Kalimantan Bureau focuses more on the abovementioned patterns.

This research indicates that social media's role in news management is crucial, especially in the publication and news processing process by the national news agency ANTARA Central Kalimantan

Bureau. As the digital era evolves, social media outlets are offered the opportunity to convey information and enhance online reader engagement through more engaging and relevant content.

In the context of the national news agency ANTARA Central Kalimantan Bureau, the role of social media is evident in their efforts to present government-related news in a more attractive and easily understandable way for readers. The presentation of news, which is not limited to text but also incorporates visual elements, interactivity, and a more approachable language, makes readers feel closer and more interested in following news developments. This aligns with research findings showing that online readers prefer news packaged differently and more enjoyably, presenting facts and providing new insights and perspectives.

The increased engagement of online readers, visible on the social media platforms of the national news agency ANTARA Central Kalimantan Bureau, can be seen as an effort to connect with audiences, especially younger generations who are more active on social media. Through direct interactions such as comments or sharing news, readers feel more involved in the information dissemination process, rather than being passive recipients of information.

However, despite social media's effectiveness in enhancing news dissemination, challenges remain in maintaining the information's credibility. In this regard, the national news agency ANTARA Central Kalimantan Bureau must uphold journalistic integrity by ensuring that news is packaged attractively while maintaining the quality and accuracy of the information. Furthermore, it is emphasized that news processing aimed at a broader audience, including younger readers, should still focus on educational aspects, not just entertainment.

As technology advances and news consumption patterns change, the role of social media in news management is expected to become increasingly influential. Therefore, it is important for media outlets like the national news agency ANTARA Central Kalimantan Bureau to continuously adapt to innovations in social media while maintaining professionalism in delivering beneficial and enlightening news for the public.

### **Interpretation of Key Findings**

The media management implemented by the national news agency ANTARA Central Kalimantan Bureau includes improving news quality, speeding up news production and release, and strengthening social media. This indicates that the national news agency ANTARA Central Kalimantan Bureau recognizes that active engagement on various social media platforms, such as Instagram, Facebook, TikTok, and X, is a key component of media management. The significant number of followers, particularly on TikTok and Instagram, shows that social media is important in distributing information and reaching audiences. Furthermore, social media presents news and functions as a valuable source of information for journalists.

### Comparison with Previous Studies

The results of this study are related to media management, particularly the effective management of social media, which also plays a crucial role in disseminating information to the public. This aligns with Li, Fonseka, & Si, Y. (2019), who argue that the relationship between social media, as a primary means of information dissemination, and corporate governance not only has a theoretical foundation but also demonstrates a statistically significant relationship (Li, Tian, Fonseka, & Si, 2019). Related to the dissemination of information and media management, it creates the potential to reach a broader audience, and digital communication can generate a ripple effect that grows due to its inherent potential (Buhalis & O'Connor, 2005).

Similarly, the national news agency ANTARA Central Kalimantan Bureau, guided by the principle that media management plays a key role in social media management, can reach audiences beyond Central Kalimantan Province. Therefore, the organization has a vested interest in achieving a balance in meeting the expectations of various stakeholders and engaging in collaborative relationships with the public (Waligo, Clarke, & Hawkins, 2013).

### Limitations and Cautions

This study discusses the media management of the national news agency ANTARA Central Kalimantan Bureau. However, the focus of the research has not specifically addressed external aspects that influence media management, such as the competition among online news portals, changes in consumer behavior, and government regulations. Additionally, this research is limited specifically to the Central Kalimantan Bureau and does not encompass other ANTARA bureaus across different regions of Indonesia.

### Recommendations for Future Research

Future research recommendations could focus on this study's limitations by exploring external aspects that influence media management, such as competition among online news portals, changes in consumer behavior, and government regulations. Additionally, future studies could examine other ANTARA bureaus across different regions of Indonesia to provide a broader understanding of media management practices within the organization.

## CONCLUSION

This study aims to understand how online media management is implemented at the National News Agency ANTARA Central Kalimantan Bureau. The research findings indicate that the National News Agency ANTARA Central Kalimantan Bureau has distinctive media management characteristics.



These characteristics are based on implementing 3E + 1N and using the inverted pyramid writing style. Furthermore, in media management, the National News Agency ANTARA Central Kalimantan Bureau focuses on managing social media as a key tool for disseminating information to the audience. It is hoped that future research will address the limitations of this study, particularly about external aspects that may affect media management.

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