SNACKABLE CONTENT CREATION IN THE DIGITAL AGE: A CASE STUDY OF SOCIAL MEDIA CONTENT PRODUCTION AT NET TV

Dinda Deva Ferdinandus[1], Silvanus Alvin[2]
[1,2]Universitas Multimedia Nusantara
Corresponding email: silvanus.alvin@umn.ac.id

Abstract

This study explores the effective utilization of social media to promote TV programmes, specifically focusing on NET Mediatama Televisi (Net TV) in Indonesia. The COVID-19 pandemic has led to an increase in social media usage, making it an ideal platform to promote TV programmes. The case study design was used, and data was collected through observation and physical artifacts. The analysis identified that NET TV encourages content creators to create snackable and interactive content to promote their programmes effectively. This study highlights the importance of social media in promoting TV programmes and the need for media companies to adapt to changing audience behavior.

Keywords**: *Snackable Content, NET TV, Social Media Marketing, Content Creator***

1. INTRODUCTION

In the media industry, the programmes that run for the public to watch evolve and change every year. New TV programmes have lower ratings and less interest when compared to well-known programmes. With the existence of social media, information about new and old programmes can be disseminated easily. The Social Media team in a company engaged in the media industry uses strategies to plan and create content that can attract social media users to see and like the content provided by the company. Through social media, public awareness of the company's programmes will increase, both new and old programmes (Haqqu, 2020). As an Indonesian television station that is known to be current and keep up with the times, NET Mediatama Televisi or better known as Net TV wants to build an image that can bring a modern and modern development of television media. NET TV (News and Entertainment Television) is an Indonesian television station built by Wishnutama Kusubandio and Agus Lasmono Sudwikatmono (Permana & Mahameruaji, 2019). This Indonesian television station was founded on 18 May 2013 and then officially launched on 26 May 2013. NET's position Mediatama Televisi's position in the television media industry in Indonesia can be said to be quite in competing with other television media. NET also has its own selling points or characteristics, which this television station is targeted at the younger generation and families, by presenting interesting and original shows (Fauzi et al., 2022).

During the COVID-19 pandemic, there has been a significant increase in the amount of internet and social media usage (Kominfo, 2022; Rizkinaswara, 2021). This can be felt due to the government's strict policy that seeks to reduce the number of virus transmissions that hit the world by limiting community mobility on a large scale. Due to this, people require themselves to lockdown at home which automatically makes daily activities outside the home decrease (Siste et al., 2020). With this change, or it can also be referred to as "New Normal", people become more productive and creative again while doing activities at home. And with the presence of social media, people can do a variety of fun new things even though only through the internet, for example such as sharing news articles, writing about their ideas, exchanging pictures or videos, participating in online discussions, and others. Social media also allows individuals, businesses,

SNACKABLE CONTENT CREATION IN THE DIGITAL AGE: A CASE STUDY OF SOCIAL MEDIA CONTENT PRODUCTION AT NET TV

Dinda Deva Ferdinandus, Silvanus Alvin

companies, organizations, governments, and others to communicate with and understand their audiences (Alvin, 2022b, 2022c, 2022a; Octora & Alvin, 2022; Verenia & Alvin, 2022; Winata & Alvin, 2022). For companies, social media can be very useful, because through social media it can become potential as a metric or count of the collection and analysis of personal data provided by social media users in relation to their increased online activity towards the company (Alvin, 2018; Durmaz & Efendioglu, 2016; Lewis, 2020).

Figure 1. Internet User in Indonesia
Source: Kemp (2021)

In recent years, the number of internet users in Indonesia has continued to increasing rapidly. Based on a report from We Are Social, as shown Figure 1, Indonesia will have 204.7 million internet users by early 2022. Meanwhile, the internet penetration rate in Indonesia reached 73.7 per cent of the total population in early 2022. total population in early 2022. By February 2022, Indonesia's total population is estimated to reach 277.7 million people. By February 2022, there will be 191.4 million social media users or 68.9% of the total population.
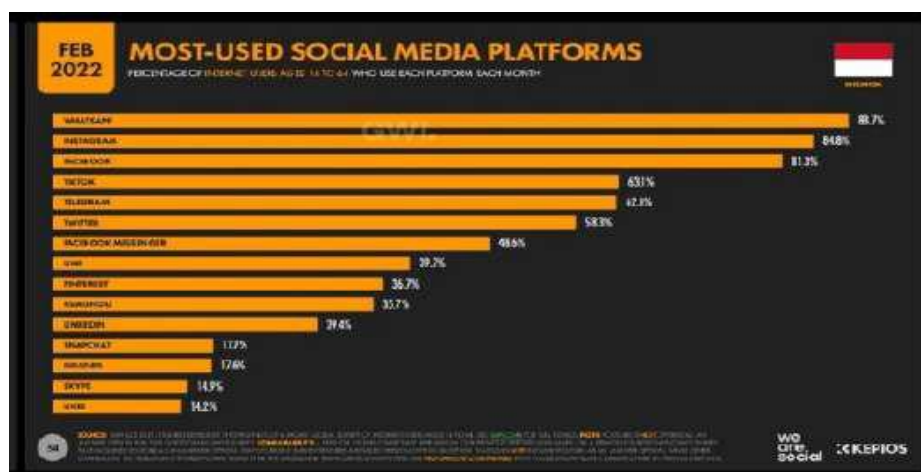

Figure 2. Most Used Social Media Platforms in Indonesia
Source: Kemp (2021)

According to a platform report from We Are Social, the four most popular social networking platforms in Indonesia are as follows: WhatsApp users account for 88.7% of the entire population; Instagram reached 84.8% of the entire population in Indonesia; Facebook accounted for 81.3% of the entire population; and TikTok accounted for up to 63.1% of the entire population in Indonesia, up from 38.7% the previous year, which is a fairly rapid increase. NET TV has several official social media accounts, namely Instagram, YouTube, Twitter, Facebook and TikTok. social media has offers for the development of services and business fields as part of the lifestyle. Based on the explanation above, this research has one big questions: how can social media be effectively utilized to promote TV programmes?

2. LITERATURE REVIEW
Social Media for Business

Online social media enables brands and consumers to connect, communicate, and engage (Kujur & Singh, 2017). Consumer engagement is the level of involvement, interaction, intimacy, and influence consumers have with a brand over time. Literature review shows that the attitude of internet users changes due to two factors: usefulness and preferences. Usefulness refers to user perceptions deriving from personal or professional judgment about content that may benefit their performance in browsing posts, while preferences comprise favorable feelings and interests. Strong and relevant content of the brand posts generate favorable cognitive responses regarding posts, which ultimately leads to positive attitude toward posts and influences purchasing decision on the basis of information gathered from the posts (Tarsakoo & Charoensukmongkol, 2019). Further, social media has become an essential tool for businesses in the digital age, as it is a powerful platform for companies to connect with their customers and promote their products and services. It has been shown to have a significant impact on customer engagement, brand awareness, and customer loyalty. According to Omotosho (2023), social media platforms have become a key marketing tool for businesses of all sizes, enabling companies to interact with customers, build brand loyalty, and gather valuable data on consumer behavior.

Social media can be used for different marketing objectives, including market research, brand building, customer service, and sales (Han et al., 2023; Putri & Alvin, 2023; Yasmin & Alvin, 2023). Several studies have examined the impact of social media on customer engagement and brand awareness, with Atherton (2019)finding that social media positively impacts customer engagement, Kurniawan & Rewindinar (2021)finding that social media enhances brand awareness, and social media is an effective tool for customer service (Pandesia et al., 2021).

Social Media Marketing

Social media marketing has become an important aspect of marketing strategies for businesses of all sizes in recent years. This literature review highlights key findings and trends in the field of social media marketing. Social media marketing provides businesses with an opportunity to connect with their target audience, build brand awareness, and drive sales (KIRCOVA et al., 2020). Customer engagement is an important part of social media marketing, as businesses can respond to customer inquiries, provide customer support, and gather customer feedback. Customer engagement is a critical factor in the success of social media marketing, as it helps businesses build relationships with their target audience and improve customer satisfaction. By engaging with customers in real-time, businesses can respond to customer inquiries, provide customer support, and gather customer feedback.

SNACKABLE CONTENT CREATION IN THE DIGITAL AGE: A CASE STUDY OF SOCIAL MEDIA CONTENT PRODUCTION AT NET TV

Dinda Deva Ferdinandus, Silvanus Alvin

Moreover, by generating user-generated content, businesses can create valuable social proof and improve their brand reputation. Meanwhile, by monitoring social media conversations, businesses can gain insights into customer preferences and behavior, which can help them improve their marketing strategies. Influencer marketing is a popular trend in social media marketing, where businesses collaborate with individuals who have a large following on social media platforms (Lee & Kim, 2020). It is essential for businesses to reach a wider audience and improve brand awareness, build trust with their target audience, and increase customer engagement. There are several types of influencers that businesses can collaborate with, including celebrities, industry experts, and micro-influencers. Authenticity and transparency are key factors in influencer marketing, and metrics and analytics can help businesses track the performance of their campaigns. Influencer selection is essential for the success of an influencer marketing campaign, and long-term relationships can be beneficial for businesses. Measurements and analytics are also available on social media platforms. Content creation is essential for social media marketing success, as businesses must create high-quality and engaging content that resonates with their target audience and aligns with their brand message. Mobile optimization is also important, as businesses must optimize their social media marketing strategies for mobile users.

3. IMPLEMENTATION METHOD

Qualitative research methods are used to get an in-depth knowledge of individuals' or groups' experiences, views, and beliefs. Unlike quantitative research techniques, which focus on statistical analysis, qualitative research methods strive to investigate and comprehend complex phenomena (Patton, 2014). Qualitative research can create ideas or hypotheses for future investigation by providing deep, comprehensive insights into the experiences and viewpoints of individuals or groups. Qualitative research may be a beneficial strategy for investigating social media marketing since it can give extensive insights into social media users' experiences and viewpoints, as well as how they engage with marketing content. The case study design is used in this research. Yin (2018) defines study case as an empirical inquiry that investigates a contemporary phenomenon within its real-life context. Study case should be selected based on their potential to provide insights into the research question or topic being investigated, such as relevance, representativeness, and uniqueness. The data from this study was collected through a process of active observation and physical artefacts. After data was collected, researchers employed pattern-matching technique to analyze the data, which involves comparing the data to a theoretical framework or model to identify patterns or themes.

4. RESULTS AND DISCUSSION
The Producer of Snackable Content

Content creators are people who create content, such as writing, images, videos, sounds, or a combination of several types of material, for digital media such as YouTube, Instagram, Blogger, and other social media platforms. The media industry nowadays requires an up-to-date writing style, thinking like an audience, and an extensive network (Durmaz & Efendioglu, 2016; Rust et al., 2021). Content creation is important on Instagram because it helps to increase engagement. A high level of user engagement can be interpreted as the success rate of an account in attracting attention and interacting with its audience (Safitri, 2021). According to Borgomastro (Yoedtadi & Hapsari, 2020), television media uses social media to benefit from the speed of real-time information delivery, the expansion of virality, and two-way interaction and communication with

audiences. Television media also hopes to get instantaneous feedback as a material for evaluation and improve the quality of broadcasting content. Net TV uses the use of new media as its its main strategy in competing with other national private televisions in Indonesia by utilising various social media such as TikTok, Instagram, Facebook, Twitter, and YouTube, as well as their own digital channels (Permana & Mahameruaji, 2019). There are six main functions which are summarized below.

Table 1. Six Main Functions of NET TV Content Creator

| No	Job Description
1	Making snackable content
2	Making interactive content
3	Play a role as a talent for employee content.
4	Assist in making weekly reports for Net Mediatama's social media
5	Covering activities of Net Mediatama media partner events
6	Helping the shooting process as an audience in the Net TV program

Source: Author Analysis (2023)

Net TV requires its content creators to create snackable content to be uploaded on social media. Snackables content itself is defined as short, easily digestible pieces of content created specifically for social media. digestible pieces of content created specifically for social media. This type of material often consists of snippets of NET TV programmes, or films being shown and other interesting videos that can quickly grab someone's attention and videos that can quickly grab someone's attention and be watched within seconds. watched in a matter of seconds. Businesses and organisations often use snackables to interact and gain engagement on their social media platforms, and this can be social media platforms that they own, and this can be an efficient method to drive traffic and generate discussion around the programme. Snackables are often used to be disseminated through the share feature with easily, allowing them to spread quickly and reach a large audience.

Snackable content born because of the digitisation that caused a "content shock" for companies. In this digital era, people are consuming more content than ever before and communicating differently and in different media formats. Companies often show different forms of actionism, such as content actionism, channel actionism, and format actionism (Lange, 2021). Content actionism involves producing and publishing new content daily, while channel actionism involves adding new media channels to the list of channels to be played and operated. Format actionism involves producing and distributing content in all currently possible formats. Companies often show different forms of actionism, such as content actionism, channel actionism, and format actionism, which can lead to higher resource requirements to produce and distribute content. It is undeniable that content creators play a critical role in producing and delivering digital content due to the rise of digital media. Social media platforms have revolutionized the way people consume and interact with content, and content creators have become an essential component of branding and marketing strategies. Their creative expression is now possible through platforms such as YouTube, TikTok, and Instagram.

SNACKABLE CONTENT CREATION IN THE DIGITAL AGE: A CASE STUDY OF SOCIAL MEDIA CONTENT PRODUCTION AT NET TV

Dinda Deva Ferdinandus, Silvanus Alvin

The Process of Snackable Content Marketing

The author believes that the ATM (Observe, Imitate, Modify) method is appropriate to be used in the process of creating reels/snackable content (Utami & Yuliati, 2022). The role of a content creator is to provide engaging, interesting, and well-liked content. Creative content is expected to increase engagement from Net TV followers. In the process, the content creator needs to watch and thoroughly understand the material, which can be a program or episode of a particular show. After watching the program, the next step is editing. In this process, the content creator will employ their creativity and select clips that have the potential to increase engagement on Net Mediatama Television's social media platforms. The content creator may also add subtitles, sound, cut unnecessary parts, and collaborate with the graphic design division to ensure the video's appearance aligns with the program's template. The final step is uploading the edited content to the Social Media Division's Google Drive, which is then reviewed and approved by the person in charge before being uploaded to Net Mediatama Television's social media platforms. The workflow diagram of social media content creation below will summarize the process.
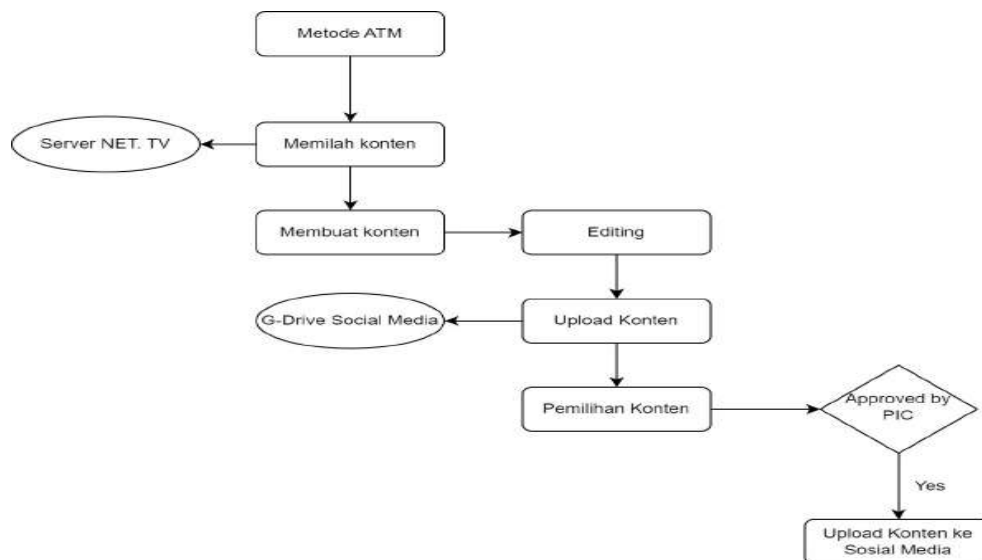
Figure 3. The Process of Making Snackable Content at Net TV
Source: Authors Analysis (2023)

Moreover, beside making content as a snackable content, it is also need to be made interactive. Interactive content is defined as content that allows the audience or followers to interact with NET's social media accounts through giveaways, quizzes, and interesting games that can attract their interest and increase engagement. The content creator is responsible for creating content that is attractive and relatable to the audience. Interactive content allows the audience or followers to engage with the content, leading to increased brand awareness, loyalty, and revenue. It provides an opportunity for the audience to actively participate in the content, rather than passively consuming it. Content creators can build a stronger relationship with their audience, generate more meaningful interactions, and gain a better understanding of their audience's preferences and interests. In academic writing, it is important to recognize the impact of interactive content on social media marketing and how it can benefit businesses and content creators.

In this article, we also provide a SWOT analysis on why content creator needs to create snackable content in this digital age.

Table 2. SWOT Analysis of Snackable Content

Strengths	Weakness
Easily consumable: Snackable content is short, concise, and easy to consume, which can attract more viewers and keep them engaged	Limited depth: Snackable content may lack depth and detail compared to longer-form content, which can be a disadvantage for complex topics
Shareable: Snackable content is often shareable and can quickly spread across social media platforms, increasing the potential reach of the content	Oversaturation: As snackable content becomes more popular, the market can become oversaturated, making it harder to stand out and capture viewers' attention
Versatile: Snackable content can be created in various formats, including videos, images, memes, and GIFs, allowing content creators to experiment and find the best format for their audience	Limited storytelling: Due to its short format, snackable content may struggle to tell a cohesive and engaging story, which can be a challenge for some content creators
Opportunities	Threats
Growing demand: As social media platforms continue to grow, the demand for snackable content is also increasing, offering opportunities for content creators to reach a wider audience	Decreasing attention spans: As people's attention spans continue to decrease, snackable content may struggle to capture and maintain viewers' attention
Creative experimentation: The versatility of snackable content allows content creators to experiment with different formats and styles, which can lead to innovative and engaging content	Content overload: The abundance of content available on social media can make it challenging for snackable content to stand out from the crowd
Brand awareness: Snackable content can help increase brand awareness and engagement by providing a quick and easy way for viewers to interact with a brand	Copycats: As successful snackable content becomes more popular, other content creators may imitate the format and style, making it harder to maintain a unique identity

Source: Authors Analysis (2023)

5. CONCLUSION

In conclusion, creating snackable content for social media is an important part of promoting a TV show and engaging with the public. With the development of social media usage, TV networks may reach a larger audience by utilising the power of snackable content that is easy to consume and share across many social media platforms. TV networks may successfully engage their audiences and increase interest in their programmes by generating snackable material. Furthermore, snackable content can boost audience engagement and help TV networks better understand their viewers' preferences. Snackable content may help establish a dedicated fan base that is invested in the success of a TV show by combining innovation, relevancy, and interaction.

It is vital to remember, however, that generating snackable content necessitates a deep awareness of the target demographic, social media trends, and the TV show itself. As a result, doing research and analysis to determine the strengths, weaknesses, possibilities, and risks of developing snackable material for a TV programme is critical. By doing so, TV networks may

SNACKABLE CONTENT CREATION IN THE DIGITAL AGE: A CASE STUDY OF SOCIAL MEDIA CONTENT PRODUCTION AT NET TV

Dinda Deva Ferdinandus, Silvanus Alvin

generate useful and powerful snackable content that can be used to advertise their programmes and successfully interact with their audience.

6. ACKNOWLEDGMENT

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SNACKABLE CONTENT CREATION IN THE DIGITAL AGE: A CASE STUDY OF SOCIAL MEDIA CONTENT PRODUCTION AT NET TV

Dinda Deva Ferdinandus, Silvanus Alvin

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SNACKABLE CONTENT CREATION IN THE DIGITAL AGE: A CASE STUDY OF SOCIAL MEDIA CONTENT PRODUCTION AT NET TV

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