

ABSTRAK

ANALISIS STRATEGI RADAR LAMPUNG TV DALAM MEMPERTAHANKAN EKSISTENSI SEBAGAI MEDIA LOKAL

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Perkembangan teknologi digital telah mengubah pola konsumsi media masyarakat dari media konvensional menuju platform digital yang lebih fleksibel dan interaktif. Kondisi tersebut mendorong media lokal untuk beradaptasi agar mampu mempertahankan eksistensinya di tengah persaingan industri media yang semakin kompetitif. Penelitian ini bertujuan untuk menganalisis strategi Radar Lampung TV dalam mempertahankan eksistensinya sebagai media lokal melalui praktik konvergensi media. Penelitian ini menggunakan pendekatan kualitatif dengan metode studi kasus melalui wawancara mendalam, observasi, dan dokumentasi. Hasil penelitian menunjukkan bahwa Radar Lampung TV menerapkan konvergensi media melalui pemanfaatan teknologi digital berbasis pengelolaan multiplatform yang mencakup aktivitas distribusi konten, promosi digital, dan keterlibatan audiens. Evaluasi terhadap studi kasus ini menemukan adanya aspek kelebihan dan keterbatasan dalam penerapannya. Sisi kelebihan terletak pada keberhasilan optimalisasi promosi digital dan inovasi paket iklan terintegrasi (konvensional dan digital) yang menjadi temuan utama dalam menjaga stabilitas finansial media. Namun, dari sisi keterbatasan, aktivitas distribusi konten digital saat ini belum berjalan mandiri karena masih dominan menggunakan format turunan dari siaran televisi konvensional. Penelitian ini menyimpulkan bahwa strategi konvergensi media yang dijalankan melalui paket iklan terintegrasi tersebut terbukti efektif dalam memperkuat nilai jual media, mendukung keberlangsungan operasional, serta mempertahankan eksistensi nyata Radar Lampung TV di era digital.

Kata Kunci: Konvergensi Media, Strategi Media, Media Lokal, Eksistensi Media, Periklanan Digital.

ABSTRACT***ANALYSIS OF RADAR LAMPUNG TV'S STRATEGY IN MAINTAINING
ITS EXISTENCE AS A LOCAL MEDIA OUTLET***

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The development of digital technology shifted public media consumption patterns from conventional media to digital platforms that were more flexible and interactive. This condition forced local media to adapt in order to maintain their existence amidst an increasingly competitive media industry. This study aimed to analyze the strategy of Radar Lampung TV in maintaining its existence as a local media through media convergence practices. This study applied a qualitative approach with a case study method through in-depth interviews, observations, and documentation. The results of the study showed that Radar Lampung TV implemented media convergence through the utilization of digital technology based on multiplatform management, which encompassed content distribution, digital promotion, and audience engagement activities. The evaluation of this case study discovered that there were aspects of advantages and limitations in its implementation. The advantage lay in the successful optimization of digital promotion and the innovation of integrated advertising packages (conventional and digital), which became the main finding in maintaining the media's financial stability. However, in terms of limitations, digital content distribution activities did not run independently yet, as they were still predominantly derived from conventional television broadcast formats (repurposed content). This study concluded that the media convergence strategy executed through the integrated advertising package proved effective in strengthening the media's selling value, supporting operational sustainability, and maintaining the real existence of Radar Lampung TV in the digital era.

Keywords: *Media Convergence, Media Strategy, Local Media, Media Existence, Digital Advertising.*