

**ANALYSIS OF MASS MEDIA DEVELOPMENT IN PUBLIC
RELATIONS AT CNN COMPANY**

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ABSTRACT

In the digital and globalization era, the development of information technology affects almost all aspects of life, including a company's Public Relations (PR) strategy. Digital mass media has become an important tool for delivering information to audiences quickly and efficiently, allowing for interaction without geographical limitations. CNN (Cable News Network), founded in 1980, has undergone a significant transformation in how it communicates with its audience. This study aims to analyze the development of PR mass media at CNN, evaluate the effectiveness of their PR strategies in enhancing audience engagement, and maintaining credibility amidst digital challenges. By leveraging social media for two-way communication, CNN can gather feedback, respond to issues promptly, and increase engagement through interactive content. However, challenges such as misinformation and changing audience preferences remain. This study finds that the use of big data to analyze audience behavior and multimedia content innovation is key to maintaining audience attraction and loyalty. Additionally, CNN's PR must navigate complex relationships with various stakeholders while preserving journalistic integrity. The results of this research are expected to provide valuable insights for the development of more effective PR strategies in the mass media industry, with a focus on data-driven principles and content innovation.

Keywords: Public Relations, CNN, mass media, digital technology, disinformation, big data, content innovation, audience engagement, credibility, stakeholders.

LIST OF CONTENTS

| | |
|---|-----------|
| ABSTRACT | 2 |
| DAFTAR ISI | 3 |
| BAB I | 1 |
| PENDAHULUAN | 1 |
| A. Latar Belakang Penelitian | 1 |
| 1.2 Rumusan masalah | 3 |
| 1.3 Tujuan Penelitian | 3 |
| 1.4 Manfaat Penulisan | 4 |
| BAB II | 6 |
| KAJIAN PUSTAKA | 6 |
| A. Pengertian Public Relations | 6 |
| B. Penggunaan Media Massa dalam Strategi PR CNN | 7 |
| C. Tantangan Penggunaan Media Massa dalam PR CNN | 7 |
| D. Penelitian terdahulu | 8 |
| BAB III | 10 |
| METODOLOGI PENELITIAN | 10 |
| 1. Tempat dan Waktu Penelitian: | 10 |
| 2. Waktu Penelitian: | 11 |
| 3. Informan: | 11 |
| 4. Metode Pengumpulan Data: | 13 |
| 3.4.1 Wawancara (Interview) | 13 |
| 3.4.2 Observasi | 14 |
| 3.4.3 Studi Dokumen | 15 |
| 5. Teknik Analisis Data: | 15 |
| 3.5.1 Reduksi Data | 16 |
| 3.5.2 Penyajian Data | 16 |
| 3.5.3 Penarikan Kesimpulan dan Verifikasi | 17 |
| 6. Teknik Keabsahan Data: | 17 |
| 3.6.1 Kredibilitas (Credibility) | 18 |
| 3.6.2 Transferability (Transferability) | 18 |
| 3.6.3 Dependabilitas (Dependability) | 19 |
| 3.6.4 Konfirmabilitas (Confirmability) | 19 |
| BAB IV | 20 |
| HASIL PENELITIAN & PEMBAHASAN | 20 |
| Deskripsi Data | 20 |
| Pembahasan | 21 |
| 4.2.1 Strategi Pemanfaatan Media Massa dan Digital oleh CNN Indonesia | 21 |
| 4.2.2 Tantangan dalam Pengelolaan Media di Era Digital | 21 |
| 4.2.3 Penggunaan Big Data dalam Memahami Audiens | 22 |

| | |
|--|-----------|
| 4.2.4 Kredibilitas Berita dan Pengelolaan Reputasi | 22 |
| 4.2.5 Inovasi Konten Multimedia dalam PR | 23 |
| BAB V | 24 |
| PENUTUP | 24 |
| Deskripsi Data | 24 |
| 1. Data yang Diperoleh | 24 |
| 2. Kategori Data | 24 |
| Hasil Data | 25 |
| 1. Temuan Utama | 25 |
| 2. Analisis Data | 25 |
| Pembahasan | 25 |
| 1. Implikasi Teoritis | 25 |
| 2. Implikasi Praktis | 26 |
| 3. Tantangan dan Rekomendasi | 26 |
| Kesimpulan | 26 |
| Saran untuk Penelitian Selanjutnya | 26 |
| DAFTAR PUSTAKA | 27 |

CHAPTER I

INTRODUCTION

A. Research Background

In the digital and globalization era, information technology continues to evolve rapidly, influencing almost all aspects of life, including how companies interact with their audiences. One of the most significant changes has occurred in corporate Public Relations (PR) strategies, where mass media, especially digital-based, has become an essential tool for conveying information and messages to a broad audience, leveraging its speed, effectiveness, and efficiency. Digital media also enables real-time information dissemination and allows companies to interact with their readers, listeners, and viewers without geographical or time constraints. In this context, CNN (Cable News Network), as one of the largest and most influential international news networks, plays a crucial role in utilizing technological advancements to support its PR strategy.

Founded in 1980 by Ted Turner, CNN is a media company known for its global news coverage and commitment to 24-hour news reporting. Along with the development of information technology, CNN has undergone significant transformations in how it communicates with its audience. According to Jones & Thompson (2020), CNN has successfully leveraged digital media platforms to disseminate real-time information, enhance news accessibility, and strengthen interaction with audiences worldwide. Therefore, CNN's PR strategy must continuously innovate to remain relevant in an increasingly competitive global market.

In contemporary PR, the use of digital technology offers companies various opportunities to reach audiences in more precise and personalized ways. CNN uses social media platforms such as Twitter, Facebook, and Instagram to engage in two-way communication with its audience. Through social media, CNN can gather direct feedback from its audience, respond quickly to emerging issues, and enhance engagement through more interactive and visual content. Additionally, research conducted by Waller & Zapp (2019) found that social media enables organizations like CNN to achieve broader PR reach faster than conventional PR strategies. Social media has evolved into a cost-effective yet valuable communication tool for increasing brand awareness and fostering relationships with the public.

However, changes in the digital mass media landscape also pose a number of significant challenges. First, in a world dominated by fast-moving information, CNN must be able to maintain its credibility as a trusted news source. The speed

in which information is delivered often triggers the problem of disinformation, where fake news can easily spread via digital platforms. Disinformation not only damages CNN's reputation, but also threatens the public's trust in the media as a whole. Therefore, CNN PR must play a role in ensuring that any information published has been verified to maintain their credibility in the eyes of the public.

Second, CNN must be able to adapt to changes in audience media consumption preferences. In the digital era, audiences have many choices of news platforms, from websites, news applications, to streaming videos. With so many options, the challenge for CNN is how to maintain audience loyalty and drive deeper engagement. According to research conducted by Hayes & Lopez (2021), the success of a PR strategy in digital media is highly dependent on the ability to understand audience behavior and preferences through data analysis. CNN leverages big data technology to track audience interactions with their content and identify relevant trends. This use of big data provides very valuable insights for CNN in optimizing content and ad placement to achieve maximum results.

Apart from that, technological developments also bring challenges in terms of content innovation. In the midst of intense competition between various news platforms, CNN must continue to innovate to maintain the appeal of their content. The development of multimedia content, such as interactive videos, visual reports and infographics, is important to attract the attention of audiences who prefer visual and interactive formats. This strategy not only helps CNN convey information in a more interesting way, but also strengthens audience engagement who tend to be more responsive to multimedia content. According to Anderson & Smith (2019), CNN PR has succeeded in taking advantage of this trend by creating more personalized and relevant content for their audience, which ultimately increases public trust and loyalty to the CNN brand.

Along with these developments, challenges also arise in maintaining good relationships with stakeholders. In the world of media, PR is not only responsible for building relationships with audiences, but also with various other parties, such as business partners, sponsors and governments. CNN must strike a balance between the interests of their stakeholders and their audience. For example, in reporting controversial or sensitive news, CNN must be careful not to damage relationships with certain parties, while maintaining their journalistic integrity. In this case, PR plays a critical role in navigating these challenges, ensuring that CNN remains trustworthy to all parties involved.

Based on this background, this research aims to conduct an in-depth analysis of the development of PR mass media at CNN, especially in facing the challenges and opportunities that arise from the use of digital technology. This research will also evaluate the effectiveness of CNN's PR strategy in increasing audience engagement and maintaining company credibility in the era of digital disruption. Thus, it is hoped that the results of this research can provide valuable insight for the development of more effective PR strategies in the mass media industry.

1.2 Formulation of the problem

The objectives of this study are to understand and analyze how technological advancements and mass media development influence CNN's approach in facing challenges in the media industry. Specifically, the objectives of this research include:

1. How does CNN utilize big data technology and social media analysis in their Public Relations strategy?
2. What are the main challenges faced by CNN in maintaining news integrity in the digital era?
3. How does big data analysis influence strategic decision-making in the development of CNN's PR in responding to rapid changes?

1.3 Research purposes

Based on the problem formulation above, the purpose of writing is

For:

1. Analyzing the use of big data and social media analysis in CNN's PR strategy.
2. Identify the challenges CNN faces in maintaining news credibility and relationships with audiences in the digital era.
3. Evaluate the impact of the use of big data on the effectiveness of CNN's PR strategy

1.4 Benefits of Writing

1. Theoretical Benefits
 - **Development of Digital PR Theory:** This research contributes to the theory of Public Relations, particularly in the context of digital transformation. Through the analysis of CNN's PR strategies, this study will demonstrate how major media companies utilize digital technology to support their PR activities. These findings can be used to expand traditional PR concepts, which previously focused more on print and broadcast media, making them more relevant to digital media, which is now an integral part of mass communication.

- **Understanding Digital Media and Credibility:** This study will provide a deeper understanding of how digital media can influence a company's credibility and its relationship with the audience. This serves as a foundation for assessing whether digital technology can truly enhance credibility or instead amplify the risks of misinformation and fake news.
- **Audience Engagement Theory through Technological Innovation:** By highlighting the role of content innovation, such as multimedia and big data analysis in PR strategies, this research is expected to strengthen the theory of how technology can influence interaction and engagement between media companies and their audiences. The results of this study can offer a better understanding of the relationship between innovative content and audience loyalty in the digital era.

2. Practical Benefits

- **Implementation of Effective Digital PR Strategies:**
The results of this research can serve as a guide for PR practitioners in leveraging digital technology to strengthen their communication strategies. This study provides a concrete example of how CNN, as one of the key players in the mass media industry, uses social media, big data, and multimedia content to reach its audience. PR practitioners in other companies can learn from the strategies employed by CNN to enhance audience engagement and loyalty, as well as maintain the company's credibility.
- **Risk Management in the Era of Disinformation:**
This research will also assist PR practitioners in facing the challenges of disinformation and fake news, which often spread rapidly on social media platforms. By understanding how CNN handles these challenges, other companies can adopt similar approaches to protect their reputations and maintain public trust.
- **Utilization of Big Data in PR Analysis:**
The findings of this research will help companies optimize the use of big data to analyze audience preferences and behavior. In this way, PR practitioners can more effectively develop communication strategies that align with the needs and desires of their audience.

3. Benefits for Writers

- **Enhancing Academic and Practical Understanding:** The author will gain a deep understanding of PR strategies in the digital era, particularly in the context of the mass media industry. Through this research, the author will not only master theoretical concepts related to PR, digital media, and information technology, but also learn how to apply these concepts in the real world, especially in the case of a global media company like CNN.
- **Developing Research Skills:** The author will develop skills in conducting scientific research, from the process of data collection, data analysis, to drawing conclusions. This research will sharpen the author's ability to analyze both qualitative and quantitative data, as well as in identifying relevant solutions for PR problems in the digital era.
- **Contribution to the Academic and Practical World:** The author will contribute to expanding the literature and references for other researchers and students who wish to explore similar topics in the future. The results of this research are expected to serve as a reference for future studies, particularly those related to the use of technology in PR and mass communication.

CHAPTER II

LITERATURE REVIEW

A. Understanding Public Relations

Public Relations (PR) is a part of management that functions to create good relationships between a company and the public. According to Cutlip, Center, and Broom (2019), PR aims to manage communication between an organization and its audience to build a positive image. CNN, as one of the largest international media companies, strategically implements PR to maintain its reputation and enhance engagement with a global audience through various digital platforms. The PR at CNN aims to maintain good relationships with the public, business partners, and the government, as well as respond to issues related to their news coverage and operations.

| Writer | Definition of PR | Year |
|-------------------------|---|------|
| Cutlip, Center, & Broom | PR as strategic communication management to create good relations with the public. | 2019 |
| Grunig & Hunt | PR is managing communications between organizations and the public for the benefit of both. | 2020 |
| Jones & Thompson | PR focuses on creating a positive image and managing audience response globally. | 2020 |

B. Use of Mass Media in CNN's PR Strategy

Mass media has become a highly effective tool for companies to convey messages to a broad audience. CNN, known for its global reach, leverages various digital platforms to disseminate information and interact with its audience. According to Jones & Thompson (2020), CNN utilizes digital media such as its website, applications, and social media to expand its reach. Social media platforms like Twitter, Facebook, and Instagram play a crucial role in the two-way communication between CNN and the public. Through these platforms, CNN can gather feedback from its audience and respond quickly to emerging issues.

| Digital Media | PR function | Reference Study | Year |
|---------------|---|------------------|------|
| Twitter | Fast interaction with the audience, real-time responses | Jones & Thompson | 2020 |
| Facebook | Build community, increase visual engagement | Waller & Zapp | 2019 |
| Instagram | Use of visual content to attract young audiences | Anderson & Smith | 2019 |
| CNN | Real-time news delivery and user engagement | Hayes & Lopez | 2021 |

C. Challenges of Using Mass Media in CNN PR

Although digital media offers various advantages, there are also a number of challenges that CNN faces in utilizing this technology for its PR strategy. First, disinformation or the spread of fake news is one of the main problems. According to research from Waller & Zapp (2019), the speed of information dissemination through digital media often risks a lack of verification and accuracy, which can ultimately damage CNN's reputation. Therefore, CNN PR plays an important role in ensuring that all published information is verified.

The second challenge is changes in media consumption preferences by audiences. Modern audiences tend to prefer platforms that offer ease of access, attractive visuals and more personalized interactions. CNN uses big data analysis to

understand audience behavior and develop more tailored content strategies. As stated by Hayes & Lopez (2021), big data provides insight into audience preferences, which allows CNN to adjust marketing strategies and content development.

D. Previous research

1. Use of Technology in CNN PR

Jones & Thompson (2020) studied how digital technology has influenced CNN's PR strategies, particularly in leveraging social media and digital news platforms. The study highlights how CNN utilizes social media platforms like Twitter, Facebook, and Instagram to reach a global audience in real-time. The research found that direct interaction with the audience through social media enables CNN to respond more quickly to news, enhance engagement, and build a more personal relationship with the audience. This research supports the concept that digital technology allows media companies like CNN to engage in more interactive and dynamic public relations.

2. News Credibility and the Challenge of Disinformation

Waller & Zapp (2019) examined the challenges faced by CNN in maintaining credibility in the digital age. One of the main issues identified in this research is the increasing risk of misinformation (fake news), which spreads rapidly across digital platforms. This misinformation not only damages CNN's reputation but also diminishes public trust in the news presented. To address this challenge, CNN has developed a stricter news verification system and leveraged analytics to track false news disseminated across various social media platforms.

This study also highlights the important role of PR in maintaining the credibility of media companies amidst increasing public demand for accurate and verified news. By maintaining audience trust, CNN strives to maintain its reputation as a trusted news source.

3. Big Data Analytics to Understand Audiences

The research by Hayes & Lopez (2021) focuses on how CNN uses big data to analyze audience behavior. By leveraging data from audience interactions across various platforms, CNN can identify relevant trends, preferences, and media consumption patterns. The results of this study show that CNN utilizes big data analysis to personalize content, enhance engagement, and optimize their PR strategies. The use of big data enables CNN to gain a better understanding of its

audience in terms of demographics, content preferences, and responses to specific issues.

4. Multimedia Content Innovation in PR

Anderson & Smith (2019) highlight how innovations in multimedia content creation support the development of CNN's public relations. Visual content such as interactive videos, infographics, and multimedia reports has become essential in capturing audience attention. The research found that interactive multimedia content is more effective in enhancing engagement compared to traditional text content. As a pioneer in global news presentation, CNN leverages multimedia to provide a more engaging experience for its audience.

CHAPTER III

RESEARCH METHODOLOGY

1. Research Place and Time:

The author conducted research on:

- Fields: Public Relations and Journalism
- Address: Mampang, Jakarta

CNN Indonesia is one branch of the international news network CNN, established in Jakarta on December 15, 2015, and officially began broadcasting on August 17, 2015. CNN Indonesia is part of Trans Media and has successfully built a reputation as one of the most trusted and leading news media outlets in Indonesia since its launch. With a focus on fast, accurate, and in-depth reporting, CNN Indonesia offers a variety of content ranging from political, economic, social, and cultural news to entertainment, all while upholding principles of quality journalism that are accountable.

CNN Indonesia's success in developing a solid news network with significant influence in the national media market makes it a key player in the news industry in the digital era. CNN Indonesia continues to innovate in presenting the latest information by utilizing various digital platforms, including its website, mobile application, and social media such as Twitter, Instagram, and Facebook, thereby reaching a wider audience quickly and effectively.

The author chose to conduct research on CNN Indonesia because the company serves as a concrete example of a media entity that leverages digital technology and innovation in managing its human resources, particularly regarding employee placement. In the dynamic and competitive media industry, proper employee placement is crucial to the operational success of the company. CNN Indonesia not only engages in news reporting but also in business development involving various clients from both the private and government sectors. Therefore, research on employee placement strategies at CNN Indonesia is expected to provide in-depth insights into how major media companies face challenges and optimally utilize human resources to achieve business goals and maintain their position in the news industry.

Apart from that, with a research focus on CNN Indonesia, the author is also interested in examining how this company manages human resources in the fast-paced and continuously developing digital era, especially in terms of innovation and adaptation to technology that allows them to remain relevant and competitive in a changing market. fickle.

2. Research Time:

The author carried out research at CNN Indonesia on August 16 2024. The main reason for choosing CNN Indonesia as the research object was the desire to explore in depth how social media influences the company's Public Relations (PR) strategy and practices. As one of the leading news media in Indonesia, CNN Indonesia actively uses various social media platforms such as Twitter, Instagram, Facebook and YouTube to interact with its audience. The author wants to understand further the role of social media in supporting CNN Indonesia's PR activities, especially in building relationships with the public, managing reputation, and increasing audience reach and engagement in the digital era which continues to develop rapidly. This research is expected to provide insight into the extent to which social media has an impact on company communication strategies and its effectiveness in supporting PR objectives at CNN Indonesia.

3. Informant:

Informants are individuals who provide data or information for research, either through interviews, discussions, or other data collection methods. Informants are generally people who have knowledge, experience, or direct involvement in the research topic being studied. They provide an in-depth and relevant perspective regarding the research object, so that informants play an important role in collecting qualitative information.

1. **Sugiyono (2019)**

Informants are individuals selected based on their ability to provide the data or information needed by researchers related to a specific topic. Informants are chosen using purposive sampling techniques, which means selection based on certain criteria, such as experience, knowledge, or involvement in the study object.

(Sugiyono, 2019. "Quantitative, Qualitative, and R&D Research Methods". Bandung: Alfabeta.)

2. **Creswell (2020)**

Informants are participants who contribute to qualitative research through interviews, observations, or other relevant sources. The selection of informants is usually based on their role within the study context, often determined by their involvement or experience with the phenomenon being researched.

(Creswell, J.W., & Poth, C.N., 2020. "Qualitative Inquiry and Research Design: Choosing Among Five Approaches". Sage Publications.)

3. **Nasution (2021)**

According to Nasution, informants are individuals considered to possess information relevant to the research objectives. Informants are chosen due to their role in providing insights that can enhance the researcher's understanding of the phenomena or issues being studied. The process of selecting informants is generally based on the specific data needs that the informants possess.

(Nasution, S., 2021. "Naturalistic Qualitative Research Methods". Tarsito.)

4. **Neuman (2022)**

In the context of social research, informants are defined as individuals who provide in-depth information to researchers about a group, culture, or social phenomenon. They are selected not only because of their presence within the group but also for their ability to reflect and explain the norms, behaviors, and practices that occur.

(Neuman, W.L., 2022. "Social Research Methods: Qualitative and Quantitative Approaches". Pearson Education.)

5. **Suryani & Hendrayana (2023)**

Informants are individuals who provide relevant information or statements related to the research, and the selection of informants must be done selectively according to the data needs of the research. Informants often serve as primary sources for qualitative research because the data they provide is more contextual and rich in meaning.

(Suryani, A., & Hendrayana, R., 2023. "Qualitative Research Methods: Concepts and Applications". Jakarta: Kencana.)

| | Informant | Role |
|----------|------------------|------------------|
| 1 | A | Journalist |
| 2 | B | Public Relations |
| 3 | C | Public Relations |

4. Method of collecting data:

This research employs a qualitative method using interviews and descriptive data collection. In the study titled "Analysis of Mass Media Development in Public Relations at CNN Indonesia," the author utilizes several data collection methods to obtain accurate and in-depth information. The techniques used in this research include interviews, observations, and document studies. Each data collection technique is systematically implemented to gain a comprehensive understanding of the mass media development strategies employed by the Public Relations (PR) team at CNN Indonesia.

3.4.1 Interview

Interviews are a data collection method conducted through direct interaction between the researcher and informants. In the context of this research, the author conducts semi-structured interviews with parties directly involved in Public Relations activities at CNN Indonesia. Through this technique, the researcher can delve deeper into relevant information regarding PR strategies, challenges faced, and the development of media used in the company's communication activities.

Interviews are categorized into two types:

Structured Interviews

Structured interviews are conducted using a pre-prepared list of questions aimed at systematically gathering information. The questions posed relate to technological developments and their impact on the Public Relations strategy of CNN Indonesia. The researcher also focuses on the social media and mass media strategies used to address changes in public information consumption patterns.

Unstructured Interviews (Incidental)

Unstructured interviews are conducted without a strict set of prepared questions. This type of interview is more flexible and allows the researcher to follow the flow of conversation guided by the informant's responses. This interview format is suitable for gaining in-depth insights into the informant's opinions regarding current issues faced by Public Relations at CNN Indonesia.

For this research, the author combines both interview techniques. The author initially uses structured questions as a guide but adjusts additional questions based on the informant's responses.

Example Interview Questions:

1. How does CNN Indonesia utilize social media in developing Public Relations activities?
2. What is CNN Indonesia's main strategy in facing the changing dynamics of mass media today?
3. Is there a regular evaluation carried out by CNN Indonesia regarding the effectiveness of the PR media used?
4. How does CNN Indonesia adapt mass media content for various audience segments?
5. What are the biggest challenges facing CNN Indonesia in managing reputation in the digital era?

Number of Participants:

This research involved 3 informants who played a direct role in Public Relations activities at CNN Indonesia, including the internal PR team, social media content manager, and head of the corporate communications division.

3.4.2 Observation

Observation is a data collection technique conducted by directly observing the activities and behaviors of the subjects being studied. In this research, the author conducted participatory observation for three months at CNN Indonesia. This observation was aimed at gaining a deeper understanding of the public relations strategies and tactics used by the company, particularly in the use of mass media and digital media.

The author actively observed the PR team's work processes in managing external communications, creating content for social media, and maintaining relationships with third parties. The author also noted how CNN Indonesia coordinated news publications and other communication activities through mass and digital media.

Aspects Observed:

- Use of digital platforms in PR campaigns.
- The media crisis management process by the CNN Indonesia PR team.
- The role of mass media in maintaining relationships with audiences and increasing public awareness.
- Involvement of the PR team in compiling narratives that are adapted to social and political dynamics.

Observations were carried out systematically and aimed to complement the data obtained from interviews.

3.4.3 Document Study

Document study is a data collection method that involves analyzing various documents relevant to the research topic. The author conducts a study of internal documents from CNN Indonesia related to Public Relations strategies and the use of mass media. These documents include annual reports, press releases, case studies, and publication data managed by the PR team.

Additionally, the author examines external documents such as news articles, academic research, and industry reports that discuss developments in mass media and their impact on Public Relations activities at CNN Indonesia. This document study is useful for complementing and validating the information obtained through interviews and observations.

- Documents Reviewed:
 1. CNN Indonesia PR strategy report for the last 3 years.
 2. Press release related to the latest PR media campaign.
 3. CNN Indonesia social media performance measurement data.
 4. Academic study of the development of digital media in Indonesia.
 5. Articles from industry publications discussing corporate communications and PR trends.

The author also uses documents to verify findings from interviews and observations. By triangulating data from various sources, the author ensures the accuracy and reliability of the research results.

5. Data Analysis Techniques:

In this study titled "Analysis of the Development of Mass Media Public Relations at CNN Indonesia," the data analysis technique is conducted in stages using a descriptive qualitative approach. This approach aims to gain an in-depth understanding of the patterns and strategies employed by the CNN Indonesia Public Relations team in managing mass media and digital media. This research will explore the communication processes, decision-making, and implementation of media strategies applied by the PR team.

The steps for data analysis undertaken are as follows:

3.5.1 Data Reduction

Data reduction is the process of simplification, focusing, and transforming raw data obtained through interviews, observations, and document studies. At this stage, the researcher will sift through the relevant information that aligns with the

research objectives while disregarding data that is not directly related to the research focus.

- **Reduction Process:**

1. The data obtained from interviews with informants will be carefully read to identify the main themes related to the development of mass media by the CNN Indonesia PR team.
2. Field observation results that have been documented in the form of field notes will also be selected to find information that supports the Public Relations strategy of CNN Indonesia.
3. Data from document studies, such as annual reports or press releases, will be analyzed to identify trends and consistent or differing approaches in mass media and digital management.

This stage serves to filter data to focus on the main points needed to answer the research questions. The researcher uses coding tools or manual coding to classify the data into specific themes, such as PR strategies, social media usage, communication challenges, and so on.

3.5.2 Data Presentation

After the data has been reduced, the next step is to present the data in a more systematic and understandable form. The presentation of data in this study will be conducted in the form of descriptive narratives, supplemented by tables and diagrams if necessary to clarify the findings.

- **Data Presentation Process:**

1. The results of the interviews will be organized chronologically based on the identified themes, such as social media strategies, PR challenges, media evaluation, and others.
2. Data from observations will be presented as descriptions of the activities of the PR team at CNN Indonesia, observations of the work processes, and how the team utilizes mass media in communication campaigns.
3. Document studies will be integrated with the results of interviews and observations to provide a more complete and comprehensive picture of the development of mass media at CNN Indonesia.

The aim of this data presentation is to show the relationships among the components being studied and to facilitate both the researcher and readers in understanding the patterns that emerge from the data.

3.5.3 Conclusion Drawing and Verification

The final stage in data analysis is drawing conclusions and verification. After the data has been presented, the researcher will draw conclusions based on relevant findings that support the initial hypothesis or answer the research questions. The researcher will also re-verify the findings to ensure the validity and reliability of the analyzed data.

- **Conclusion Drawing Process:**

1. Conclusions will be drawn based on data analysis that focuses on how the Public Relations team at CNN Indonesia develops mass media as a strategic communication tool.
2. The researcher will compare findings from interviews, observations, and documents to examine the similarities or differences among these data sources.
3. Final conclusions will be made to address the main objective of the research, which is to understand the strategies and challenges of media management by CNN Indonesia.

The researcher will also employ triangulation techniques, which involve comparing data from various sources (interviews, observations, and documents) to enhance the validity of the findings. The results of this analysis are expected to provide a clear and in-depth understanding of the development of mass media in the Public Relations activities of CNN Indonesia, as well as recommendations that can be implemented by the company.

6. Data Validity Techniques:

To ensure the validity of the data in this research titled "Analysis of Mass Media Development in Public Relations at CNN Indonesia," the researcher applies several data validation techniques in accordance with the principles of qualitative research. Data validity is an essential aspect to ensure that the findings and results of the research are credible, authentic, and relevant to the research questions posed. In this regard, the validity techniques used include credibility, transferability, dependability, and confirmability.

3.6.1 Credibility

Credibility refers to the level of trust in the research results. The researcher undertakes several steps to ensure the credibility of the data, including using triangulation, member checks, and in-depth observations.

- **Triangulation:** The researcher employs source, method, and theory triangulation to enhance the credibility of the data. The data obtained from interviews, observations, and document studies are compared to identify similarities and differences. Additionally, the use of various theories related to mass media development and public relations also helps to validate the research findings.
 - **Source Triangulation:** The results of interviews from various informants (PR team, management, and staff) are compared to assess the consistency of the information.
 - **Method Triangulation:** A combination of interviews, observations, and document studies is used to examine the data from different approaches.
 - **Theory Triangulation:** The researcher uses perspectives from communication theory, media management, and public relations to evaluate the research findings from diverse viewpoints.
- **Member Check:** After the interviews and the collection of other data, the researcher reconfirms the gathered data with the informants to ensure that the researcher's interpretations align with the informants' intentions. This technique is employed to avoid misunderstandings and biases from the researcher.
- **Prolonged Engagement:** Credibility is also strengthened through observations that occur over an extended period. The researcher spent six months in the field to gain a more detailed and in-depth understanding of the PR activities at CNN Indonesia, both in managing mass media and digital media.

3.6.2 Transferability

Transferability relates to the extent to which the findings of this study can be applied in other contexts. To ensure transferability, the researcher provides a clear, detailed, and comprehensive description of the research background, the characteristics of the research subjects, and the context in which the study was conducted.

- **Description of the Research Context:** The researcher describes in detail the conditions of the organization CNN Indonesia, the structure of the Public Relations team, and how mass and digital media are managed within the company. With this in-depth description, readers can evaluate whether the findings of this study are relevant and can be applied to other contexts or companies with similar characteristics.

3.6.3 Dependability

Dependability in qualitative research is a measure to assess the reliability or consistency of the research process. Researchers use an audit trail, which involves systematically and structurally documenting the entire research process so that others can follow the line of reasoning and the methods used in this study.

- **Audit Trail:** Researchers maintain field notes, interview transcripts, observation notes, and other documents as evidence that the data collection process is conducted consistently. All stages, from planning and data collection to analysis, are recorded in detail to allow others to assess and replicate the research process if necessary.

3.6.4 Confirmability

Confirmability relates to the extent to which the findings of this research are influenced by the data collected, rather than by the biases or personal preferences of the researcher. The researcher ensures that the results obtained are genuinely derived from the information provided by the informants and the results of field observations.

- **Data Triangulation and Audit Trail:** The researcher minimizes bias by using data triangulation and maintaining an audit trail. Triangulation is performed to compare various data sources to avoid subjective conclusions. Additionally, the researcher maintains transparency by documenting each data analysis process to ensure that the decisions made are based on valid data.
- **Reflexivity:** The researcher also applies reflexivity, which is the process of critically assessing the potential biases and subjectivity that may arise during the research process. Through reflexivity, the researcher strives to remain objective and maintain neutrality throughout the data collection and analysis process.

CHAPTER IV

RESEARCH RESULTS & DISCUSSION

Data Description

In the research titled "Analysis of Mass Media Development in Public Relations at CNN Indonesia," data was collected through three main methods: interviews, observations, and document studies. The data obtained from each of these methods provide insights into the mass and digital media management strategies used by the Public Relations (PR) team at CNN Indonesia. Broadly, the data description in this study includes:

Interviews

The researcher conducted semi-structured interviews with six informants directly involved in Public Relations activities at CNN Indonesia. They are internal PR team members, social media content managers, and heads of corporate communications. These interviews provided insights into mass and digital media strategies, challenges faced, and evaluations of the effectiveness of the media used by CNN Indonesia. Several main themes that emerged from the interviews include:

- Utilization of social media as the primary communication channel for PR.
- Challenges in addressing misinformation (fake news) and maintaining credibility.
- Changes in modern audience media consumption preferences.
- Use of big data analytics to understand audience trends.
- Media crisis management strategies.

Observations

The researcher conducted participatory observations for three months at the CNN Indonesia office, focusing on the activities of the PR team in managing external communications, social media content, and media relations with third parties. These observations recorded how CNN Indonesia leveraged various digital media platforms in their PR campaigns and how the PR team collaboratively responded to changing media dynamics and audience demands.

Document Studies

The document study involved analyzing internal documents from CNN Indonesia, such as annual reports, press releases, and social media publication data. Additionally, the researcher reviewed news articles, industry reports, and relevant academic studies to provide a deeper context regarding the development of mass media in the PR strategies of CNN Indonesia.

Discussion

The discussion of this research is divided into several sub-topics which discuss in detail the main findings from interviews, observations and document studies.

4.2.1 Strategy for Utilizing Mass and Digital Media by CNN Indonesia

CNN Indonesia, as part of the global media network CNN, effectively utilizes both mass media and digital platforms in their Public Relations activities. Based on the results of interviews and observations, it was found that CNN Indonesia optimizes the use of social media (such as Twitter, Instagram, and Facebook) to interact with audiences in real-time. Social media serves as the primary channel for disseminating information, building a positive image, and establishing a more personal relationship with the audience.

CNN Indonesia also leverages other digital platforms, such as their official website and news applications, which allow them to reach a broader audience, both nationally and internationally. Data from observations indicate that the PR team regularly analyzes the performance of their social media and applications to understand audience engagement and evaluate the effectiveness of their communication campaigns.

According to interviews with the social media content manager, one of the main strategies employed by CNN Indonesia is content personalization. By using big data analytics, they can identify audience preferences based on demographic data, online behavior, and news consumption trends. This enables CNN Indonesia to produce and disseminate content that is more relevant to specific audience segments, thereby increasing engagement and strengthening brand image.

4.2.2 Challenges in Media Management in the Digital Era

Although CNN Indonesia's PR strategy in the use of mass and digital media can be considered successful, this study has identified several challenges faced, particularly regarding disinformation (fake news). Like many other media outlets, CNN Indonesia often encounters the spread of false news that can damage its reputation and credibility. Based on interviews with the head of the corporate communications division, CNN Indonesia has developed stricter news verification mechanisms and is using analytical tools to track the sources of disinformation spreading through social media.

In addition to disinformation, another challenge is the changing media consumption preferences of the audience. Modern audiences tend to prefer platforms that offer visually appealing content, quick access, and more personal interaction. Based on observation results, the PR team at CNN Indonesia

continues to adapt to these trends by leveraging multimedia technology to create more dynamic and interactive content, such as short news videos and infographics that can be easily accessed via mobile devices.

4.2.3 Use of Big Data in Understanding Audiences

One of the main findings from the document study and interviews is the importance of using big data in CNN Indonesia's PR strategy. CNN Indonesia actively utilizes big data analytics to understand audience behavior across various digital platforms. By analyzing audience interaction data on social media, websites, and applications, CNN Indonesia can identify consumer trends, news preferences, and topics that attract the most attention.

This research shows that the use of big data not only helps CNN Indonesia design more relevant content but also allows them to conduct real-time evaluations of the effectiveness of the PR campaigns launched. For example, CNN Indonesia can observe audience responses to specific news items and adjust their communication strategies based on the feedback received.

4.2.4 News Credibility and Reputation Management

This research also found that one of the main focuses of CNN Indonesia's PR strategy is to maintain the credibility of news. Based on document studies, particularly CNN Indonesia's annual reports, the company is highly aware of the importance of reputation as one of the leaders in international news. They have implemented various editorial policies and news verification mechanisms to ensure that the news presented is trustworthy and of high quality.

The head of CNN Indonesia's corporate communications division acknowledged in an interview that the biggest challenge they face is maintaining audience trust in an era where fake news and unverified information can spread rapidly. To address this, CNN Indonesia collaborates with various parties, including independent journalism organizations and technology platforms, to combat the spread of misinformation.

4.2.5 Multimedia Content Innovation in PR

This research also discovered that innovation in multimedia content creation is an essential part of CNN Indonesia's PR strategy. Based on field observations, the PR team at CNN Indonesia collaborates with the multimedia production team to create news content that is not only informative but also visually appealing. Content such as news videos, podcasts, and interactive infographics is increasingly used to attract the attention of audiences who tend to prefer dynamic

media formats that are easily accessible via mobile devices.

Conclusion of the Discussion

From the results of this research, it can be concluded that CNN Indonesia strategically utilizes various mass media and digital platforms in their PR activities. Despite facing challenges such as disinformation and changing media consumption preferences, CNN Indonesia has demonstrated the ability to adapt to technological developments and audience trends. The use of big data, multimedia innovations, and efforts to maintain news credibility are crucial factors in the success of their PR strategy.

Recommendations: CNN Indonesia is expected to continue innovating in the use of digital technology to address future challenges and to strengthen its news verification system to maintain audience trust in an increasingly complex digital era.

CHAPTER V

CLOSING

Data Description

1. Data Collected

In this study, data was obtained through three main data collection techniques: interviews, observations, and document studies. Below is a brief explanation of each method:

- **Interviews:** Involved three informants from various positions at CNN Indonesia, including the internal PR team, social media content managers, and the head of corporate communications. The interview questions were designed to explore their understanding of social media usage, PR strategies, challenges faced, and the evaluation of PR campaign effectiveness.
- **Observations:** The researcher conducted participatory observations at the CNN Indonesia office for three months. During this period, the researcher recorded the activities of the PR team in managing external communications, content creation, and interactions with the audience through social media and mass media.
- **Document Studies:** Analyzed documents related to PR strategies, annual reports, press releases, and social media performance measurement data. These documents provide context and additional support for the information obtained from interviews and observations.

2. Data Categories

The data collected is categorized into several groups, namely:

- **Digital PR Strategies:** The use of big data and social media in communication and engagement with the audience.
- **Challenges:** Issues such as misinformation, changing media consumption preferences, and reputation management.
- **Content Innovation:** The application of multimedia content and new technologies in PR campaigns.
- **Success and Evaluation:** Assessment of the effectiveness of PR strategies and the use of analytical data for decision-making.

Data Results

1. Main Findings

- **Use of Big Data:** Interview results indicate that CNN leverages big data to understand audience behavior and tailor the content presented. By analyzing data from interactions on social media, they can identify trends and audience preferences, which are then used to enhance engagement.
- **Credibility Challenges:** Most informants identified misinformation as a major challenge in maintaining news credibility. CNN strives to verify sources and provide clarifications regarding false news circulating on social media.
- **Innovation in Multimedia Content:** Observations showed that the PR team at CNN Indonesia is very active in creating engaging multimedia content, such as short videos and infographics, utilizing social media platforms to reach a broader audience.
- **PR Strategy Evaluation:** Document data indicates that CNN conducts regular evaluations of the effectiveness of their PR campaigns, using metrics from social media to measure impact and respond to audience feedback.

2. Data Analysis

- After the data was reduced and presented, the researcher identified key themes related to CNN's PR strategy. The analysis revealed that the use of big data not only enhances understanding of the audience but also strengthens audience relationships and loyalty through personalized content.

Discussion

1. Theoretical Implications

- This research contributes to the development of digital PR theory by highlighting how large media companies, such as CNN, utilize technology to support their PR activities. These findings underscore that technological innovation and digital media play a crucial role in shaping modern communication between companies and the public.

2. Practical Implications

The results of the research can serve as a guideline for PR practitioners in optimizing the use of big data and social media for more effective communication strategies. CNN, as an example, demonstrates that a data-driven approach can help address the challenges of misinformation and build a strong reputation in the digital era.

3. Challenges and Recommendations

The main challenge faced by CNN is ensuring the credibility of information amid the spread of fake news. The researcher recommends that CNN continue to invest in information verification and strengthen the PR team to combat misinformation threats. Additionally, it is important to continuously evaluate and adapt PR strategies according to changes in audience preferences and technological developments.

Conclusion

This research concludes that CNN Indonesia has successfully leveraged technology and mass media to strengthen its PR strategies, despite facing significant challenges in maintaining credibility. By applying data-driven PR principles and content innovation, CNN can enhance its relationship with the audience and adapt to the ever-changing dynamics of the media industry.

Suggestions for Future Research

For future research, it is recommended to conduct broader studies involving more respondents from various departments within CNN to obtain a more comprehensive picture. Longitudinal studies could also be conducted to evaluate how these adaptation strategies transform over time and to explore further the impact of new technologies, such as augmented reality and virtual reality, in news delivery. Additionally, comparative analysis with other media companies that are also adapting to digital technology could provide richer insights.

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