

## **News Content Production Strategy at Metro Tv: A Case Study of The Mtvn Lens Digital Program**

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### **Abstract**

*This study examines the news content production strategy developed by Metro TV through its digital initiative, MTVN Lens, in response to media convergence and shifts in audience consumption patterns. The expansion of digital platforms has compelled television news organizations to rethink newsroom routines and adapt news formats to remain competitive, particularly in engaging younger audiences who increasingly rely on online media. This research is grounded in a constructivist paradigm and employs a descriptive qualitative approach with a case study strategy. Primary data were collected through semi-structured in-depth interviews with members of the MTVN Lens production team, supported by direct observation of newsroom activities and documentation of content production processes at Metro TV. Data analysis was conducted using thematic analysis, with validity ensured through source and technique triangulation. The analysis is guided by Media Convergence Theory proposed by Henry Jenkins, emphasizing the integration of traditional and digital media practices. The findings reveal that MTVN Lens adopts a hybrid production model that combines core television journalism values with digital media attributes. This model is reflected in adaptive editorial planning aligned with digital trends, flexible production workflows, and the distribution of news content across multiple digital platforms. Through this strategy, Metro TV is able to maintain journalistic credibility while strengthening its engagement with digital audiences.*

**Keywords:** *Production Strategy, Media Convergence, Digital Newsroom, Television Journalism, Media Transformation.*

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## **INTRODUCTION**

The development of digital technology has significantly transformed the structure and dynamics of the global media industry, including the practices of news production and consumption. The emergence of the internet and digital platforms has not only introduced new distribution channels but has also reshaped the ways audiences interact with information. Television, which previously occupied a central position as the primary source of news, is now experiencing a decline in audience attention, particularly among younger generations who are more familiar with on-demand digital media. This shift indicates that media transformation is not merely a technological issue, but also closely related to changes in the culture of information consumption (Reza, 2022).

In the Indonesian context, the growth of internet penetration and social media usage has accelerated these changes. Audiences are increasingly accustomed to accessing news through personal devices in formats that are concise, visual, and easily shareable. Social media and video-sharing platforms have become major spaces for information distribution, including up-to-date news. This condition poses challenges for television news media that have traditionally relied on linear broadcasting models with relatively rigid program structures. As audience consumption patterns change, television media are required to adjust their strategies in order to remain relevant and maintain their role in providing credible information.

Changes in news consumption patterns have a direct impact on content production practices in television newsrooms (Adiba & Imansari, 2023). News production processes that were previously designed for broadcast purposes must now adapt to demands for speed, flexibility, and strong visual presentation. Television media no longer compete solely with other television stations, but also with digital-native media that were designed from the outset for the

online ecosystem. This challenge places television media in a dilemma between maintaining journalistic standards and adapting to the logic of digital media, which prioritizes rapid responses and audience engagement.

This phenomenon is closely related to the concept of media convergence. (Sandra & Priliantini, 2025) explains that media convergence is a process in which content flows across multiple media platforms, media industries collaborate with one another, and audiences actively move across platforms in consuming information. Convergence is not merely understood as technological integration, but also as a cultural shift that influences the ways content is produced and consumed. In television journalism, convergence encourages the integration of conventional journalistic practices with the more flexible characteristics of digital media.

Alongside the process of media convergence, television newsrooms have undergone transformations in work patterns and editorial decision-making. Television media no longer produce content solely for broadcast purposes, but also for various digital platforms in diverse formats. This change requires a high level of adaptability from journalists and production teams, both technically and conceptually. (Elsa & Ani, 2024) emphasizes that journalism in the digital era demands the use of technology without neglecting fundamental journalistic principles such as accuracy, verification, and social responsibility.

In this context, news content production strategies become a crucial aspect of the sustainability of television media. Production strategies encompass not only the reporting stage, but also editorial planning, content packaging, and cross-platform distribution (Suciati & Fauziah, 2020). In digital media, production strategies must take into account audiences who are increasingly active and selective in choosing information. Therefore, news content production in the era of media convergence requires a more adaptive and responsive approach to changes in the media environment.

As one of Indonesia's national television news stations, Metro TV occupies a strategic position while also facing significant challenges in the process of digital transformation. Since its establishment, Metro TV has been known as a media outlet that focuses on news and public issues. However, the increasing consumption of news through digital platforms has prompted Metro TV to develop new strategies for content production and distribution. One form of this adaptation is the development of the digital program *MTVN Lens*, which is specifically designed for online platforms.

*MTVN Lens* is a digital news program that emphasizes visual storytelling, short duration, and content presentation tailored to the characteristics of digital audiences. Unlike conventional television news programs, *MTVN Lens* does not merely repurpose broadcast content, but instead adopts a more flexible production approach from the planning stage onward. This program demonstrates Metro TV's efforts to respond more substantively to media convergence through adjustments in news content production strategies.

A number of previous studies have examined the impact of media convergence on television journalism practices. (Nurmiarani et al., 2024) shows that multiplatform strategies represent one form of adaptation by television media in response to changes in the media ecosystem. (Siti et al., 2022) emphasizes the importance of format flexibility and visual strength in digital news content production.

Nevertheless, most previous studies have primarily emphasized content distribution patterns or broader media organizational policies, leaving the analysis of production strategies within specialized digital units relatively underexplored. Existing research tends to highlight multiplatform dissemination (Mujiati, 2022) and institutional adaptation to digital ecosystems, yet provides limited insight into how newsroom practices are restructured at the production level. Similarly, (Bagya et al., 2025) demonstrates that digital news requires stronger visual orientation and format flexibility, but does not deeply examine how these demands reshape internal production workflows. In addition, (Darmawan et al., 2025) identifies the tension between speed

and verification in digital journalism, indicating structural challenges within digital units, although the study does not specifically focus on integrated production strategies. These gaps suggest that digital news units within television organizations remain under-investigated, despite their strategic role as spaces for innovation and experimentation in response to media convergence.

Based on this context, the present study focuses on the news content production strategies implemented by *MTVN Lens* as a digital unit of Metro TV. The study aims to analyze how production processes are organized across pre-production, production, and post-production stages, and how these processes reflect the integration between conventional television journalism values and digital media characteristics. This perspective aligns with the concept of media convergence introduced by Henry Jenkins, which emphasizes that convergence involves not only technological integration but also transformations in production culture and professional practices. The study is grounded in the assumption that television journalism is not diminished by digital disruption, but instead undergoes continuous adaptation through negotiation between established journalistic norms and emerging digital logics.

From a theoretical standpoint, this research contributes to the development of communication and journalism studies by extending the discussion of media convergence into the micro-level of newsroom production practices. It complements prior frameworks proposed by scholars such as John V. Pavlik, who argues that technological change reshapes journalistic processes while maintaining core professional values. Practically, the findings are expected to provide strategic insights for media practitioners in designing adaptive and effective digital content production models. By integrating flexibility, visual storytelling, and platform-oriented distribution while preserving credibility and verification standards, television media organizations can strengthen their relevance in the digital era. Therefore, this study offers both academic enrichment and practical implications for the ongoing transformation of television journalism.

## RESEARCH METHODS

This study employs a constructivist paradigm with a descriptive qualitative approach (Sugiyono, 2022). The constructivist paradigm is chosen because this research seeks to understand social reality as a constructed outcome shaped through interactions among media actors, newsroom routines, and the institutional context in which news production practices take place. The descriptive qualitative approach allows the researcher to explore in depth the processes and strategies of news content production without relying on quantitative measurement, making it appropriate for examining the dynamics of media convergence in television journalism practices.

The object of this study is the digital news program *MTVN Lens*, produced by Metro TV. The selection of *MTVN Lens* is based on scholarly considerations, as this program represents a dedicated digital unit developed by a national television news station in response to media convergence and changes in audience behavior. Therefore, *MTVN Lens* is considered a relevant case study for understanding how news content production strategies are implemented within a television newsroom adapting to the characteristics of digital media.

The research was conducted in the Metro TV newsroom located in Jakarta. Data collection took place in 2025, in alignment with the ongoing production and distribution activities of *MTVN Lens*. The chosen research location and time frame ensure that the data obtained reflect actual and contextual digital news content production practices.

Data collection techniques in this study include in-depth interviews and observation. In-depth interviews were conducted in a semi-structured manner with members of the *MTVN Lens*

production team who are directly involved in the stages of pre-production, production, and post-production of news content. This technique was used to gain insights into the experiences, perspectives, and strategies applied by production actors in responding to the demands of digital media. In addition, observation was carried out to directly examine newsroom workflows, content production processes, and the dynamics of interactions among team members within the newsroom environment. Secondary data were obtained through documentation studies, including internal documents, digital content archives, and relevant academic literature on media convergence and digital journalism.

Data analysis was conducted using thematic analysis techniques. Data from interviews and observations were transcribed, coded, and grouped into themes related to news content production strategies. The analytical process was guided by the Media Convergence Theory proposed by Jenkins (2006) as a conceptual framework for interpreting the integration between conventional television journalistic practices and the characteristics of digital media. Data validity was ensured through source and technique triangulation by comparing findings from interviews, observations, and documentation, thereby enhancing the scientific rigor and credibility of the research findings.

## RESULTS AND DISCUSSION

### Results

Table 1 above presents a structured summary of the research findings regarding the news content production strategy implemented by MTVN Lens. It outlines how the transformation occurs across three main stages: pre-production, production, and post production along with the overall strategic orientation, strengths, and limitations.

**Table 1. Summary of News Content Production Strategy of MTVN Lens in the Context of Media Convergence**

Production Stage	Aspect Analyzed	Key Findings	Implications
<b>PreProduction</b>	Content planning	Planning is based on digital trends, issue relevance, and visual potential	Shift from program-driven to audience-driven approach
	Editorial orientation	Emphasis on digital audience needs and preferences	Increased audience engagement
	News values	Focus on everyday issues that are easily visualized	Content becomes concise and accessible
<b>Production</b>	Workflow pattern	More flexible and adaptive compared to conventional newsroom	Faster production process
	Team structure	Dynamic and less hierarchical role distribution	Efficient decision-making
	Content format	Short duration with strong visual elements	Suitable for digital platforms
	Journalistic principles	Accuracy and verification are maintained	Credibility is preserved

<b>Post Production</b>	Content packaging	One news item is transformed into multiple formats	Supports cross-platform strategy
	Distribution	Dissemination across various digital platforms	Broader audience reach
	Format adaptation	Variation in duration, visuals, and narrative	Enhances content attractiveness
<b>Overall Strategy</b>	Production model	Hybrid model combining TV journalism and digital media	Integration of traditional and digital practices
	Media convergence	Structural and cultural transformation, not only technological	Newsroom transformation
<b>Strengths</b>	Organizational innovation	Digital unit as a space for experimentation	Encourages media adaptation
	Strategy effectiveness	Adaptive to trends and audience behavior	Enhances media relevance
<b>Limitations</b>	Workload	Flexibility increases team workload	Risk of reduced depth in reporting
	Generalizability	Focus on a single program	Requires further comparative research

Source: Researcher’s data, 2025

Table 1 above presents a structured summary of the research findings regarding the news content production strategy implemented by *MTVN Lens*. It outlines how the transformation occurs across three main stages—pre-production, production, and post-production—along with the overall strategic orientation, strengths, and limitations. In the pre-production stage, the strategy emphasizes audience-driven planning by considering digital trends, issue relevance, and visual appeal. During the production stage, flexibility in workflow and team structure enables faster and more adaptive content creation while maintaining core journalistic principles. In the post-production stage, content is repackaged into multiple formats and distributed across various digital platforms to maximize reach and engagement. Overall, the findings indicate that *MTVN Lens* adopts a hybrid production model that integrates traditional television journalism with digital media characteristics. This approach not only enhances audience engagement but also reflects a broader transformation in newsroom practices driven by media convergence.

### Discussion

The findings of this study indicate that the news content production strategy implemented by *MTVN Lens* represents a comprehensive form of adaptation to media convergence. This strategy does not merely focus on utilizing digital platforms as alternative distribution channels, but also reflects fundamental changes in newsroom workflows, editorial decision-making processes, and patterns of news content production (Shabira, 2021). These findings suggest that media convergence within the Metro TV environment operates as a structural and cultural process, rather than a purely technological one.

At the pre-production stage, content planning for *MTVN Lens* is conducted through an approach that is more responsive to the dynamics of digital audiences. The production team considers news values, issue relevance, and visual potential from the early stages of planning. Selected issues generally relate closely to the everyday lives of audiences and are easily packaged into concise visual formats. This approach differs significantly from conventional television news planning practices, which tend to be oriented toward institutional agendas and fixed program structures. This difference indicates a shift in production orientation from a program-driven model to an audience-driven one (Supriadi et al., 2025).

This adaptive content planning aligns with the characteristics of digital media, which demand rapid responses to current issues and emerging trends in the online public sphere. In this context, *MTVN Lens* functions not only as a digital distribution channel but also as a newsroom with its own operational logic. These findings reinforce (Lubis & Koto, 2020) argument that media convergence involves changes in production culture, in which audiences become a central factor in the editorial process.

At the production stage, *MTVN Lens* applies a more flexible working pattern compared to conventional television news production. News gathering, filming, and narrative construction are tailored to the needs of digital platforms that prioritize short duration and strong visual appeal. The production team operates within a relatively streamlined structure with more fluid role divisions, allowing for faster decision-making. This flexibility constitutes a key distinction from traditional television newsroom practices, which are generally hierarchical and procedural.

Nevertheless, this flexibility does not eliminate journalistic principles. The findings show that the *MTVN Lens* team continues to uphold accuracy and information credibility through verification processes adapted to the rhythm of digital production. This demonstrates an ongoing negotiation between the demands for speed in digital media and the journalistic standards deeply embedded in television journalism. This condition is consistent with (Balqis & Aji, 2025) view that digital journalism requires technological adaptation without sacrificing core journalistic values.

At the post-production stage, the *MTVN Lens* production strategy focuses on packaging content into various formats tailored to the characteristics of different digital platforms. A single news item may be transformed into multiple versions with variations in duration, visual style, and narrative emphasis. This practice reflects the application of media convergence in the form of cross-platform content transformation, where one piece of information is developed into multiple digital representations. Such an approach enables Metro TV to expand its audience reach while increasing user engagement across platforms (Hidayat & Hidayat, 2020).

These findings align with previous studies emphasizing the importance of multiplatform strategies in responding to media convergence (Ekström et al., 2020). However, this study highlights a key distinction: *MTVN Lens* does not merely redistribute television content to digital platforms, but instead develops production strategies specifically designed from the outset. Thus, this study extends (Leen D'haenens, 2022) findings on visual format flexibility by demonstrating that such flexibility also affects newsroom structures and editorial decision-making processes.

The implications of these findings suggest that media convergence drives the transformation of television journalism toward a hybrid production model. The integration of television journalistic values with digital media characteristics enables media organizations to maintain credibility while enhancing relevance amid changing audience consumption patterns. In this context, *MTVN Lens* serves as a strategic adaptation space that allows Metro TV to experiment with formats, workflows, and presentation styles without fully abandoning its identity as a television news organization.

From an organizational perspective, the presence of a dedicated digital unit such as *MTVN Lens* provides greater flexibility in responding to digital media dynamics. This unit enables the renewal of production practices that may not be easily implemented within conventional television newsroom structures. These findings support (Agus & Iswardani, 2023) view that digital units often function as engines of innovation within media organizations, while simultaneously facing challenges in maintaining consistent journalistic standards.

Despite its strengths, the *MTVN Lens* production strategy also faces several limitations. Production flexibility and the demand for speed may increase the workload of production teams and limit the depth of coverage on certain issues. Furthermore, this study focuses on a single digital program within one media organization, which limits the generalizability of the findings.

These limitations highlight the need for further research involving comparative studies across programs or television media organizations.

Overall, the results and discussion of this study affirm that the *MTVN Lens* news content production strategy represents an active adaptation to media convergence involving technological change, work pattern transformation, and newsroom culture shifts. The integration of journalistic values and digital media logic implemented by *MTVN Lens* demonstrates that the transformation of television journalism is an ongoing process that requires comprehensive adjustments in production strategies.

## CONCLUSION

This study concludes that *MTVN Lens* implements an adaptive news content production strategy in response to media convergence and changes in audience behavior. This strategy is manifested through comprehensive adjustments across the pre-production, production, and post-production stages by integrating conventional television journalistic values with the characteristics of digital media. Content planning is carried out by considering issue relevance, visual potential, and alignment with digital audience trends and needs, while the production process is conducted flexibly to support speed and efficiency without compromising the principles of accuracy and verification.

The analysis shows that the *MTVN Lens* production strategy does not merely focus on content distribution through digital platforms, but also reflects changes in newsroom work patterns and news production logic. This approach enables Metro TV to maintain journalistic credibility while enhancing engagement with digital audiences, particularly younger generations. The findings affirm that media convergence in television journalism constitutes an organizational and cultural transformation process rather than simply the adoption of digital technology.

Based on these conclusions, this study implies that television news media need to develop content production strategies that are designed from the planning stage to meet the requirements of digital platforms. Investment in newsroom workflow flexibility, the strengthening of visual storytelling, and the development of digital competencies among human resources are crucial factors in sustaining television journalism in the digital era. Furthermore, the existence of dedicated digital units such as *MTVN Lens* can serve as strategic adaptation spaces in responding to the continuously evolving media landscape.

Future research is recommended to expand the scope of analysis by involving more than one television media organization or by conducting comparative studies across digital news programs. Studies examining audience responses and perceptions of digital news content may also provide additional perspectives in evaluating the effectiveness of hybrid production strategies adopted by television media. Consequently, future research is expected to enrich the understanding of television journalism transformation within the increasingly complex context of media convergence.

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