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An Ecological Study of The Transformation of JTV's Pojok Kampung Program Production into Instagram Reels

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Abstract

This study explores the transformation of the Pojok Kampung JTV program into Reels content on Instagram. This study aims to understand the factors that influence the success of content adaptation and the social, cultural, and technological implications of this transition. Using a qualitative approach, this study analyzes the transformation process through interviews, observations, and document analysis. The results show significant changes in narratives, visual elements, and distribution strategies to adapt to the characteristic of digital platform. This transformation reflects the changing media landscape and the need for media to adapt to evolving audience preferences. This study highlights the challenges in maintaining the local identity of the program while adapting to the demands of short video content. This study contributes to the understanding of media transformation in Indonesia and provides practical guidance for media practitioners in navigating the digital era.

Keywords: transformation, Instagram reels, media ecology, content

Abstrak

Penelitian ¹³ mengeksplorasi transformasi program Pojok Kampung JTV menjadi konten Reels di Instagram. Penelitian ini bertujuan untuk memahami faktor-faktor yang ¹⁴ mempengaruhi keberhasilan adaptasi konten ¹⁵ dan implikasi sosial, budaya, dan teknologi dari transisi ini ¹⁶ menggunakan metode pendekatan kualitatif, penelitian ini menganalisis proses transformasi melalui wawancara, observasi, dan analisis dokumen. Hasil menunjukkan perubahan signifikan dalam narasi, elemen visual, dan strategi distribusi untuk menyesuaikan dengan karakteristik platform digital. Transformasi ini mencerminkan perubahan lanskap media dan kebutuhan media untuk beradaptasi dengan preferensi audiens yang terus berkembang. Penelitian ini menyoroti tantangan dalam mempertahankan identitas lokal program sambil beradaptasi dengan tuntutan konten video pendek. Penelitian ini berkontribusi pada pemahaman transformasi media di Indonesia dan memberikan panduan praktis bagi praktisi media dalam menavigasi era digital.

Kata kunci: transformasi, Instagram reels, ekologi media, konten

INTRODUCTION

JTV is one of the local television channels in Surabaya. JTV premiered on November 8, 2001. In the beginning, the programs produced were mostly news with a broadcast time of 8 hours per day, from 16.00-24.00. The programs broadcasted were stock programs that had been recorded previously. As many as 90% of the programs at that time were in-house productions. The public responded positively, because there was an alternative to watching local programs, by promoting regional culture by local people. There was a bond with the viewers, as the programs aired local content. Initially, JTV only broadcast in Surabaya. JTV Malang was established in 2002. Three years later JTVs in other regions came out. At the beginning of JTV's establishment, there were only $\pm$ 50 employees with a composition of 60-70% being radio and TV broadcasters. At that time, there were more employees in the news division. In 2002, the number of employees doubled. *Pojok Kampung* is a news program that is one of JTV's flagship programs, characterized by the use of Suroboyoan language in conveying messages and information to the viewers, especially people in East Java. The Suroboyoan language is the most distinctive language displayed by JTV in various existing programs.

Jawa Pos Media Television (JTV) is a television station that promotes and introduces East Javanese culture to its loyal viewers. From this uniqueness, JTV has received a good response from all

circles. The use of Suroboyoan language in a news program is an interesting thing for the public. This is in accordance with the opinion of one of the news program producers at JTV, that Suroboyoan is a unique language and is one of the things that attracts viewers when used in television programs. JTV Surabaya's goal in creating the Pojok Kampung news program is not only to provide information to the public, but also to preserve East Javanese culture, namely the use of Suroboyoan language which has begun to be forgotten and rarely introduced. This program airs every day for one hour from 21.00 to 22.00 WIB and contains news about events that occur in the East Java region. Pojok Kampung is a news program that has become an icon of JTV. This program presents a variety of events from all over East Java packaged in typical Suroboyoan language. The purpose of this program is not only to provide information about East Java, but also to preserve East Javanese culture, one of which is Suroboyoan language. As a news program, Pojok Kampung always tries to provide information, especially within the local scope of East Java. The characteristic of this news program is using Suroboyoan language in delivering the news.

² The development of information and communication technology has had a significant impact on the way people access information. One example of a very visible change is the shift from traditional media such as television, to social media that allows audiences to access news and information in a real-time, fast and interactively. This kind of phenomenon is very clear in the change in format of news broadcasts, which were originally presented on television, now transformed to digital platforms such as Instagram. An example of this change can be found in the "Pojok Kampung" program by JTV, which was originally aired through television news, now transformed into *Reels* content on Instagram. This transformation process not only reflects changes in the format of information delivery, but also reflects a response to audience behavior that is increasingly turning to digital platforms to obtain information quickly and easily. This study will first explain the production process of the Pojok Kampung JTV Rek program from television news to reels content on Instagram. Then, the research will relate the process to the concept of media ecology to understand the factors that influence the adaptation of media content in a broader context.

Media ecology, which describes the interaction between technology, content and audience, provides a good understanding of this phenomenon. Social media platforms such as Instagram offer many advantages such as speed, convenience, and the ability to reach a wider audience, especially the younger generation who are more likely to consume information visually and quickly. The transformation from television news to Instagram *Reels* content is not just a change in format, but also includes changes in the production process to the delivery of information. This requires high creativity and innovation in managing content to continue to be interesting and effective in reaching audiences who are increasingly accustomed to fast and interactive information consumption.

In the context of media ecology, the adaptation of media content from one platform to another can be influenced by various factors, such as audience characteristics, market demands, and available technology. By examining the production process of the Pojok Kampung JTV Rek program, it is hoped that it can provide a deeper understanding of how media content adaptation is carried out in media production practices.

Theories from previous research provide a foundation in understanding the phenomenon of media change. One of them is the theory of *television codes*, a theory that discusses how codes in television are interconnected to create meaning in television programs. As discussed in the research of Yoedtadi et al., (2017) regarding the production process of live television broadcasts, television programs require careful planning starting from ideas, collecting materials, to editing and evaluation, to ensure that the programs broadcast are worth watching. This is also relevant to research (Nuralam et al., 2024) related to news production management at various television stations such as research on the "Selamat Pagi Indonesia" program on Metro TV, which describes the stages of production starting from planning, up to evaluation.

In addition, media convergence is also an important aspect in understanding this transformation. Research on media convergence explains how the transition from analog to digital media has a wide impact on the media industry and society. In the digital era, adaptation to new technologies and innovation in production are key to the survival of the media industry. This convergence phenomenon is evident in the process of media transformation from traditional television to digital platforms such as Instagram, which allows for more efficient production and wider audience reach (Ichsan et al., 2023).

Research by Malinda, (2024) provides important insights into the impact of media on socialization, both through television and new media platforms. Social media greatly influences the mindset and behavior of individuals in society. Research on the influence of media on socialization reveals that social media plays a major role in shaping public opinion and accelerating social and cultural change, as well as having challenges such as the potential for spreading inaccurate or sensational information.

"Pojok Kampung" is a local terrestrial television news program in East Java that uses the concept of introducing local culture through conversation in the Boso-Sroboyoan language. The program has been broadcast on local terrestrial television station JTV since July 2003. This news program will air for 60 minutes and will air from 21.00 WIB to 22.00 WIB. The news content of "Pojok Kampung" is diverse, there are hard news, soft news, sports news, even news from the American television station VOA (Voice of America). Not only that, this program is integrated with various offices in East Java. JTV Banyuwangi airs dialog in Osing, JTV Madiun airs dialog in Kulonan, and JTV Madura airs dialog in Madurese. The "Pojok Kampung" program offers various programs, and various information and cultural content is also growing. Therefore, it is worth preserving. To maintain the integrity of the nation's culture in general and Javanese culture in particular. In the course of the "Pojok Kampung" program starting in July 2021, there will be a new mini segment called "Desa-Desa di Jawa Timur". Desa Jawa Timur itself is part of the overall content of the Pojok Kampung news program which contains reports collected by several JTV affiliates, such as the Madura branch of the news program, "Pojok Madura". This program contains various types of local news from several areas that are broadcast. The first is "Pojok Osing", an Osing language program from the Surabaya branch office, and the last is "Pojok Kulonan", a Kulonan Javanese language program from the Surabaya branch office. The implementation and application of each office that has a program or several offices participating in "Kampung Jatim" will be broadcast in the studio or in this mini-segment. It serves as an update because it is from this area that every news comes from. Pronounced as follows. This aims to take into account the diversity of languages, especially in East Java. With the development of freedom of information, the Indonesian television industry is experiencing rapid development (Kurniawati et al., 2023).

Several previous studies, such as the analysis of local news broadcast production management broadcast in regional languages on TVRI Yogyakarta by Aghratama, (2024), as well as studies on new media in socialization, provide perspectives on how media, both traditional and digital, play a role in shaping the way information is delivered and received by the public. The transformation of "Pojok Kampung" from a television format to Instagram *Reels* provides an interesting case study, as this transformation brings various challenges in terms of the production process, editing, and delivery of information in a shorter and more visual duration. Therefore, the research will explore the transformation process of the "Pojok Kampung" program from television news to Instagram *Reels* content, with a focus on media ecology studies. Through this analysis, the research identifies various factors that influence the success of content adaptation, as well as understanding the social, cultural and technological implications of this transition. The main objective of this study is to provide insight into how traditional media can be effectively adapted to digital platforms and its impact on how people access and interact with information. Thus, this study can contribute significantly to the understanding of media transformation in Indonesia and provide practical guidance for media actors in facing challenges in the evolving digital era. The production process of the Pojok Kampung JTV Rek program is one example of an interesting media content adaptation to study. This program was initially broadcast as television news on JTV, but was later adapted into reels content on Instagram. This adaptation shows how media content can be adapted to the characteristics of different media platforms.

This study aims to explore more deeply the adaptation process of "Pojok Kampung" from television news to Reels content on Instagram, with a focus on the study of media ecology. Through this analysis, it is expected to reveal various factors that influence the success of the adaptation and its impact on the way people receive and interact with information. Thus, this study is expected to make a significant contribution to the understanding of media transformation in Indonesia, as well as provide guidance for media industry players in facing challenges in the digital era. In addition, this adaptation also has important social implications. News content on social media is often more accessible and can reach demographics that were previously difficult to reach through television. As such, "Pojok Kampung" can function as a bridge to convey information to the public at various social levels.

However, this also poses its own challenges, such as the potential spread of inaccurate information or sensationalism, which can affect public perception of the news.

2 RESEARCH METHOD

This research was conducted using a qualitative approach with a descriptive research type. This method produces an in-depth description of the process of transforming the content of JTV's Pojok Kampung program into digital content on the Instagram Reels platform. The research was conducted at the JTV Surabaya office with research subjects including the production team, producer, editors, crew, and JTV's social media team. The data in the research were obtained through three data collection techniques, namely interviews, observation, and documentation. Interviews were conducted with the main informants, namely JTV social media staff, and supporting informants such as JTV Instagram followers. Observation in this research includes observing JTV's Instagram activities, while documentation is in the form of interview results, photos, and supporting videos. The data analysis in this research used the content analysis method based on the Miles and Huberman model, which includes four stages, namely data collection, data reduction, narrative data presentation, and conclusion drawing.

19 RESULT AND DISCUSSION

This research was conducted to understand the transformation process of JTV's Pojok Kampung program into Reels content on Instagram. This process is a strategic step aimed at responding to the challenges of the digital era, where media consumption is dominated by digital platforms that provide fast and interactive services. In this context, this research explores the transformation carried out, the challenges encountered, and its impact on the sustainability of the program.

The results showed that the transformation process of JTV's Pojok Kampung program into Reels content on Instagram involved major changes in various aspects of production. One of the main changes is the simplification of the narrative, which was previously made according to the format for television broadcasts with a long and in-depth duration, now adapted to make it more concise and attract the attention of the audience in a short duration typical of Reels. The average duration of Reels Instagram content produced is 15 to 60 seconds, in line with the consumption characteristics of audiences on social media who prefer quick and direct information. In this process, the production team ensures that the information conveyed remains essential and relevant, despite the simplification.

Apart from the narrative, visual elements are one of the important aspects that have also undergone significant changes. The research found that visual elements such as quick transitions, dynamic text, and the use of bright colors are designed to grab the audience's attention from the first second. These visual effects will be the main strategy in dealing with the challenge of audience attention, which tends to decrease if the content is not interesting enough. In addition, the use of onscreen text serves not only as information support, but also to make it easier for the audience to understand, especially for those who watch without sound.

Audio elements are also an inseparable part of this transformation strategy. The selection of background music is done by considering its relevance to the content theme and trends that are currently popular on Instagram. Music not only functions as a background filler, but also as an element that can create an emotional bond with the audience. The addition of sound effects such as tapping sounds or nature sounds, adapted to the theme of Pojok Kampung, also contributed to increasing the appeal of the Instagram Reels content.

Instagram's built-in features such as captions, hashtags and tagging, are used strategically to increase visibility and engagement. Unique, interesting and informative captions are designed to encourage audiences to leave comments or share the content. Meanwhile, the use of hashtags helps to extend the reach of the content by reaching users interested in similar topics. This strategy provides significant results in increasing the number of views and interactions, while ensuring that content can reach a wider audience.

From a media ecology perspective, this research shows that the adaptation of traditional media to digital platforms is not only about technical changes, but also about understanding audience characteristics and consumption patterns of new media. The younger generation, as the main target of Reels' content, has different preferences compared to the television audience. They tend to prefer content that is interactive, visual and has emotional appeal. This transformation reflects a response to

such changes, where television not only competes, but also synergizes with social media in creating relevant experiences for audiences.

This research also found that there are many challenges faced in the transformation process. One of them is the effort to maintain the local identity of Pojok Kampung, which is the hallmark of this program. As a program that focuses on presenting local issues from a community perspective, the transformation to social media requires a balance between maintaining local values and adapting to global trends. Another challenge is how to ensure that the quality of information does not decrease even though the content will be presented in a shorter duration. The production team must ensure that the process of simplifying the narrative does not compromise the accuracy or relevance of the information presented.

In the data collection process, this research utilized in-depth interviews, non-participant observation and documentation. Interviews with key informants, including the production team and editors, provided direct insight into transformation steps, such as the use of digital tools and changes in workflow. Non-participant observation was conducted to get a practical overview of the production process, including the challenges faced in the field. Meanwhile, documentation in the form of video footage, photos and production materials supported the research results with concrete visual evidence.

The results of the data analysis conducted using the media ecology approach highlight the relationship between technology, people and the media environment. This analytical framework shows that the transformation process is not only influenced by new technologies but also by social, cultural and economic dynamics. The findings confirm that the successful transformation of traditional media to digital requires in-depth knowledge of the audience as well as innovation in communication strategies.

This research provides a comprehensive picture of how traditional media can remain relevant in the midst of the digital world through systematic and strategic transformation. The transformation of the Pojok Kampung program into Instagram *Reels* content shows that media convergence not only opens up new opportunities, but also creates challenges that require creative solutions. Using the right approach, traditional media will be able to continue to contribute in the highly complex digital media ecosystem. The findings will provide insights for media industry players, academics, and policy makers in understanding and managing change in the era of technological convergence.

The news production process is an activity that emphasizes the importance of speed, both in the planning stage, the production process, and the final presentation to the audience. Every information or message conveyed in the news must be based on facts and truth that can be accounted for. In addition to being factual, news also needs to have importance and appeal to the public, in order to fulfill the information needs expected by the audience. In the time-concerned news production process, where every stage is time-bound, everything must be done quickly and efficiently. The news content planning process must be carried out by considering time, so that the information to be conveyed can remain relevant. Similarly, the production process, which includes reporting, shooting, and interviewing, must be well-prepared and executed in a short period of time. The editing stage must also take place quickly to ensure that the news is ready for broadcast without delaying the actuality of the information. Thus, news production is required to be able to pursue high actuality value, where information must be immediately conveyed to the audience at the right time. This is an important aspect of journalism because the faster information reaches the public, the higher the level of relevance of the news in meeting the information needs of the audience. Every television program production requires systematic, structured, and efficient implementation stages so that the final results can be as expected. These stages consist of three main parts that must be followed in accordance with the Standard Operational Procedure (SOP) that has been set. Considering that news has a very high value of actuality and factuality, the production process must go through the right stages to maintain the quality of information conveyed to remain accurate, relevant, and useful for the audience.

1. Pre-Production

The pre-production stage is a very important planning phase, because it determines the basis of all production activities that will be carried out. In this stage, the production team develops all the plans that include the concept of the event, scheduling, location selection, equipment preparation, and human resources needed. Script or scenario writing is also usually done at this stage so that all production elements have clear guidelines. The more detailed and

thorough the planning in the pre-production stage, the more likely the final result will match the expectations and desired quality standards.

2. Production

The production stage is the direct implementation of all the plans that have been developed in the previous stage. Production activities include all coverage activities, both in the studio and in the field. The production team collects all the materials, from pictures, videos, and interviews, to other important documentation needed. This process requires good cooperation between the crew, presenters and technicians so that every aspect of production can run smoothly and still maintain the quality that has been set. At this stage, flexibility and readiness to adapt to field situations are very important, considering that the information gathering process may face various obstacles or sudden changes.

3. Post Production

After the production stage is complete, the process continues to the post-production stage which includes various refinement activities. Post-production activities include compiling and writing the final script, editing images and sound, and the process of adding narration or voice-overs needed to complete the existing visuals. At this stage, all the elements that have been collected are arranged into one interesting and informative unit, and in accordance with applicable broadcasting standards. The final result of this stage is news material that is ready to be broadcast to the public, with audio and visual quality that has been checked and confirmed to meet standards. Each stage of production has an important role in ensuring that the news delivered can meet the needs of actual, factual and interesting information for the audience. By following these stages precisely, the production team can maintain the quality and professionalism of the production in accordance with journalistic principles and operational standards

Furthermore, there are stages of producing news such as:

A. Coverage Ideas

The idea of reporting is that producing news involves a series of complex steps, from planning and gathering accurate information, to interviewing relevant sources, direct observation at the scene, and in-depth data analysis, all done with the aim of presenting objective, balanced, and interesting information to the audience, so that it can provide a better understanding of the issues raised and their impact on society.

B. Coverage

Coverage in news reporting is a process that involves gathering information from various sources, including interviews with sources, direct observation at the scene, and in-depth background research, with the aim of presenting accurate and balanced facts, so as to provide a clear and comprehensive picture of an event or issue that is happening, as well as its impact on society and the surrounding environment.

C. Rundown Creation

The creation of a rundown is a crucial step that involves systematically arranging the order and airtime of each news segment, where each element, from the opening, field reports, interviews with sources, to the closing, is carefully planned to ensure a coherent and interesting storyline, as well as keeping the rhythm of the broadcast dynamic and informative, so that the audience can easily follow the development of the news presented.

D. Script Creation

Scriptwriting is a very important process that involves writing clear, concise, and informative content, where journalists must summarize information that has been collected from various sources, arrange the facts in a logical order, and use appropriate and interesting language so that the message conveyed can be well understood by the audience, while still maintaining the objectivity and accuracy of the information, so that the script can be an effective guide for broadcasters in delivering news live on television screens or other media platforms.

E. Image Editing

Image editing is a very crucial stage, where visual editors must select and process various images that have been taken, with the aim of ensuring that each image selected not only has high visual quality, but is also relevant and supports the news narrative delivered, as well as paying attention to aspects of composition, lighting, and color, so as to create a strong

emotional impact and attract the attention of the audience, while maintaining the integrity and accuracy of the information to be conveyed through the visuals.

F. Broadcast or Viewing Process

In a conventional television production system, the main control room or master control usually involves a large number of operators who manage various technical aspects of the broadcast. These operators work under the direction of a program director (PD), who is directly responsible for the control and smooth flow of the broadcast. The PD acts as a technical leader who ensures that every element of the broadcast goes according to plan and handles any adjustments or changes if something unexpected happens during the broadcast.

The duties of a *Master Control* are as follows:

1. Program Director (PD)

The Program Director is the main leader of the broadcast. He is responsible for the overall flow of the broadcast and ensures that the program is presented smoothly and according to plan. The PD coordinates with the producer to determine the best broadcast pattern, customizing each technical element to match the producer's creative vision. The PD directs the technical team and gives direct instructions to each team member during the broadcast.

2. Display Manager (Switcher)

The display manager or Switcher is responsible for blending images from various sources (cameras, graphics, videos, etc.) into one aesthetically pleasing visual display. Using a tool called a switcher, he controls the movement of images according to instructions from the PD, ensuring smooth transitions between cameras and other visuals. This role is very important to maintain visual dynamics so that the audience stays engaged and does not get bored.

3. Audioman

Audioman is the controller of all audio aspects of the broadcast. They are responsible for adjusting and balancing the sound from various sources, such as the presenter's voice, background music, and other sound effects, so that it is comfortable for the audience to hear. The audioman must have a high sensitivity to audio quality, knowing how clear and engaging sound can enhance the viewing experience. In studio productions, they work from the master control room, managing the sound coming from microphones, musical instruments, or other devices.

4. Cassette Player Controller (VTRman)

The VTRman is in charge of preparing and playing tapes or videotapes that will be shown in the broadcast. They wait for instructions from the PD to play videos containing reports, additional clips, or other material that needs to be shown in the program. This task is important to maintain the smooth flow of the broadcast, especially when there are live reports or additional footage to be inserted.

5. Graphics Controller

The graphics controller ensures that the text or graphic elements that appear on the screen can provide additional information for the audience. They add captions, such as the speaker's name, location, or other information relevant to the content being shown. This allows the audience to understand the context of the visuals, especially when important information needs to be displayed in text or graphic form.

A. Television

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The word "television" is a combination of two words, namely *tele*, which means "far" in Greek, and *visio*, which means "sight" in Latin. Based on its origin, television can be defined as a long-distance communication tool that relies on visual media or vision to convey information. Television functions as a very important and influential mass media, providing people with access to information and entertainment quickly and easily.

Most households own a television because of its advantages in presenting information that is more interesting and easier to understand. By combining images and sound (audio-visual), television is able to convey information more vividly and realistically. This makes television a superior means of mass communication in reaching a wide audience and providing an immersive experience for viewers.

B. News

News is information that is considered important and has appeal to the audience. News is based on facts, but not all facts can be categorized as news. News is often related to a specific individual or event, but not every person or event is newsworthy. News is a series of events that occur throughout the world, but only a small portion of these events are selected to be reported because of their importance and relevance to the wider community. According to Michael V. Chamley, news is the fastest report of fact or opinion that has appeal or interest, or both, to many people. This statement highlights that news not only functions as a conveyor of information, but must also be relevant, interesting, and presented as quickly as possible in order to meet the information needs of the community that are always developing.

C. Instagram

Instagram is a social media platform focused on sharing photos and videos, allowing users to capture, edit and share moments through images and short clips. Since its launch in 2010, Instagram has grown into one of the largest social media platforms in the world, with features such as Stories, Reels and IGTV, enriching the content sharing experience. Instagram also enables social interaction through likes, comments and direct messages, allowing users to communicate and build connections with others around the world. In addition, Instagram is a platform for various purposes, from sharing daily life, art and creativity, to product marketing and personal branding.

D. Content

Content on Instagram includes different types of media, such as photos, videos, Instagram Stories, Reels, IGTV, and carousels, which allow users to share their moments, information, and creativity. Users can upload images or short videos in the main feed, while Stories offers content that disappears after 24 hours, giving it a more informal feel. Reels allow users to create creative and entertaining short videos, while IGTV provides a platform for longer-form videos. Additionally, the live feature allows for live broadcasts, and interactive content such as polls can increase audience engagement. Instagram is also often used to promote products through paid or user-generated content (UGC), making it a dynamic platform for sharing and interaction.

E. Reels Instagram

Instagram Reels is a feature that allows users to create and share short videos, usually between 15 to 90 seconds long, that come with music, effects and creative editing tools. Reels are designed to encourage creativity and entertainment, often used for challenges, dances, tutorials or viral content. Users can explore Reels from around the world, allowing this content to reach a wider audience and increase engagement on the platform.

CONCLUSION

This research shows that the transformation of JTV's Pojok Kampung program into Reels content on Instagram reflects significant changes in the media ecosystem. The process involved adjusting the narrative, duration, visual elements and distribution strategy to suit the characteristics of the digital platform. This transformation shows a paradigm shift in an effort to understand the needs of modern audiences and the interaction between old and new media. The main challenge is to maintain the essence and quality of information even though the format has become shorter and more entertainment-oriented.

This study recommends that public relations practitioners can further explore other social media such as TikTok which has also reached its peak popularity in recent years. Further research in the future can make other social media the object of study and reference for public relations studies.

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