



Communication Management Strategy in iNews Tv Makassar Promotional Ads

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ABSTRACT

Although digitalisation and social media have changed the advertising landscape, television remains one of the traditionally effective communication platforms to reach a wide audience. As a medium that offers high visibility and significant impact, television plays an important role in communication strategies, especially in the context of promotional advertising. This research aims to identify and analyse the communication management strategies implemented by iNews TV Makassar in managing promotional advertisements. Using a descriptive qualitative method, this study collected data through observation, in-depth interviews, and documentation to describe the practices and dynamics that occur. The main findings show that the main strategy implemented by iNews TV Makassar is effective advertisement management, which involves intensive cooperation with clients to ensure that they keep choosing iNews TV Makassar as their advertising platform. Quality of service is the main focus, with an emphasis on fulfilling the needs and wants of ad users as well as accuracy in delivering messages to match the expectations of ad agents. This research reveals the importance of good relationship management with ad users and service customisation to achieve optimal client satisfaction, which in turn contributes to the success of advertising promotion at iNews TV Makassar.

Keywords: Communication Management Strategy, Promotional Advertising, iNews Tv Makassar

ABSTRACT

Meskipun digitalisasi dan media sosial telah mengubah lanskap periklanan, televisi tetap menjadi salah satu platform komunikasi tradisional yang paling efektif untuk menjangkau khalayak luas. Sebagai media yang menawarkan visibilitas tinggi dan dampak signifikan, televisi memainkan peran penting dalam strategi komunikasi, terutama dalam konteks iklan promosi. Penelitian ini bertujuan untuk mengidentifikasi dan menganalisis strategi manajemen komunikasi yang diterapkan oleh iNews TV Makassar dalam mengelola iklan promosi. Dengan menggunakan metode kualitatif deskriptif, penelitian ini mengumpulkan data melalui observasi, wawancara mendalam, dan dokumentasi untuk menggambarkan praktik dan dinamika yang terjadi. Temuan utama menunjukkan bahwa strategi utama yang diterapkan oleh iNews TV Makassar adalah manajemen iklan yang efektif, yang melibatkan kerja sama intensif dengan klien untuk memastikan bahwa mereka tetap memilih iNews TV Makassar sebagai platform periklanan mereka. Kualitas layanan menjadi fokus utama, dengan penekanan pada pemenuhan kebutuhan dan keinginan pengguna periklanan serta keakuratan penyampaian pesan agar sesuai dengan ekspektasi biro iklan. Penelitian ini mengungkapkan pentingnya manajemen hubungan yang baik dengan pengguna iklan dan penyesuaian layanan untuk mencapai kepuasan klien yang optimal, yang pada gilirannya berkontribusi pada keberhasilan promosi iklan di iNews TV Makassar.

Kata Kunci: Strategi Manajemen Komunikasi, Iklan Promosi, iNews Tv Makassar

INTRODUCTION

In the midst of the rapid development of communication and information technology, mass media continues to play an important role in the company's communication strategy, especially in the context of advertising¹. Television as one of the traditional communication platforms is still an effective means to reach a wide audience, including in the context of promotional advertising². Although digitalization and social media have changed the advertising landscape, television remains one of the most effective traditional communication platforms for reaching a wide audience. As a medium that offers high visibility and significant impact, television plays a crucial role in communication strategies, especially in the context of promotional advertising. iNews TV Makassar, as one of Indonesia's leading regional news channels, utilizes promotional advertising as an integral part of its communication strategy.

By leveraging the visual and audio power of television, iNews TV Makassar not only aims to capture viewers' attention, but also build and strengthen the brand image and promote the various programs and services they offer. These promotional ads are designed to create a deep and lasting impact on viewers, given the importance of the message conveyed in a highly competitive media context³. Through this advertisement, iNews TV Makassar not only tries to attract the attention of the audience, but also builds an image and promotes the various programs and services they offer. In this context, the communication management strategy implemented in iNews TV Makassar promotional advertising needs to be evaluated in depth. This strategy includes various aspects, from message planning and development, to the selection of airtime, to the evaluation of the effectiveness of the ad.⁴

However, in the implementation of this communication strategy, various challenges and dynamics often affect the effectiveness of the message conveyed. Therefore, an in-depth understanding of how communication management strategies are applied in promotional advertising is essential to identify possible successes as well as obstacles.⁵ This study is important because it provides a detailed analysis of how iNews TV Makassar designs and implements communication strategies in its promotional advertisements. By understanding the strategic elements involved, we can gain insight into the effectiveness of the approach

¹ Elik Susanto, "Tempo Media Independence and the Influence of Political Economy in Structural Practices," *Journal of Communication Literature* 4, no. 1 (2021): 24–38,

<https://doi.org/10.32509/pustakom.v4i1.1314>; Bambang Arianto, "The Role of Social Media in Strengthening Citizen Business Communication in the Digital Economy Era," *Journal of Economics of Struggle* 4, no. 2 (2022): 132–46, <https://doi.org/10.36423/jumper.v4i2.1148>.

² Ernabudiarti Ernabudiarti and Eem Dhine Hesrawati, "Pengaruh Media Televisi Online Terhadap Kemampuan Literasi Digital Anak Usia Dini," *Jurnal Ilmiah Profesi Pendidikan*, 2023, <https://doi.org/10.29303/jipp.v8i2.1429>.

³ Hanum Kanthi Pramesthi and Bambang Dwi Prasetyo, "PENGARUH TERPAAN IKLAN TELEVISI TERHADAP BRAND AWARENES," *Jurnal Ilmu Komunikasi UHO : Jurnal Penelitian Kajian Ilmu Komunikasi Dan Informasi*, 2023, <https://doi.org/10.52423/jikuho.v8i1.16>.

⁴ Ridho Azlam Ambo Asse, "Online Marketing Strategy (Case Study of Facebook Marketing Warunk Meatballs Mas Cingkrank in Makassar)," *KAREBA Communication Journal* 7, no. 2 (2018): h. 220; N. S. Febriani and W. W. A Dewi, *History and Evolution of Advertising Management Strategies in Indonesia* (Universitas Brawijaya Press, 2022).

⁵ W. Seneru et al., *STRATEGI KOMUNIKASI ORGANISASI YANG EFEKTIF* (Cendikia Mulia Mandiri, 2024); Pipi Ramadhani, "Strategi Inovatif Dalam Mengatasi Problematika Dakwah Di Kota Bukittinggi: Analisis Terhadap Dai, Mad'u, dan Maudhu'," 2024; Masdalifah Sembiring et al., "Penerapan Strategi Komunikasi Lembaga Dakwah Kampus Sebagai Sarana Aktivis Dakwah Di IAIN Langsa" 15, no. 1 (2024): 15–23, <https://doi.org/10.32505/hikmah.v15i1.8409>.

used and identify factors that may affect the achievement of communication goals. This research also contributes to the communication management literature with a focus on practical applications in the context of television media.

In the existing literature, research on communication management strategies in mass media and digital platforms has been carried out a lot. Research such as "Indonesia's Ingenious Online Media Communication Management Strategy in Facing Competition Between Online Media" explores how online media manage communication to survive in a highly competitive environment, emphasizing the importance of adaptive strategies in digital communication. Other research, such as "Marketing Communication Strategy of the Indonesian Ministry of Tourism in the Charm of Indonesia Through Youtube," discusses specific marketing strategies implemented by government agencies in the context of digital video platforms, highlighting content-based marketing approaches integrated with social media⁶. In addition, the study "Promotion Strategies on Social Media in Attracting Interest in Buying Clothing Products" focuses on how promotion strategies through social media can influence consumer purchasing decisions in the fashion industry⁷.

These studies provide valuable insights into communication management and promotion strategies across different platforms, showing that effective communication strategy approaches vary widely depending on the media context and marketing objectives⁸. However, most of these studies focus more on digital media and online platforms, while the role of television as traditional media in the context of promotional communication still requires more in-depth attention⁹.

A major gap in the existing literature is the lack of focus on communication management strategies specific to the television medium in the context of promotional advertising. Although there is a lot of research on digital media and social media, research that specifically analyzes communication strategies on television platforms, especially in the context of regional news such as iNews TV Makassar, is relatively limited. This research will fill the gap by examining how iNews TV Makassar designs and implements their communication strategies in promotional advertising to reach a wider audience and build a brand image¹⁰.

In addition, many of the existing research focuses on marketing and promotion aspects from a digital perspective, while this research will provide a deeper insight into how traditional communication strategies can adapt and integrate with modern needs¹¹. This

⁶ Diana Fitri Kusuma and Mohamad Syahriar Sugandi, "Strategi Pemanfaatan Instagram Sebagai Media Komunikasi Pemasaran Digital Yang Dilakukan Oleh Dino Donuts," *Jurnal Manajemen Komunikasi* 3, no. 1 (2019): 18, <https://doi.org/10.24198/jmk.v3i1.12963>.

⁷ Gina Shafira and Indri Rachmawati, "Strategi Promosi Di Media Sosial Dalam Menarik Minat Beli Produk Pakaian," *Bandung Conference Series: Communication Management*, 2022, <https://doi.org/10.29313/bcscm.v2i1.1720>.

⁸ Gloria Patria and Febta Meldisia, "Pelaksanaan Strategi Komunikasi Pemasaran Melalui Media Instagram (Studi Pada Pawonputri_tgr)," *Prosiding Seminar Nasional Hukum, Bisnis, Sains Dan Teknologi*, 2022.

⁹ Agustin Reski Lestari, Umar Basuki, and Yanus Purwansyah Sriyanto, "ANALISIS PERAN ASISTEN PRODUSER DI TEMANGGUNG TV MENGGUNAKAN ROLE THEORY," *MASSIVE: Jurnal Ilmu Komunikasi*, 2022, <https://doi.org/10.35842/massive.v2i1.64>.

¹⁰ Ellia Ernandilla Djuli and K. Y. S. Putri, "Pengaruh Iklan Televisi Produk Makanan Energen Terhadap Sikap Konsumen," *JCommsci - Journal of Media and Communication Science*, 2022, <https://doi.org/10.29303/jcommsci.v5i3.157>.

¹¹ Alvin Zulfikar and Kinkin Yuliaty Subarsa, "PENGARUH IKLAN DAN PROMOSI PENJUALAN DI TELEVISI TERHADAP BRAND AWARENESS BUKALAPAK PADA PENGUNJUNG KOTA KASABLANKA," *Inter Komunika : Jurnal Komunikasi*, 2019, <https://doi.org/10.33376/ik.v4i1.288>.

includes an in-depth analysis of strategic elements such as message planning, ad scheduling, and evaluation of effectiveness in the context of television.

This research pays special attention to television as a medium for promotional advertising, filling a gap in the literature that is generally more focused on digital platforms. It provides new insights into how traditional communication strategies can work in more modern media contexts. By focusing on iNews TV Makassar, this study provides specific and relevant case studies for regional markets in Indonesia, which are often overlooked in broader global or national research. It offers relevant insights for local media in designing effective communication strategies.

RESEARCH METHODS

This study uses a descriptive qualitative research method to investigate in depth the communication management strategies applied in iNews TV Makassar promotional advertisements. This qualitative approach aims to describe and explain the practices and internal dynamics involved without testing hypotheses or making statistical generalizations. Data was collected through direct observation, in-depth interviews with relevant parties such as communications managers and creative teams, as well as documentation that included advertising materials and meeting notes. Primary data were obtained from interviews, while literature exploration from scientific articles and books provided additional context. Data analysis is carried out by collecting relevant information, reducing data to eliminate unimportant information, presenting data descriptively, and drawing conclusions based on findings. This study aims to provide a detailed understanding of communication management strategies in the context of television advertising, as well as identify the factors that influence the success or failure of these strategies, with the hope of providing practical guidance for communication management in the media industry.

RESULTS AND DISCUSSION

Communication management strategies in iNews TV Makassar promotional ads

Advertising is an effective way to reach consumers in large numbers and spread geographically. On the one hand, advertising can be used to build a long-term impression of a product/brand and on the other hand, it triggers rapid sales. An advertisement that tends not to have a major influence on consumer behavior will be doubtful if the advertisement can influence consumers to buy a brand. Therefore, in order for the product brand to be accepted by the public, the advertisement must be made as effective, creative, attractive as possible so that it can have a positive influence.

"The strategy is how to make the advertisement on target and easy to understand, the span of the advertisement is easy to digest, for example, the advertisement of soap products must be highlighted there, what are the benefits of soap, what is the difference between soap and other soaps so that in a short span of time the audience or listener can understand, oh... Yes, tawwa is better soap because of this. Because of this... That must be a strategy, especially for the party that produced the advertisement." (Yusuf, 2023).

The ads displayed can actually be determined by our concept and type, this makes the price of once in serving an ad quite expensive depending on the type of ad to be used¹². Basically, almost all companies that want to introduce services or company names always use advertising because it is impossible for other people or consumers to know the services of a company without providing information to consumers. Advertising activities as a form of communication that can affect layers or members of society.

"Basically, promotional advertising management communication is part of the strategy itself, meaning that the communication is able to influence the market and provide effective communication on the product, then the identity of the product, then stimulate the payment to make a purchase, besides that, how to make the image of the product that we will air be able to compete in the market, the effective strategy for us to do is how to identify consumers and then determine target consumers of the products we will offer and make a message design". (Rahman, 2023)

Television commercials will get audience recognition if the ad is good enough, and television commercials can attract more attention to the audience if the ad can arouse feelings or arouse interest. Television advertising is a product owner media created by an advertising agency, then broadcast on television for various purposes, including as product information and encouraging sales¹³. Therefore, television advertising must have a segment based on the choice of product segment, to choose a media strategy, so that the advertisement reaches the target. In the production of television advertisements, several strategies are needed, for example, making television advertisements that seem exclusive but only require low production costs and or making the advertisements to communicate all the information about the products offered as much as possible to be more attractive. .

"The most important element of managing the advertisement is how to produce an advertisement that is right on target, how to produce an advertisement that does not cost much and how to produce the advertisement that I discussed earlier that is easy to understand, an advertisement that is easy to understand and the purpose of the advertisement can be immediately understood by those who watch the advertisement on television". (Yusuf, 2023)

Creating an advertisement should not be careless because in an advertisement displayed it indirectly sells the company's name. The ads displayed can actually be determined by our concept and type, this makes the price of once in serving an ad quite expensive depending on the type of ad to be used. Basically, almost all companies that want to introduce services or company names always

¹² Hapzi Ali and Aan Widodo, "DETERMINASI KOMUNIKASI PEMASARAN: ANALISIS IKLAN, PERSONAL SELLING DAN PUBLIC RELATION," *JURNAL MANAJEMEN PENDIDIKAN DAN ILMU SOSIAL*, 2022, <https://doi.org/10.38035/jmpis.v3i2.1142>.

¹³ Muhamad Elka Endrana and Nina Yuliana Universitas Sultan Ageng Tirtayasa, "ANALISIS REPRESENTASI MEDIA TERHADAP GENDER DALAM IKLAN TELEVISI," *Triwikrama: Jurnal Ilmu Sosial*, 2023.

use advertising because it is impossible for other people or consumers to know the services of a company without providing information to consumers. Advertising activities as a form of communication that can affect layers or members of society.

"The most important thing in advertising management is the level of trust of the company, especially the level of programs that we usually produce, of course this is closely related to how big the national level of trust of TV children TV programs in INews then how attractive the TV programs are in INews and in INews itself we have a partneter that we use is ratings, This partneter rating is also the most important element because we can see how big the people of Makassar are, especially the areas whose coverage is from INews Makassar television, how big they want to watch, then what programs they are interested in for them to watch, then what hours do they watch. This is also a message to those of you who want to put an advertisement or love on TV so that they can know that those hours are for this advertisement. Because to place advertisements, we must also know what products are sold and marketed in which circles, so that the products are for the youth but sold during children's program hours, for example, this is also a concern for us, I have many things that are part of the management of advertising and not only the important time is how our closeness with clients fosters closeness with public relations and other company leaders so that we can know how big and how much do they need to advertise products on television". (Rahman, 2023)

Advertising in any media actually has its own characteristics that can benefit both marketers and audiences as the target market. Advertising activities are considered as important things to do to achieve AIDA (awareness, interest, desire, and action) carried out by marketers to achieve consumers. In the midst of the onslaught of technology that continues to develop, conventional electronic media such as television are still the main target for retail business actors in various sectors. Television also has *wide market coverage so that television media is still an effective and targeted promotional activity.*

"That's important actually because from the side of the manager of the television station, he can get new ratings, he can get income from the advertiser's side, he can promote his brand, his product, his company, or his activities to the crowded era to us, so from the advertiser's side, maybe he is there, the information is spread massively if from the side of the TV station manager, well, he can get advertising income." (Yusuf, 2024).

Promotion is an effort to inform or offer a product or service with the aim of attracting potential consumers to buy or consume it. With promotions, manufacturers or distributors expect an increase in sales figures. According to marketing expert Harper Boyd: promotion is defined as an effort to persuade people to accept products, concepts and ideas.

"Previously, I explained a little that Advertising is a communication tool or promotional message that is aired through the media, be it print media, electronic media and digital media which in general aims to provide information related to the knowledge product, event or program, then also

attract the interest of communicative messages and no more important is the level of trust to raise the brand image of the product or program that will be conveyed by the audience from For this purpose, we consider TV to be the most effective because with TV media, advertising can be conveyed through audio visual messages different from others, radio with audio then print media with visuals, digital media which sometimes only visuals all online media or social media sometimes there are visual and audio media but if we compare for the level of trust, of course, TV is still far away, the level of TV is still far from social media or online media and in addition to that, promotions or advertisements that are very important because they are part of the investment of products or programs, why do I say so, because for example, maybe Aqua bottled water, for example, even though sometimes we want to buy other branded bottled water, but what we call Aqua is still the name Aqua, not to mention instant products, for example, like indomie and pepsodent toothpaste products and many others, that is the impact of success and I believe that TV is still a medium Number one to be an effective media to provide a message to the public because TV is able to attract interest and influence nature, bring a person to consciousness when this image or audio is played repeatedly, the intention for a television advertisement must of course be clear and objective and the message is easy to understand, meaning a communicative and interesting way so that people watch They do not intend to change the channel, then if you ask if it is important, well, it is very important." (Rahman, 2023).

Profile and History of the Establishment of iNews Tv



Figure 1. Logo Sun Tv Makassar

iNews TV first aired on March 5, 2008 under the name **SUN TV**. Initially, SUN TV could only be watched through subscription televisions Indivision, OkVision, and Top TV. In its development, SUN TV then broadcast terrestrial as local television after building several relay stations in Jakarta, Bogor, Depok, Tangerang, and Bekasi which were broadcast through a Tangerang-based television station called TV3, which initially only aired infomercials in between free time.

Meanwhile, its parent, SUN TV continues to air its programs for viewers on Indovision, OkeVision, and Top TV. SUN TV is also the first local television in Indonesia to broadcast for 24 hours non-stop. However, in 2011, TV3 broke away from SUN TV and was later taken over by CTV Banten. On September 26, 2011, SUN TV changed its name to SINDOtv which is part of the synergy between Sindo Media and Sindo Trijaya FM and

SINDOnews.com. Three years later, on September 23, 2014, the Minister of Communication and Information of the Republic of Indonesia officially granted a network station permit for SINDOtv. Then on December 15, 2014, SINDOtv was officially launched as a national television in the *Extraordinary Soft Launching event!*.

Over time, SINDOtv officially changed its name to iNews TV which stands for Indonesia News Television. Changed to iNews TV after holding the *iNewsmaker Awards* which was held on April 6, 2015. In addition, local television under this television network also changed its name to iNews TV.

iNews TV is a national television that has the most local television networks throughout Indonesia. With the support of this extensive network, iNews TV is sure to elevate and highlight local content from each region. iNews TV will be a television station that excels in news and information programs that are capable, accurate, informative, educational, and inspiring. To strengthen its excellence as a news and information television, iNews TV is supported by *News Centre* and the largest *news gathering* in Indonesia. On December 1, 2016, iNews TV moved its logo from the previous right to the left. On October 31, 2017, iNews TV was renamed iNews to coincide with the *iNews Metamorphosis* event.

iNews TV Makassar (formerly known as SUN TV Makassar and iNews TV Makassar) is a local television station located in the city of Makassar, South Sulawesi. iNews Makassar was first aired on January 14, 2009 under the name SUN TV Makassar. At the time when SUN TV Makassar was conducting a trial broadcast, SUN TV Makassar only relayed MNC News. Then, since March 1, 2009, SUN TV Makassar has officially broadcast and become a network partner of SUN TV Jakarta. In August 2009, SUN TV Makassar did not broadcast because the frequency was changed from 31 UHF to 51 UHF (now 31 UHF is used by Celebes TV).

At that time, SUN TV changed its name to SINDOtv, the name SUN TV Makassar was still used. Currently, SUN TV Makassar has officially become a local TV in Makassar since September 2011. With the company name PT. Sun Television Makassar. The slogan is *Inspiring and Informative*. iNews TV Makassar's local broadcast is present every day at 16.00-18.00 WITA. This television station is a network of iNews TV. Since April 6, 2015, this television station has changed its name to iNews TV Makassar. And starting November 1, 2017, it changed its name again to iNews Makassar.



Figure 2. Logo Inews Tv Makassar

The iNewsTV logo from April 6, 2015 to the present, is accompanied by its slogan, which is *Inspiring & Informative*. The meaning of the iNewsTV logo is:

1. "i" which means Indonesia. That is, the shows presented by iNews TV prioritize local and regional content in Indonesia. This television was

launched and aired in the Unitary State of the Republic of Indonesia, using the name Indonesia as a symbol of pride for the State of Indonesia.

2. "News" means news or news. This television prioritizes presenting news content, especially local regional content. INewsTV will highlight various news programs that are fast, accurate, informative, educational, and inspiring. The meaning of the colors on the logo:
 1. Red means firmness. As a news television, iNews TV must have firmness and courage.
 2. Black means the emblem as the foundation of technology and sophistication or an update to something new.
 3. White as iNews TV news television is impartial, does not exist and fights for the interests of anyone and any group.

This research shows how the promotional advertising strategy so that consumers can attract the ads aired by iNews TV Makassar, the most important element of managing the advertisement is how to produce the right advertisement, how to produce an advertisement that does not cost much and how to produce an advertisement that is easy to understand, an advertisement that is easy to understand and the purpose of the advertisement can be immediately understood by those who watch the advertisement on television. S-O-R theory stands for Stimulus-Organism-Response, Head of Bureau and Marketing/producer of iNews Tv Ads, the key to success here is how this brand owner makes an advertising model that is right on target advertising can describe what he is promoting and can be understood by all levels of society Hold Advertisements that not all levels of society can understand, more communication management for internal communication management challenges there is human resource development that can be done trainings so that human resources are able to maximize information technology in order to raise the number of reviews or sales levels of advertising products on TV, especially the TV industry, then for external is the number of online media.

The A-T-R (*awareness, trial, reinforcement*) theory teaches that the audience can be influenced by advertising, the manager of the television station can get new ratings can get income from the advertiser's side promoting brands, products, companies, or activities to iNews, so from the advertiser's side, information is spread massively from the side of the TV station manager can get advertising income, the most important thing in advertising management is the level of company trust, especially the level of programs that are usually produced, of course, this is closely related to how big the national level of trust in TV TV programs in iNews then how interesting the TV programs are in iNews and in iNews itself there is a partneter that we use is the rating, this partneter rating is also the most important element because we can see how much the people of Makassar want, especially the area that

has the reach of iNews television makassar how big they are to watch then what programs they are interested in them to watch then what hours they watch a lot.¹⁴

This is also a message to agencies or consumers who want to include advertisements so that agents or consumers can know that those hours are for placing this advertisement. Because to place advertisements, you must also know what products he sells and market them, so that the products are for young people but sold during children's program hours, for example, it is also a concern for the community, many things that are part of advertising management management, and not only important is how the company's closeness with clients fosters closeness with public relations and other company leaders so that advertising agencies or Consumers can know how big and how much they need to advertise their products on television.

By using the S-O-R theory (*Stimulus-Organism-Respon*), namely human beings whose soul includes components: attitudes, opinions, behaviors, affective cognition, and conformation, the actual obstacle is not iNews Tv is more likely to be a communication management challenge how inews tv improves human resources to conduct trainings so that these human resources are able to maximize the information technology in order to raise the number of reviews or sales levels of advertising products on TV, especially the TV industry then for external is well the number of online media, Social media, which is now non-tendency, is in great demand by netizens, which in the end not a few of the advertisers who were previously plus on TV switched to online ringing media, social media and it is part of the challenge in the management of promotional advertising communication, besides that it is also a challenge because, in Makassar there are several local TVs as well which are the same information in the TV industry, only local TV in Makassar is the toughest challenge because they have tricks Particularly, the main is the supernatural radah or the shadow of the cave. Excellence in the industry has been under the auspices of the WHO alliance so that for the name iNews Tv does not need to do much promotion because it has been widely disseminated through national information.¹⁵

A-T-R theory how the public can be influenced by advertising, how people can continue to use or buy the products of the advertisement, namely: the level of trust to raise the brand image of the product or program that will be delivered to the audience from that purpose, our tv as the most effective because with tv media, advertising can be conveyed through audio visual messages different from others, Radio with audio then print media with visuals, digital media which sometimes only visuals all online media or social media sometimes there are visual and audio media but if we compare for the level of trust, of course TV is still far away, the level of TV proficiency compared to social media or online media and besides that promotion or advertising which is very important because it is part of the investment of such products or programs, for example, Aqua bottled water For example,

¹⁴ Agung Prasetya, "The Effectiveness of Advertising Marketing Communication in Print Products and Online Products of the Student Press Institute of UIN North Sumatra," *Communicator: Journal of Communication Sciences* 17, no. 2 (2021): 31–41.

¹⁵ Nur Rahmawati, "Pengaruh Penggunaan Celebrity Endorser Dalam Iklan Sabun Mandi Lux Terhadap Perilaku Konsumen Di Kelurahan Sungai Dama Samarinda," *EJournal Ilmu Komunikasi*, 2013, 1 (1): 362-373 ISSN 0000-0000, *Ejournal.Ilkom.Fisip-Unmul.Org* 1, no. 1 (2013): 362–73.

even though sometimes we want to buy other brands of bottled water, but what we call Aqua is still the name Aqua, not to mention instant products, for example, like Indomie and Pepsodent toothpaste products and many others, that is the impact of success and believes that TV is still the number one media to be an effective medium to provide messages to the public because TV is able to attract interest and influence nature, bring a person to consciousness when this image or audio is played repeatedly The meaning for a television advertisement is of course to be clear and objective and the message is easy to understand, meaning a communicative and interesting way so that people watch They do not intend to change the channel, then if asked if it is important, an advertisement is very important.¹⁶

iNews Tv Makassar promotional advertising is the main target of iNews Tv in implementing the right strategy, communication and methods so that iNews Tv Makassar promotional advertising remains in demand by the public. iNews TV Makassar promotional advertisements are mostly from companies from Hospitality and Beauty Products or service companies. From this object, iNews Tv Makassar can get learning or motivation on how to use advertising or promotional advertising management strategies on iNews Tv Makassar. Strategies to use Promotional Ads to advertising agencies or consumers with the best possible quality in accordance with the standards that have been set by iNews Tv Makassar. The Promotional Advertising Standards are made based on the wishes and expectations of the Agent or consumer.

The strategy is also carried out as effectively as possible so that iNews Tv Makassar gets the rating that is desired by the public. To formulate effective advertising, iNews Tv Makassar must focus on the satisfaction of advertising agencies so that advertising agencies can advertise satisfactorily on iNews Tv Makassar and iNews Tv Makassar can get the Highest Rating. Advertiser Resources People who interact directly or indirectly with agents must provide service in a sincere, responsive, friendly, focused manner and realize that agent satisfaction is everything. For this reason, iNews Tv Makassar also needs to create a comfortable situation for employees by creating a conducive work environment, a sense of security at work, decent wages, humane and a performance appraisal system.

CONCLUSION

This study identifies that the main strategy implemented by iNews TV Makassar in promotional advertising management focuses on effective advertising management and building strong cooperation with clients. iNews TV Makassar prioritizes meeting the needs and desires of advertising users by providing high-quality services. These efforts include precision in message delivery and service adjustments to keep pace with agency expectations. This strategy aims to ensure that iNews TV Makassar remains the first choice for companies in placing advertisements. With this approach, iNews TV Makassar managed to maintain a good relationship with advertising users and optimize client satisfaction, which

¹⁶ Abdan Syakur Fadlillah Ridwan and Udung Noorrosyad, "Pengaruh Brand Ambassador Kanye West Terhadap Minat Beli Produk Adidas," *Bandung Conference Series: Communication Management* 2, no. 1 (2022): 297–300, <https://doi.org/10.29313/bcscm.v2i1.1646>; Silvana Monica Dapu, Debby D.V. Kawengian, and Grace Waleleng, "Persepsi Khalayak Terhadap Iklan Aqua Botol Tanpa Segel Plastik (Studi Di Kelurahan Malalayang I Timur Kota Manado)," *Acta Diurna Komunikasi* IV, no. 3 (2015): 1–10.

ultimately contributed to the success of promotional advertising on their platform. This research emphasizes the importance of effective communication management in supporting the success of promotional strategies in the media industry. This study does not discuss in depth the specific effectiveness of the promotional strategies implemented, such as measuring ad performance or the real impact of the strategy on promotional results. Further research could focus on evaluating the effectiveness of promotional strategies using clear metrics and quantitative data.

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