

ABSTRACT

NEWS CONTENT PRESENTATION ON INSTAGRAM IN NEWS MEDIA USING A POSITIVE JOURNALISM APPROACH (A Qualitative Content Analysis of @olenkanews News Content from January 1, 2024 – January 31, 2025)

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Digital news media with a positive journalism approach have begun to emerge in Indonesia, one of which is Olenka News. Positive journalism emphasizes solutions, hope, and the constructive impact of events. Instagram has become the primary platform for Olenka News in presenting its news content. This study aims to examine the packaging of news content using a positive journalism approach on the Instagram account @olenkanews. The research adopts a post-positivist paradigm and employs a qualitative content analysis method. Data collection was conducted through documentation of news content published by @olenkanews from January 1, 2024, to January 31, 2025. The news packaging categories analyzed include news themes, news sources, types of news, news values, and news tone. The results of the study indicate that the themes of Inspiration and Self-Development as well as Constructive Dialogue and Social Cohesion dominate the content, in line with the general principles of positive journalism, which emphasize human-centered, inspiring, and interactive storytelling. All news content falls into the soft news category, which is light, simple, and entertaining. In terms of news sources, experts are the primary sources, consistent with the dominant news themes presented. The most prominent news value is prominence, which correlates with the selected sources. The tone of the news is predominantly positive and neutral, without negative content, reflecting the characteristics of positive journalism. Another finding reveals that within a year, there was only one conflict-related news post, and @olenkanews exclusively featured sources from middle to upper-class circles.

Keywords: Online Journalism, Positive Journalism, Online News, Olenka News, Instagram.

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