

## ABSTRACT

### **NEWS PRESENTATION STRATEGIES FOR SHORT VIDEOS ON ONLINE MEDIA (Descriptive Analysis Of Youtube Shorts Kompas.com)**

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*The rapid growth of the digital era demands the evolution of journalistic products for mass media. Kompas.com has emerged as one of the pioneering digital media outlets in Indonesia, actively utilizing social media platforms to distribute news content. One of the formats currently adopted by Kompas.com is short-form news videos—concise news pieces packaged into videos lasting between 15 to 60 seconds. These short news videos are shared across platforms such as TikTok, Instagram, and YouTube. This study focuses specifically on Kompas.com's short news videos published on YouTube Shorts, the platform where they have the highest number of followers compared to other social media channels. The research employs a qualitative interview method, involving in-depth interviews with four informants representing the news and social media teams at Kompas.com. Interview guidelines are tailored to each informant based on their professional backgrounds and are designed around key concepts drawn from the research framework. Kompas.com's strategy in packaging short news videos follows the stages of share, optimize, manage, and engage as outlined in The Circular Model of SoMe for Social Communication. These stages function in a continuous, mutually reinforcing cycle. The findings reveal that regional event themes and compelling presentation styles contribute most significantly to audience engagement. Visual strength and topic relevance have a greater impact than narration style or calls to action. Throughout its content production, Kompas.com upholds journalistic values, effectively utilizing YouTube Shorts as a powerful platform to reach and engage digital audiences.*

**Keywords:** News Presentation Strategies, Short News Video, Online Media

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