

## ABSTRACT

### **MEDIA CONVERGENCE STRATEGY IN THE DAILY LIFESTYLE PROGRAM**

#### **(Descriptive Analysis of New Media Utilization on Okezone YouTube Channel)**

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*Media convergence is the process of merging various media platforms and information technology into one that functions well and interactively with each other. This research examines the media convergence strategies implemented by Daily Lifestyle in response to changing trends in the broadcasting industry. Using a constructivist paradigm and descriptive qualitative methods, this study involves interviews with several informants from Daily Lifestyle, including the Program Producer, Associate Producer, and Production Assistant. The results show that Daily Lifestyle adopts a full convergence approach, combining cross-promotion, cloning, coepetition, content sharing, and full convergence in content collection, production, and distribution. The most frequently used strategies by Daily Lifestyle are cross-promotion, as Daily Lifestyle often promotes with the Okezone.com news portal, and cloning. These strategies allow Daily Lifestyle to remain relevant in the digital era by utilizing various platforms such as YouTube, Instagram, and the Vision Plus app to increase content accessibility and appeal. In conclusion, the media convergence strategies implemented by Daily Lifestyle help them adapt to changing trends in the broadcasting industry, expand audience reach, and enhance viewer engagement, ensuring their position remains competitive in the ever-evolving media market.*

**Keywords:** Media Convergence, Daily Lifestyle, Continuum Media Convergence

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