



THE STRATEGY OF TRANS TV'S INSERT PROGRAM IN BUILDING A POSITIVE IMAGE

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ABSTRACT

This study explains the strategy of adding the lifestyle segment to build a positive image of Trans TV's Insert Program. Drawing on program production strategies, this study emphasizes the importance of initial research, proper implementation, and continuous evaluation in content planning and production. This research used a descriptive qualitative method by obtaining data through interviews, observations, and document study. The results of this study reveal the planning within the production team to understand audience preferences and the latest trends, which then translates into relevant and interesting content, especially in the lifestyle segment. Effective planning of the production and the diversity of content, such as make-up, fashion, and culinary, maintains the high quality and attractiveness of Trans TV's Insert Program in building its positive image. Continuous evaluation ensures that every piece of content is always improved and adjusted to viewers' expectations. The results of this study provide important insights into television planning and production strategies, as well as practical contributions to the development of television programs in the future.

Keywords: Strategy, Positive Image, Lifestyle, Trans TV, Insert Program

1. INTRODUCTION

The media play a crucial role as a communication channel to convey messages to a broader audience through specific technologies (McQuail, 2010). As information continuously evolves with the times, society's demand for not only updated but also high-quality information has become more pronounced. Information refers to content delivered via various media types to audiences, including news, opinions, entertainment, or other forms aimed at providing knowledge, understanding, or influence (Shannon & Weaver, 1949).

The proliferation of information technology has allowed infotainment programs to leverage this trend to create more engaging and relevant content for their audiences. The significant increase in internet users in Indonesia reflects not only the digital transformation of society but also presents new opportunities and challenges for the infotainment industry to meet evolving expectations and needs. Infotainment, a blend of information and entertainment, presents current events or important facts in an engaging and entertaining format. This approach aims to capture the audience's attention by delivering relevant information alongside entertaining elements, making the content more digestible, especially in today's fragmented media landscape (Mulyana & Effendi, 2007).

Typically, infotainment content focuses on celebrities or well-known personalities. Unlike traditional news broadcasts, gossip news often uses a more conversational or even

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sarcastic tone. The emergence of gossip and entertainment programs in Indonesia, tracing back to the 1980s, aligns with the growth of popular culture through print and electronic mass media (Budiman, 1995). These programs often present sensational news about celebrities' personal lives. This format is designed to create a sense of intimacy between the news presenter and the subject. However, the Alliance of Independent Journalists (AJI) criticizes gossip programs as not being journalistic products, given their focus on personal lives rather than public interest, which can lead to repetitive content.

Infotainment, with its focus on entertainment, features celebrities, engages emotions, and provides viewers with a sense of appreciation. Initially popularized by Ilham Bintang through Buletin Sinetron on *TVRI* in 1994, infotainment programs such as *Cek and Ricek*, *Hallo Selebriti*, and *Croscek* have flourished on various private TV channels. The rapid development of entertainment media has led all television channels to compete in creating visually appealing, informative, and engaging infotainment programs. The shift from television to digital media, especially social media platforms like Instagram, has expanded the reach of gossip and entertainment content.

In the midst of this information surge, infotainment programs play a significant role in presenting the latest news about celebrities, gossip, trends, and other intriguing topics. The Trans TV's *Insert* program, which debuted on July 6, 2003, has successfully captured viewers' attention in the Indonesian television landscape (www.insertlive.com). The program has achieved notable success, receiving prestigious awards such as the Yahoo Awards and VOI Awards, underscoring its dedication to delivering engaging, balanced, and informative content. These accolades reflect *Insert Trans TV's* quality and ability to meet viewer expectations amid the competitive television industry.

Insert, a gossip and entertainment program on Trans TV, has evolved to integrate online media under a new identity, presenting gossip and entertainment content. The program focuses on the latest celebrity news and updates on public figures, covering aspects of joy, sorrow, achievements, and conflicts. This content is broadcast on television and also shared on social media platforms such as Instagram.

Viewer feedback has highlighted concerns about the repetitive nature of the content and perceived quality issues. This feedback emphasizes the importance of a program's image in attracting and retaining viewers. The image of a program refers to the audience's perception and impression, encompassing visual style, themes, formats, and presentation methods, which help distinguish it from others in a crowded schedule. A positive image can build viewer trust and loyalty, leading to regular viewership. A well-developed program image attracts the desired target audience by aligning with their interests, values, and preferences. A strong visual identity can create anticipation and a loyal viewer base, enhancing the effectiveness of advertisements shown during the program. Positive program images influence viewer perceptions of advertisements, making it crucial for brands to convey their intended image effectively (Kotler & Keller, 2016).

Incorporating lifestyle segments into entertainment programs can impact the program's positive image by introducing variety and richness to the content. These segments may cover topics like celebrity lifestyles, fashion, food, travel, and other lifestyle aspects. Adding lifestyle content can make the program more relevant and appealing to viewers interested in these areas. According to Philip Kotler and Kevin Keller, understanding and integrating lifestyle segments into a strategy allows brands to align

their messaging and values with consumer preferences, fostering deeper and more sustainable relationships with relevant audiences (Kotler & Keller, 2016).

Lifestyle segments can enhance the perception of a program as investing in content quality and diversity. This integration can shift viewer perceptions from mere gossip to more informative and engaging content. If these segments are well-designed and aligned with viewer preferences, they can affect the program's image positively. Additionally, integrating lifestyle content helps reduce potential controversies associated with pure gossip programs, creating a more balanced and appealing offering.

The trend towards including lifestyle segments in media and entertainment reflects evolving audience interests. By incorporating such segments, programs can stay relevant and meet changing viewer expectations. Programs like *Insert* can benefit from this approach, expanding their appeal and retaining viewer loyalty. As media consumption patterns shift, adding lifestyle segments to programs like *Insert* aims to enhance viewer engagement and satisfaction (Greene, 2014).

Given the importance of adapting to media consumption trends, integrating lifestyle segments into infotainment programs like *Insert* is a strategic move to meet viewer demands for diverse and relevant content. This integration can contribute to a positive program image and fulfill audience expectations. The research will explore how the inclusion of lifestyle segments impacts the image of Trans TV's *Insert* program, focusing on strategies to build a positive perception and maintain relevance in a dynamic media landscape.

In the context of media, particularly in television programming, strategy encompasses the overall plan and also requires critical thinking and adaptability to changing conditions or environments. Developing an appropriate strategy is a crucial initial step in designing effective programming, where programming itself serves as the execution phase of the strategy. The production phase, therefore, demands a deep understanding of the program's conceptual and strategic goals, along with the ability to translate these strategies into content that aligns with the identified target audience and the vision of the program. The relationship between strategic concepts and program production is vital throughout program development and implementation (Griffin, 2012).

Infotainment is a media genre that blends information with entertainment to deliver news, gossip, and the latest updates on celebrity lives, the entertainment world, lifestyle trends, and other intriguing topics. Infotainment often becomes a favorite in mass media due to its ability to present information engagingly and entertainingly (Ibrahim, 2015). Infotainment typically employs a light, cheerful, and fast-paced format, often incorporating entertainment elements such as humor or drama to maintain viewer interest. These programs provide up-to-date celebrity news and offer insights into their lifestyles, including fashion, food, travel, and daily activities (Buckingham, 2000).

Lifestyle, as a concept, refers to an individual's way of life, reflected in their activities, interests, and opinions, providing an overall image of their interaction with their environment (Kotler & Keller, 2016). Adding a lifestyle segment to a television program must align with the positive image already established by the channel, such as Trans TV, to enhance consistency and build audience trust in the brand. A well-curated lifestyle segment can convey positive values and inspirational messages to viewers. If a program can inspire or empower viewers to adopt a healthier, more meaningful, or more positive lifestyle, it can further strengthen its positive image.

The strategy of adding a lifestyle segment focuses on creating content and experiences that closely resonate with the lifestyle and preferences of the audience. This approach can be pivotal in strengthening brand identity and shaping a positive perception of the program. The integration of the lifestyle segment must be in harmony with Trans TV's brand identity, involving the identification of brand values, characteristics, and personality that the channel aims to emphasize. This ensures that the lifestyle segment becomes a natural extension of the brand.

Creativity in content development is another crucial aspect of incorporating lifestyle segments into a television program. The strategy requires a creative approach in developing lifestyle segment content, where topic selection, presentation style, and delivery must reflect creativity that captivates and engages the audience. The lifestyle segment should be seamlessly integrated into the program's flow, ensuring it does not feel disjointed but rather becomes an interconnected part of the overall viewing experience. Consistency and continuity in implementing the lifestyle segment strategy are essential, as regularity helps create positive expectations among viewers, gradually building a positive image for the program (Lacey & Foskett, 2015).

Peter Pringle's theory of program production strategy outlines a comprehensive framework for managing programs or shows in electronic media such as radio and television. The theory includes four main stages: program planning, program production, program execution, and program evaluation and monitoring (Morissan, 2015).

Program planning refers to strategic objectives established through audience research that involves analyzing demographic and psychographic data. This ensures that the developed segments are relevant and appealing to the target audience. Concept development is also a crucial part of this planning stage, where content is designed to align with audience preferences and the program's vision.

Program production encompasses the entire creative and technical process involved in content creation, including scriptwriting, filming, editing, and forming a skilled production team. During this phase, focusing on content quality is vital to ensure that the program meets standards and captures the audience's attention. Program execution involves presenting the created content to the audience. Key aspects of program execution include scheduling ideal airtime, promoting the program through various channels such as social media, and ensuring that the content is easily accessible to viewers.

Evaluation and monitoring are the final stage, which aims to assess the performance of the segments and identify areas for improvement. The evaluation process involves measuring performance using tools such as audience ratings and satisfaction surveys, gathering feedback, and adjusting strategies based on the evaluation results. Through these stages, program production strategies can be effectively implemented, ensuring that the produced content aligns with strategic objectives and audience preferences (Morissan, 2015).

2. METHODS

This study employs a descriptive qualitative deductive research design. Qualitative research is grounded in philosophical inquiry and is used to study scientific (experimental) conditions, with the researcher serving as the primary instrument for data collection and analysis (Sugiyono, 2018). Qualitative research places a strong emphasis on meaning, aiming to analyze and describe phenomena or research objects through social activities, attitudes, and perceptions of individuals or groups (Morissan, 2019). Researchers engaged in qualitative studies often operate under the assumption that theories need to be tested deductively, requiring measures to minimize bias, and that they must provide detailed and comprehensive explanations of their findings.

Descriptive qualitative research focuses on answering research questions that explore the "what," "when," "where," "who," and "how" of events or activities in the lives of individuals or groups. This approach seeks to deeply explore and understand the structure of these events. Given that this research does not adhere to a single reality, it adopts a constructivist paradigm. The constructivist paradigm reinforces the belief that individuals are constantly striving to make sense of their environment, both where they live and work (Creswell & Creswell, 2017). In essence, the constructivist paradigm in qualitative research provides a foundation for understanding the complexity of meanings, messages, and strategies constructed by individuals within specific contexts. This approach allows for an in-depth examination of participants' perspectives and the exploration of their meaning-making processes, building contextual knowledge linked to subjective experiences. The constructivist paradigm aligns seamlessly with this study, which aims to uncover strategies for building a positive image for the Trans TV Insert program, particularly regarding the strategy of adding a lifestyle segment.

Data collection in this study is conducted through various sources, differing in context, origin, and method. Qualitative research, which is descriptive in nature and oriented toward a deep understanding of a phenomenon or topic, serves as the primary source of information for this study. Primary data refers to data obtained directly from first-hand sources, whether from individuals or groups, such as interview results or questionnaire responses collected by the researcher (Umar, 2013). In this study, primary data are collected through interviews with individuals directly involved in the production and marketing of the Insert program. These interviews with the Insert production team will provide insights into the objectives, concepts, and communication strategies used in presenting the lifestyle segment. The primary data source for this study is the Trans TV Insert team, specifically the program producers.

Secondary data refers to information obtained indirectly or from other sources, which can serve as supplementary data for the primary data collected by the researcher (Creswell & Creswell, 2017). Secondary data are those collected by others for purposes other than the current research, which are then utilized by the researcher. In qualitative research, secondary data include information or materials previously gathered or created by individuals or organizations for purposes unrelated to the researcher's current study. This can encompass various types of sources, such as documents and literature (Creswell & Creswell, 2017).

The research is conducted on-site at the Trans TV office, located at Jalan Kapten P. Tendean No. Kav. 12-14 A, Mampang Prapatan, Jakarta.

Data collection is a critical step in research, considering that the primary goal of research is to obtain information. In qualitative research, there are various data collection methods, including in-depth interviews, observation, and documentation. This study

employs a triangulation technique, considered more robust than relying on a single method alone. The triangulation techniques used in this study include interviews, observation, and documentation (Creswell & Creswell, 2017).

The interviews are semi-structured, falling under the category of in-depth interviews, where the researcher has an interview guide but allows freedom and open opportunities to explore the respondents' opinions and ideas. Conducting interviews requires tools such as recording devices and note-taking instruments to capture responses from the participants.

The observation method used in this research is focused observation. The observation focuses on specific aspects of the research object, namely the Insert program, such as audience interaction on social media or audience reactions to the lifestyle segment. Focused observation can help deepen understanding of the lifestyle segment addition strategy and its relevance to the overall strategy.

To complement and maximize the data in this research, data will also be collected through documentation. Documentation will be sourced from published works on Insert's social media platforms, providing additional context and evidence for the study.

3. RESULTS AND DISCUSSIONS

This study seeks to address the research question of how the addition of a lifestyle segment serves as a strategy to build a positive image for Trans TV's Insert program. In this section, the researcher delves into the strategic inclusion of lifestyle content in Trans TV's Insert program, examining the approach through the lens of production process concepts and Peter Pringle's Program Production Strategy Theory. The study is based on data and information gathered from interviews with key informants, including the Executive Producer, Associate Producer, and a Creative Team member from the Insert program.



Fig. 1. Insert Logo

Insert, a popular infotainment program first aired by Trans TV in 2003, has grown to become one of the network's flagship shows, offering content centered on celebrity news, lifestyle, and entertainment. The program has built a reputation for its exclusive coverage, often becoming the primary source of information for viewers on the latest in celebrity life and entertainment trends.

The program includes several lifestyle segments within its different editions: Insert Pagi, Insert Siang, Insert Today, and Insert Story. Each segment is crafted with a unique concept that aligns with the program's overall aim of engaging viewers while reinforcing its brand identity.

- Insert Siang includes multiple lifestyle segments like *Asal Usil*, a quirky and humorous segment; *Insert Challenge*, where celebrities participate in various games; *Madam Comel*, which offers fashion and beauty tips; *Spill DD Tea* and *Flawless*, focusing on makeup tips and celebrity life insights; and InFashion, which critiques celebrity fashion trends.
- Insert Today features *Rupa Wisata*, a segment that explores hidden gems and culinary delights across Indonesia, recommended as must-visit locations for viewers.
- Insert Story contains segments like *Buka Pintu*, offering glimpses into the luxurious homes of celebrities; *Nights Out*, providing lifestyle tips for evening outings; and *In-depth Interview*, where in-depth discussions on current social issues are presented from multiple perspectives.

The research involved in-depth interviews with three key informants: the Executive Producer and Head of Content of the Insert Program, the Associate Producer, and a Creative Team member. These individuals provided critical insights into the strategic planning and execution of the lifestyle segments within the Insert program. Their perspectives highlighted how these segments are designed to captivate the audience and enhance the program's brand image by integrating relevant lifestyle content that resonates with the target audience.

The interview with Wawan Mochammad Sofwan, Executive Producer at Trans TV's Insert program, highlights the success of non-gossip content in the program and its role in enhancing the show's positive image. Despite Insert being primarily known for its focus on celebrity gossip, the program's ability to achieve notable success with non-gossip content, such as I-Talks and K-pop, is a significant indicator of its evolving brand perception.

According to Sofwan, Insert ranks third nationally among infotainment programs, a testament to its popularity and the general favorability of its content. Notably, the success of non-gossip segments like I-Talks and K-pop, both of which have attracted substantial viewership, underscores the effectiveness of the program's content diversification strategy. This success is reflected not only in traditional viewership metrics but also in its strong performance on digital platforms, including Video on Demand (VOD). The positive reception of these non-gossip segments suggests that audiences appreciate a more balanced and relevant content mix. This approach has helped mitigate the negative stigma associated with being a gossip-centric program. By appealing to a broader audience, including younger generations such as Gen Z and millennials, Insert has successfully contributed to building a more positive and multifaceted image. Thus, the strategic inclusion of diverse content has played a crucial role in enhancing Insert's public perception and expanding its viewer base.

In the interview with Garry Ramos Kormonov Purba Sidadolog, Associate Producer at Trans TV's Insert program, the process of evaluating and adjusting content was emphasized as a crucial strategy for maintaining the relevance and appeal of the program's lifestyle segments. According to Sidadolog, the team at Insert carefully analyzes which content performs well and which does not. This evaluation process involves identifying successful elements that should be continued and revising or replacing concepts that fail to resonate with the audience.

The ability to discern effective content from less successful efforts allows the team to focus on producing material that elicits positive responses from viewers. This approach ensures that the program can adapt to audience preferences and enhance its overall quality and engagement. The flexibility to adjust plans based on performance metrics is an integral part of the program's strategy, allowing Insert to remain dynamic and responsive to viewer needs. Thus, the continual evaluation and adjustment of content play a significant role in keeping Insert lifestyle segments fresh and relevant, ensuring that the program remains appealing and engaging to its audience. This responsive approach helps refine content and also reinforces the program's positive image by aligning its offerings with audience expectations and preferences.



Fig. 2. Insert Host

The interview with Ilona Tarigan, a creative team member at Trans TV's Insert program, sheds light on a crucial aspect of the show's strategy—selecting the right hosts. According to Tarigan, one of the primary strategies for implementing a successful program is the careful selection of hosts, who are chosen from among the top-tier (A1) celebrities. These hosts are well-known and highly intellectual, as well as possessing a strong public image and reputation.

This deliberate choice of hosts plays a significant role in shaping the overall image of Insert. By ensuring that the hosts are respected and admired figures, the program enhances its credibility and builds a positive perception among its audience. The high-profile hosts serve as the face of the program, and their reputation contributes directly to the program's appeal and trustworthiness. As a result, the Insert program can attract a larger audience and solidify its position as a leading infotainment show, further reinforcing its positive image in the public eye.

The findings indicate that the strategic addition of lifestyle segments has been instrumental in maintaining the program's relevance in an ever-evolving media landscape. By consistently offering fresh, relatable, and engaging content, Insert has successfully strengthened its position as a leading infotainment program on Indonesian television.

The research reveals that the lifestyle segment's production at Trans TV's Insert program plays a pivotal role in shaping the program's positive image. Several key aspects were identified through interviews, observations, and document study, which contribute to maintaining production consistency, quality, and effective team collaboration.

Effective collaboration among the production team members is crucial for ensuring that each production plan is executed successfully. This approach enables the team to be more responsive to changes and challenges that may arise during the production process. Good communication among team members helps ensure that

everyone understands and follows the established plan, thereby reducing errors and improving production efficiency.

Content diversity is another essential aspect that helps build a positive image for the Insert program. The production team ensures that the lifestyle segment covers a wide range of interesting topics, such as makeup, fashion, and culinary arts. By involving experts in each field, the program provides more in-depth and reliable information to viewers. This diversity not only enriches the program but also attracts viewers with varied interests, thereby helping to establish Trans TV's Insert program as a comprehensive and high-quality program.

During the production process, special attention is given to key elements such as the host's delivery, visual presentation, and the technical execution of content in the lifestyle segment. Professional hosts can present content in an engaging and informative manner. Good visual execution and an appealing host delivery are crucial factors in creating high-quality content, especially in the lifestyle segment of the Insert. This enhances the program's appeal and positively influences viewer perception, steering it away from being predominantly gossip-oriented.

The results of this study show that the lifestyle segment at Trans TV's Insert program involves various strategic steps designed to ensure high-quality content and broad appeal. Through effective team collaboration, content diversity, in-depth research, and solid production execution, the Insert program has successfully built a positive image of the program in the eyes of viewers. Each of these elements contributes to strengthening the positive perception of the program and increasing viewer satisfaction, ultimately helping the Insert program remain relevant and popular in the television industry.

4. CONCLUSION

The conclusions from this research are:

- The addition of lifestyle segments to Trans TV's Insert program has proven to be a strategic move to enhance the program's positive image. By incorporating diverse content beyond celebrity gossip, the program has broadened its appeal and relevance.
- The success of non-gossip content, such as I-Talks and K-pop, highlights the effectiveness of content diversification. These segments have garnered significant viewership and positive reception, reflecting the program's ability to adapt and expand its audience.
- The careful selection of high-profile, intellectual hosts plays a crucial role in shaping Insert's public image. These hosts enhance the program's credibility and attractiveness, contributing to its positive perception and strong viewer engagement.
- Continual evaluation of content performance allows the program to focus on successful elements and revise or discard less effective ones. This responsive approach helps maintain content relevance and viewer interest, ensuring the program remains engaging.

- Effective collaboration among the production team and attention to production quality are vital for the success of lifestyle segments. Clear communication and professional execution contribute to the overall quality and appeal of the program.
- The program's commitment to producing fresh, relevant, and diverse content has strengthened its position in the media landscape. By addressing varied interests, Trans TV's Insert program has successfully attracted a broader audience and enhanced its image.
- The strategic implementation of lifestyle segments and high-quality content production has significantly contributed to building and maintaining a positive brand image for Trans TV's Insert program. This has helped in shifting perceptions away from a solely gossip-oriented focus to a more well-rounded and engaging infotainment program.

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