



Multiplatform Strategy Shapes Gen Z Development Message Delivery

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Abstract. General Background: Digital transformation has reshaped media consumption patterns, requiring public broadcasting institutions to adapt their communication strategies for younger audiences. Specific Background: LPP TVRI East Java faces challenges in delivering development messages to Generation Z, who prefer interactive, visually driven, and platform-specific content formats. Knowledge Gap: Existing studies emphasize digital adaptation and Gen Z behavior but lack specific analysis of integrated multiplatform strategies within regional public broadcasting contexts. Aims: This study aims to analyze the multiplatform content strategy of LPP TVRI East Java in conveying development messages to Generation Z audiences. Results: Findings reveal a data-driven “multi-format packaging” approach, where content is adapted into short formats for TikTok and Instagram and medium formats for YouTube, supported by platform prioritization based on engagement metrics. Communication styles shift toward honesty, reliability, and authenticity, while collaborations with influencers and student communities contribute more significantly to engagement than technical visual quality. Novelty: The study highlights the strategic integration of content adaptation, platform differentiation, and participatory collaboration within a regional public broadcasting framework. Implications: These findings provide a strategic reference for public media institutions to sustain relevance and effectively communicate development messages within evolving digital ecosystems dominated by Generation Z

Keywords: multiplatform strategy; Generation Z; public broadcasting

1 Introduction

Technological disruption has significantly reshaped the media landscape, fundamentally altering how Generation Z accesses information. As a cohort that has grown up with the internet, these digital natives prioritize interactive, personalized, and visually driven platforms—such as streaming services and social media—over traditional broadcast media. This shift in audience preferences necessitates a radical adaptation for Public Broadcasting Institutions (Lembaga Penyiaran Publik or LPP). Under the mandate of Law No. 32 of 2002, TVRI is tasked with disseminating development insights and preserving national identity; however, fulfilling this duty now entails navigating the complexities of media convergence. Consequently,

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communication strategies can no longer rely solely on conventional broadcasting. To remain relevant within the current digital ecosystem, the implementation of cross-platform narratives, or transmedia storytelling, has become an inevitability.

As a regional public broadcasting entity, TVRI East Java holds a strategic responsibility for communicating development information. Nevertheless, this effort faces empirical challenges in penetrating the youth demographic. Given that Generation Z possesses high curation standards regarding content quality, the primary challenge lies in transforming development messages—often perceived as rigid—into dynamic multiplatform formats without compromising their educational substance. Stagnation in such innovation carries the serious risk of failing to convey these messages to the next generation, a concern underscored by data trends indicating a decline in TVRI's effectiveness amidst the surge of modern digital platforms.

Explorations into broadcasting dynamics and audience behavior have been conducted by several prior researchers. Djaffar (2022) argues that digitalization is an absolute prerequisite for media to maintain standards of accuracy and speed. Conversely, an evaluation of public broadcasting institutions by Ahmad et al. (2023) highlights a decline in TVRI's effectiveness in presenting engaging programming. These findings are enriched by Pariasih (2024), whose case study on government social media demonstrates that Generation Z's attention is highly dependent on narratives that align with popular phenomena or trending topics.

Despite the abundance of studies highlighting the urgency of technological adaptation and Gen Z behaviors, a significant empirical gap remains. Literature specifically examining the strategic maneuvers of LPP TVRI East Java in managing development issues through a multiplatform scheme tailored for young audiences is still limited. Existing research has predominantly focused on general institutional digital transformation or the analysis of single social media platforms, often overlooking the holistic integration of strategies within the context of regional public communication.

This study emerges as a response to the scarcity of specific inquiry, with the primary objective of elucidating the cross-platform content distribution strategy implemented by LPP TVRI East Java. The investigation concentrates on how the institution balances the mandate of development education with the media preferences of Generation Z. Ultimately, the findings are directed toward producing a strategic roadmap that supports the operational sustainability of public media in facing the challenges of the era.

2 Literature Review

2.1 Public Media and Its Strategic Role in Development Communication

Public media serves a strategic mandate as an educational, informative, and non-commercial channel for development communication. In the Indonesian context, Public Broadcasting Institutions (Lembaga Penyiaran Publik or LPP), such as TVRI, are governed by Law No. 32 of 2002 on Broadcasting. This regulation underscores the critical role of public media in strengthening national identity and ensuring the equitable distribution of development information. Research by Ahmad et al. (2023)

indicates that as an electronic medium with extensive broadcast coverage, TVRI possesses significant potential to convey government messages to the public. Through this role, TVRI facilitates public understanding of state priorities, including national development goals. Furthermore, the institution functions as a unifying instrument for the nation, capable of fostering spirit, dedication, and public participation in the development process while reinforcing national unity.

However, the primary challenge currently facing public media is the delivery of development content that remains engaging to a younger generation that is increasingly selective and critical in its information consumption. In this context, the adoption of a multiplatform communication strategy has become an absolute necessity.

2.2 Gen Z Characteristics and Media Consumption Patterns

Generation Z (Gen Z)—individuals born between 1997 and 2012—represents a cohort raised within a digital ecosystem. They are accustomed to speed, interactivity, and visual formats. A study by Asmarantika et al. (2022) found that the majority of Gen Z in Indonesia spend an average of more than eight hours daily accessing media, with social media serving as their primary gateway for news and information. When selecting news content, Gen Z places a high premium on source credibility and content quality. Notably, they tend to prefer news that offers comprehensive information over content that is rapid but incomplete.

Regarding engagement, Pariasih (2024) examined the interaction of Millennials and Gen Z with the Ministry of Agriculture's Instagram account. The study revealed that these demographics are particularly drawn to posts that align with current trends or viral topics, as such content typically garners higher comments and "likes." This approach enhances the appeal and relevance of the Ministry's social media presence, projecting an image that is attuned to the latest developments.

2.3 Multiplatform Communication Strategies

Multiplatform communication refers to the consistent delivery of messages across various media—ranging from television, social media, and websites to mobile applications—using content formats adapted for each specific channel. Jenkins (2006) argues that the era of media convergence demands narratives that can move across platforms (transmedia storytelling), where each platform functions to enrich the core message rather than merely duplicating it.

In *The Social Media Bible*, Safko and Brake (Wiley & Sons, 2009) identify four pillars that support social media strategy: communication, collaboration, education, and entertainment.

Communication. Social media strengthens relationships and facilitates conversation between brands and their audiences or markets. Companies possess diverse content that can be leveraged to establish communication with their public. Unlike conventional communication, this interaction is bidirectional and generates distinct impacts. Through social media, audiences can directly respond to content shared by brand managers. More importantly, brands can easily obtain feedback and input from consumers.

Essentially, the use of social media aims to build a dialogue with the audience; while these conversations cannot be fully controlled, they can be influenced.

Collaboration. A distinct feature of social media is its ability to foster collaboration with various parties—a scale of cooperation that was less visible in previous decades. Brand owners can now involve audiences in co-creating ideas, products, or services targeted at them. Through such collaboration, companies can even tap into the "collective wisdom" of the audience, which potentially offers significant benefits for corporate development.

Education. Social media also serves as a tool for educating the audience. Sharing knowledge and skills via these platforms can strengthen the engagement of customers being cultivated. At the very least, by delivering education through various social media features, a company's presence becomes more meaningful. Furthermore, social media allows companies to offer practical solutions to problems faced by their audience across diverse platforms such as TikTok, Facebook, Instagram, and YouTube.

Entertainment. One of the primary drivers for social media usage is entertainment. Companies can leverage this element to build a more intimate rapport with their audience. Through a brand's presence on various social platforms, audiences can enjoy entertainment while simultaneously gaining other valuable benefits relevant to their lives.

2.4 State of the Art

Several pivotal studies have examined the transformation of public media communication:

- a. Djaffar (2022) investigates the transition from analog to digital communication, emphasizing that media transformation in the digitalization era is imperative to encourage fast and accurate communication processes.
- b. Ahmad (2023) indicates that the performance of TVRI as an LPP is perceived to be declining. This is evidenced by low effectiveness in presenting engaging programs—both news and non-news—and a decrease in the quality of human resources within the institution.
- c. Pariasih (2024) explores the effectiveness of viral content on the Ministry of Agriculture's Instagram among Millennials and Gen Z, suggesting the importance of posts that follow trends or viral societal topics to maintain relevance.

2.5 Novelty

Multiplatform communication refers to the effort to convey messages consistently across various media—ranging from television, social media, and websites to mobile applications—with content formats tailored to each platform. Jenkins (2006) posits that the era of media convergence necessitates narratives capable of traversing platforms (transmedia storytelling), wherein each platform serves to enrich the core message rather than simply replicating it.

Table 1. Research Roadmap

Year	Research Focus	Objective
2025	LPP TVRI East Java's Strategy for Conveying Development Messages to Generation Z	To identify the multiplatform communication strategies employed by LPP TVRI East Java.
2026	Generation Z's Reception of LPP TVRI East Java's Development Content	To assess the extent of Generation Z's comprehension and responsiveness to development messages.
2027	Design of a Multiplatform Communication Model for Public Media	To develop a communication framework specifically tailored to Generation Z.
2028	Collaboration Between Public Media and Generation Z in Content Production	To foster Generation Z's active engagement in message dissemination

3 Method

This study employs a descriptive qualitative approach designed to provide an in-depth exploration of the strategies utilized by LPP TVRI East Java in disseminating development messages via multiplatform content, with a specific focus on Generation Z audiences.

The research was conducted at the LPP TVRI East Java headquarters, located at Jl. Mayjend Sungkono No. 124, Surabaya, East Java. The study spanned a five-month period from July to November 2025, encompassing the stages of preparation, data collection, data analysis, and final report compilation.

Given the qualitative nature of the inquiry, informants were selected using purposive sampling based on specific criteria relevant to the research objectives. The key informants included:

Program Leaders/Decision Makers. Individuals at LPP TVRI East Java responsible for determining the strategic direction of multiplatform content.

Creative Teams and Producers. Personnel managing multiplatform outputs (TV, YouTube, Instagram, and TikTok) at LPP TVRI East Java.

Respondents. A cohort of 100 student representatives categorized as Generation Z (aged 15–25) in Surabaya, specifically those who actively engage with LPP TVRI East Java's digital content.

The research variables and their operational definitions are outlined in Table 2.

Table 2. Variables and Operational Definitions

Research Variable	Operational Definition
Communication Strategy	The plans and methods employed by LPP TVRI East Java to convey development messages across various platforms.
Development Messages	Information related to social, economic, cultural, and environmental development intended for public education.
Multiplatform Content	Content disseminated through diverse digital channels, including television, social media (YouTube, Instagram, TikTok), and official websites.
Generation Z	The demographic cohort born between 1997 and 2012, serving as the target respondent group for LPP TVRI East Java's multiplatform content.

The primary research instruments comprised semi-structured interview guides, observation protocols, and content documentation lists. Data collection was implemented through in-depth interviews with leadership and creative teams at LPP TVRI East Java, non-participant observation of content production and distribution processes, and the documentation of digital performance metrics, supplemented by questionnaires. To ensure data trustworthiness and consistency, the study applied source and technique triangulation by cross-referencing information from various data gathering methods. Subsequently, data were analyzed qualitatively using the Miles and Huberman interactive model, proceeding through data reduction, systematic data display, and conclusion drawing/verification to identify key strategic patterns and their effectiveness regarding the Gen Z audience.

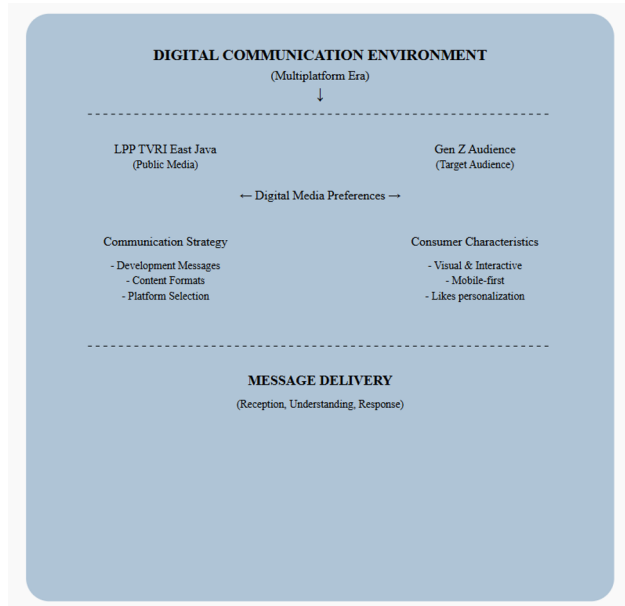


Fig 1. Framework

4 Result and Discussion

The research findings indicate that LPP TVRI East Java has executed a significant transformation, shifting from a conventional terrestrial TV broadcasting model toward a multiplatform content management strategy adaptive to the media behaviors of Generation Z (Gen Z). This transformation extends beyond technical adjustments to encompass conceptual shifts, particularly in how development messages are produced, packaged, and distributed to align with the dynamics of digital media.

4.1 Multiplatform Content Management Strategy by LPP TVRI East Java

The findings demonstrate that LPP TVRI East Java has adopted a multi-format packaging strategy, wherein a single primary content piece is repackaged to suit the specific characteristics of each platform. On terrestrial TV, long-form content is retained to serve the loyal, older demographic. Conversely, digital content is adapted into short- and medium-form versions to capture the attention of Gen Z on TikTok, Instagram, and YouTube.

This strategy reflects a systematic cross-platform audience mapping effort. Platform prioritization is determined through weekly engagement analysis, positioning TikTok as the primary channel for short news and Instagram for entertainment. This underscores the study's success in analyzing data-driven content management strategies.

Beyond format differentiation, the shift in communication style—from formal and didactic to relatable—illustrates the organization's cultural adaptation to new media

demands. The use of unique framing, lighthearted content, and vlog formats confirms that TVRI East Java understands Gen Z’s narrative needs, which prioritize honesty and authenticity.

External collaboration, particularly with social media influencers and student communities, emerged as another critical strategy. These collaborations proved effective in adding significant value to engagement metrics while expanding the reach of development messages through a participatory approach.

4.2 Gen Z Characteristics and Preferences in Accessing Development Content

The results indicate that Gen Z is highly responsive to content that is authentic, lighthearted, employs colloquial language, and is delivered by relatable figures (such as influencers or peers). They tend to reject communication styles perceived as patronizing, overly formal, or disconnected from digital culture. Their platform preferences are distinct: TikTok for rapid news consumption, Instagram for visual entertainment, and YouTube for comprehensive yet concise information.

A preference for content durations under five minutes highlights the importance of microlearning and "snackable content" in strategies aiming to convey development messages to young audiences. Findings regarding external collaboration reinforce the notion that for Gen Z, the messenger's identity often supersedes visual production aesthetics. This offers a critical insight: multiplatform strategy is not merely about format, but also about the representation of the communicator.



Fig 2. LPP TVRI East Java’s Strategic Model for Conveying Development Messages to Gen Z

The success indicators of this study extend beyond the compilation of the research report to include the achievement of a comprehensive understanding regarding LPP

TVRI East Java's multiplatform practices and Gen Z preferences. Based on the findings, the success indicators are deemed achieved because:

- a. There is a detailed identification of multiplatform strategies, covering formats, platforms, communication styles, engagement data, and creative workflows.
- b. Audience preference analysis was conducted using data triangulation, involving content observation, editorial team interviews, and Gen Z questionnaires.
- c. The research yielded novel findings relevant to public broadcasting institutions, particularly concerning external collaborations and the shift from technical to creative challenges. Consequently, the success indicators have been substantially met.

These comprehensive, data-driven findings hold strong potential for publication in SINTA-indexed national journals, specifically within the fields of communication, digital media, or public broadcasting. Several reasons support the achievement of Key Performance Indicators (IKU):

- a. Gen Z preference analysis is directly linked to multiplatform content management policies.
- b. The study employs a systematic methodological approach (interviews–observation–questionnaires) meeting scientific publication standards.
- c. The topic is nationally relevant, as many public and private broadcasting institutions face similar challenges in engaging young audiences.

Several supporting factors facilitated this research. First, direct access to the LPP TVRI East Java creative team provided rich and in-depth interview data. Second, the availability of engagement data enabled real-metric analysis. Third, the internal technological advancements at TVRI East Java were sufficient to support digital content production. Fourth, the positive response from Gen Z to the distributed questionnaires provided accurate audience perspectives.

Conversely, the study encountered several constraints. The variation of content across platforms extended the analysis timeline; internal data, such as historical engagement metrics, was not fully available; and the rapidly shifting preferences of Gen Z required the findings to be interpreted adaptively.

5 Conclusion

LPP TVRI East Java has achieved a significant transformation through the implementation of a data-driven multi-format packaging strategy, which adaptively reconfigures development content into micro-formats tailored for platforms such as TikTok and Instagram. This approach has proven highly compatible with the preferences of Generation Z, a cohort that prioritizes authenticity and emotional relatability in communication. Furthermore, the study underscores that collaborative efforts with public figures and communities play a more pivotal role in driving engagement than mere technical visual quality. While technical barriers have been largely surmounted, the institution now confronts emerging challenges related to creative and managerial consistency. Consequently, strategic recommendations focus on strengthening data management, enhancing the capabilities of production teams, and expanding strategic partnerships to ensure the sustained reach of development messages in the digital era.

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