



Digital News Production Workflow and Innovation in IDN App

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Abstract. This study examines digital journalism practices within a rapidly evolving media environment. General Background: The expansion of digital media has reshaped news production and consumption, requiring speed, interactivity, and personalization. Specific Background: IDN Times addresses these demands through the IDN App, a multi-platform product integrating news, livestreaming, and microdrama content tailored for Millennials and Gen Z audiences. Knowledge Gap: Limited scholarly attention has been given to how integrated platform features and workflow structures operate simultaneously within a single digital news application. Aims: This research aims to identify the news production process and analyze innovations implemented in the IDN App. Results: Using a qualitative descriptive method with purposive sampling, findings show that production involves pre-production trend analysis, collaborative editorial planning, content creation, and evaluation, alongside post-production format adaptation across platforms. Key innovations include IDN Live, NONTON, QUIZ, AI-supported news curation, the “Intinya Sih...” concise feature, listicle formatting, infinite scroll, and the “Cek Fakta” verification program. Novelty: The study reveals the integration of workflow restructuring with platform-based content innovation within a single application ecosystem. Implications: These findings demonstrate how structured workflows and digital features support faster, relevant, and user-friendly news delivery, contributing to competitiveness in digital journalism.

Keywords: Digital Journalism, IDN App, Content Innovation

1 Introduction

Various media industries in Indonesia have experienced significant disruption due to the advancement of digital technology. The shift in news consumption from conventional print and electronic media to digital platforms has required continuous adaptation and innovation from mass media. IDN Media, as one of the key players in the digital media ecosystem in Indonesia, is known for its audience-centric approach targeting Millennials and Gen Z. The IDN App, as a flagship product of IDN Times, is a news application specifically designed for younger audiences and Gen Z. The application offers various features, including reading news, watching films, playing quizzes, and participating in live streaming through IDN Live. The IDN App also allows users to become citizen journalists and share information, as well as includes a Q&A features for interaction with other users. Its news content must not only compete

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in terms of speed of information delivery, but also in quality, relevance, and innovative presentation.

Innovation in the news production process is no longer limited to the use of new technologies, but also includes changes in workflow, the development of engaging content formats, and the integration of data for news personalization. Amid an increasingly competitive media landscape, IDN Jakarta's ability to continuously innovate in its news production process is crucial to maintaining relevance and capturing audience attention. This aspect of innovation can be examined from various perspectives, including technology adoption, data journalism development, and audience engagement strategies through social media platforms. This study will further examine the innovations implemented and how the news production process at IDN operates, as well as the impact of these innovations on the efficiency and effectiveness of news production at IDN Jakarta. Therefore, the research problems to be examined are as follows:

- a. How is the news production process conducted at IDN Times?
- b. What innovations are implemented in the IDN App at IDN Times Jakarta?

The objective of this study are:

- a. To identify the news production process at IDN Times Jakarta
- b. To analyze the implementation of innovations in the IDN App

2 Literature Review

2.1 Digital Journalism

The growth of digital media has brought substantial changes to how online media organizations operate. The move to digital platforms enables these organizations to provide a broader range of content that is far more diverse than what was offered in traditional offline formats. Technological advancements have created new forms of interaction between media and audiences, where the audience becomes actively involved in the production and distribution of content. The transformation of journalistic products, combined with the characteristics of digital media—especially social media—has introduced new formats of news in which only one or two elements of traditional news structure may be presented. Audiences today are no longer passive recipients of information but active participants within interactive digital spaces [1].

2.2 News Production Process

Social media content can be categorized into four types: text-based content, audio content, visual content, and interactive content [2]. In producing social media content, several strategic considerations must be made, including establishing objectives, identifying the target audience, applying storytelling techniques, focusing on the core message, incorporating emotional value and benefits, using compelling and relevant visuals, selecting appropriate social media platforms, and utilizing hashtags and links to increase reach. The final stage of content creation involves evaluating its performance through analytics such as likes, comments, clicks, shares, keyword usage,

time spent on the page, and demographic and geographic user insights. These data help assess how effectively the content reached the intended goals. The digital content production process generally includes the intended goals. The digital content production process generally includes pre-production, production, post-production, and publication.

2.3 Digital Content Innovation

Innovation is a key to organizational success. Innovation is not limited to creating new products; it also includes developing more efficient processes, implementing new technologies, and managing change in ways that provide added value for an organization [3]. Beyond artificial intelligence and algorithms, digital platforms have introduced other innovations that systematically influence news consumption, distribution, and production [4]. Drawing from major digital platforms, these innovations include Google News, Google Search Engine Optimization (SEO), First Click Free, Flexible Sampling, Accelerated Mobile Pages (AMP), News Feed, and Instant Articles.

There are ten types of innovation implemented by companies in business development. These ten types of innovation are grouped into three major categories: configuration, offering, and experience. These three groups constitute corporate innovation strategies used to enhance internal aspects of the company as a means to promote better external outcomes [5].

2.4 Conceptual Framework

Figure 1 below presents the conceptual framework developed for this study:



Fig.1. Conceptual Framework

2.5 Research Road Map

Figure 2 below presents the research road map developed for this study:

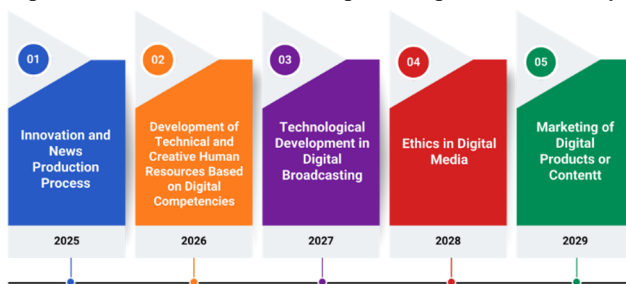


Fig. 2. Research Road map

3 Method

This study employs a qualitative descriptive research approach. The researcher serves as the primary research instrument in collecting data. The researcher determines the research sample, select key informants as data sources, gathers data, and formulates research conclusions [6]. The main sources of qualitative data consist of words and actions, supported by documents or addition materials obtained through interviews, with all data recorder through written notes and documentation [7].

This research uses a purposive sampling technique. Purposive sampling is a sampling method based on spesific considerations. This strategy requires selecting experts as key data sources, based on their knowledge and relevance to the research topic [6]. In other words, the sampling process is guided by predetermined criteria aligned with the objectives of the study [6]. The key informants in this research include the IDN Product Manager, the Hyperlocal Editor Coordinator, and the Lead Video Producer, sleected according to their roles and expertise in providing data relevant to the study.

The research was conducted in Jakarta, with interviews and data collection carried out from November, 11th 2025. Primary data were obtained from interviews with the key informants, while secondary data were collected from the IDN App, researcher observations of IDN Times's digital platforms, and literature studies. Data sanalysis followed the Miles and Huberman approach and and apllied data triangulation techniques, specifivally source and method triangulation.

4 Result and Discussion

Online media has become a preferred option for accesing news quickly, as it can be reached anytime and anywhere through smartphones or computers connected to the internet. IDN Times is one of the digital multi-platform companies that carries the vision and mission of being "The voice of Millennials and Gen Z", producing and delivering positive, factual, balanced, and relevant content for Millennials and Gen Z in Indonesia [8]. In an effort to realize this vision and mision, IDN Times officially launched its newest product, the IDN App, in 2020. The IDN App is a multi-platform mobile application focusing on entertainment and news content for Millennials and Gen Z. This effort proved successfull when, in 2025, the IDN App received the Golden Winner award in Best Innovative Digital Product Category at the WAN-IFRA Digital Media Asia Awards 2025, outperforming various digital products from leading media companies across the Asia-Pasific region.

This accomplishment reflects a series of processes, ranging from pre-production to post-production stages. The pre-production stage involves identifying trending topics and monitoring discussions on social media through data and analytics. Meanwhile, in the post-production stage, the format of the content is adapted to the platform where it will be distributed. For examples, if the content is intended for TikTok, the article will be presneted in a format that aligns with TikTok's style of delivery, and the same adaptation applies to the orther platforms [9].

In detail, the news production process at IDN Times consists of several stages, beginning with planning, editorial team collaboration, content production, and evaluation, as described by [10]:

- a. The planning stage determines future objectives and the actions needed to achieve them. Considering that today's internet users are dominated by Millennials and Gen Z, IDN Times seeks to provide positive content for these groups, aligning with its vision and mission as "The Voice of Millennials and Gen Z".
- b. The collaboration stage involves coordination within the editorial team, which consists of several interconnected work units with specific roles and responsibilities. To achieve shared goals, team success depends on the collective contribution of all members, who must support and assist one another for optimal results.
- c. The production stage is carried out with various considerations to ensure compliance with company policies, particularly producing news that is relevant and appealing that match the preferences of IDN Times' audience—Millennials and Gen Z. Articles are written in listicle or point-based formats, as this structure suits readers who prefer concise and easy-to-digest information. The listicle format also helps readers absorb information more efficiently, consistent with online media characteristics that favor brief content over conventional media styles. Additionally, headlines play a crucial role in attracting readers; therefore, each headline must clearly reflect the article's content or be "clickworthy" to ensure readers receive information consistent with what the title promises.

The interview with Product Manager of IDN, on November, 13th 2025 at 11:30 AM revealed several forms of innovation implemented by IDN Times to increase Millennials' and Gen Z's interest in accessing news through the IDN App, including [11]:

- a. Modifying the IDN App to provide not only news but also additional features favored by Millennials and Gen Z, such as IDN Live, a live-streaming platform that allows young creators to present meaningful and high-quality content. Another feature is NONTON, an entertainment innovation offering short films in micro-drama format lasting 1–2 minutes, designed to deliver fast, intense, and emotional viewing experiences. These dramas include local stories as well as Korean and Chinese titles to present diverse cultural perspectives [12]. The app also includes a QUIZ feature offering interactive quizzes on various trending topics, accessible for free and occasionally offering prizes.
- b. Implementing Artificial Intelligence (AI) for news curation to speed up the production process. AI supports journalistic work through fact-checking and plagiarism-checking, ensuring content accuracy and originality. AI also assists with auto-correct and word suggestions, making news writing easier. AI enhances journalistic efficiency and effectiveness by enabling faster and more accurate filtering, processing, and delivery of information [13].
- c. Introducing the "Intinya Sih..." feature, designed based on Millennials' and Gen Z's preference for concise and easily digestible content. This feature provides bite-sized information combined with an AI-powered infinite scrolling experience, giving readers a brief yet dense reading experience. This innovation

received significant recognition from WAN-IFRA, winning the Gold Winner award in the Best Use of AI in Revenue Strategy category in 2024 [14].

- d. Presenting news using the listicle (point-based) format to make information easier to absorb due to its concise structure. Listicles help filter important information amid the information overload era, as content is arranged systematically, allowing more efficient delivery and enabling audiences to capture the essence quickly [15]. This format suits Millennials and Gen Z, who typically have limited time to consume information. The approach highlights key points of an event or topic and places them in subheadings.
- e. Implementing the infinite scroll technique, where news content automatically loads as readers scroll down, eliminating the need for pagination. Introduced in 2024, this feature aims to enhance reading motivation and offer a more enjoyable reading experience.
- f. Introducing the editorial innovation program “Cek Fakta,” a dedicated section focused on verifying information and correcting misleading or false news.

These innovations have proven effective in attracting IDN Times’ audience to access news through the IDN App, which has now been downloaded by 1.2 million users. The application not only delivers news but also offers interactive features—IDN Live, NONTON, and QUIZ—catering to Millennial and Gen Z preferences. Meanwhile, AI accelerates news curation, the listicle format makes information easier to digest, and the infinite scroll system ensures a seamless reading experience. Altogether, these innovations make the IDN App more engaging, fast, and user-friendly.

5 Conclusion

IDN Times has effectively utilized digital media advancements by launching the IDN App, a platform designed for Millennials and Gen Z. Through features like IDN Live, NONTON, QUIZ, AI support, listicle formats, and infinite scroll, the app enhances user experience and has earned international recognition for its innovation and quality.

Moving forward, IDN Times needs to sustain its current innovations, develop new user-friendly features, strengthen digital literacy efforts, enhance the Cek Fakta initiative, and maintain accurate, balanced reporting to uphold public trust amid increasing misinformation.

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