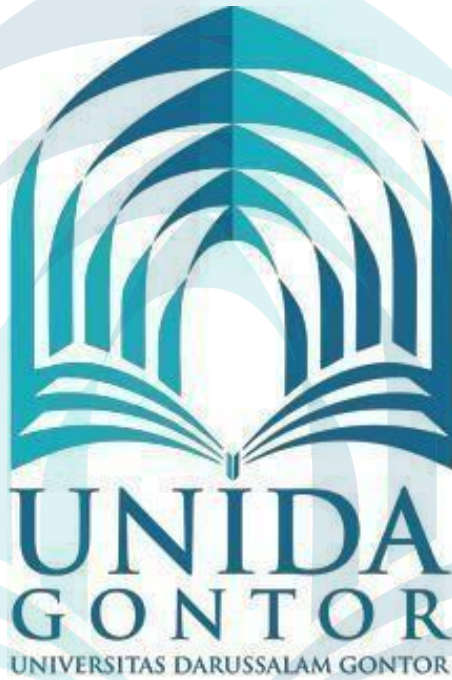


THESIS

**VOICE-OVER COMMUNICATION STYLE OF TRIBUN
BOGOR ON INSTAGRAM CONTENT @tribunbogor**



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2024-2025

UNIVERSITAS DARUSSALAM GONTOR



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BOGOR IN INSTAGRAM CONTENT @tribunbogor**

THESIS

Dedicated To:

Universitas Darussalam Gontor

**Submitted to fulfill the requirements to obtain a degree
Bachelor's degree (S1) Communication Science**

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ABSTRAK

GAYA KOMUNIKASI *VOICE OVER* TRIBUN BOGOR DALAM KONTEN INSTAGRAM @tribunbogor

Era digitalisasi telah mendorong transformasi media massa ke dalam bentuk daring yang lebih interaktif dan dinamis, termasuk penggunaan media sosial seperti Instagram. Salah satu inovasi dalam penyampaian pesan jurnalistik di platform ini adalah penggunaan *voice over* dalam konten video atau *reels*. Penelitian ini berangkat dari fenomena gaya komunikasi *voice over* yang digunakan oleh akun Instagram @tribunbogor, salah satu media lokal dengan jumlah pengikut signifikan dan tayangan video yang tinggi. Permasalahan utama yang diangkat adalah bagaimana gaya komunikasi *voice over* dalam konten *reels* @tribunbogor membentuk efektivitas penyampaian pesan kepada audiens. Tujuan dari penelitian ini adalah untuk mendeskripsikan dan menganalisis elemen-elemen gaya komunikasi *voice over* yang digunakan, serta memahami dampaknya terhadap keterlibatan dan persepsi audiens. Penelitian ini menggunakan pendekatan kualitatif deskriptif. Data dikumpulkan melalui observasi konten, dokumentasi, dan wawancara mendalam. Hasil penelitian menunjukkan bahwa gaya komunikasi *voice over* Tribun Bogor cenderung menggunakan intonasi santai namun tegas, artikulasi yang jelas, serta pemilihan diksi yang disesuaikan dengan karakteristik lokal audiens. Gaya ini terbukti mampu meningkatkan daya tarik pesan, memperkuat narasi visual, dan mempererat kedekatan emosional antara media dan pengikutnya. Dengan demikian, *voice over* berperan penting tidak hanya sebagai pelengkap audio, tetapi sebagai strategi komunikasi utama dalam membangun citra media lokal yang adaptif di era digital.

Kata kunci: gaya komunikasi, *voice over*, Instagram.

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ABSTRACT

COMMUNICATION STYLE OF VOICE OVER IN TRIBUN BOGOR'S INSTAGRAM CONTENT @tribunbogor

The digital era has driven the transformation of mass media into more interactive and dynamic online forms, including the use of social media platforms such as Instagram. One innovation in delivering journalistic messages on this platform is the use of voice-over in video or reels content. This study is based on the phenomenon of voice-over communication styles used by the Instagram account @tribunbogor, a local media outlet with a significant follower base and high video views. The main issue explored is how the voice-over communication style in @tribunbogor's reels contributes to the effectiveness of message delivery to the audience. This research aims to describe and analyze the elements of the voice-over communication style employed and to understand its impact on audience engagement and perception. Using a descriptive qualitative approach, data were collected through content observation, documentation, and in-depth interviews. The findings reveal that Tribun Bogor's voice-over style tends to use a relaxed yet firm intonation, clear articulation, and diction tailored to the local audience's characteristics. This style has proven effective in enhancing the appeal of the message, reinforcing the visual narrative, and fostering emotional closeness between the media and its followers. Therefore, voice-over plays a crucial role not merely as an audio complement but as a key communication strategy in shaping the image of adaptive local media in the digital age.

Keywords: *communication style, voice-over, Instagram.*

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**DECLARATION
THE ELIGIBILITY FOR THESIS EXAMINATION**

It is hereby stated that the undergraduate thesis, entitled:
**COMMUNICATION STYLE OF VOICE OVER IN TRIBUN BOGOR'S
INSTAGRAM CONTENT @tribunbogor**

Prepared by
Muhammad Fajar Rahman
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Has been approved to be examined,
On 1 of July 2025

Head of Department of Communication Science



Bambang Setyo Utomo, M.I.Kom
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THESIS

Voice-Over Communication Style of Tribun Bogor on Instagram

Content @tribunbogor

Prepared by:

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Has been approved by board of examiners of Undergraduates Program on 16 December
2025

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This thesis declared and accepted in partial fulfillment of the obtain for Bachelor of
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MOTTO

كن صالحا ولا تكن طالعا

“Kun sholihan wala takun toolihan.”

(Abah Lukman)

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PREFACE

All praise be to Allah, Lord of all the worlds. We offer our deepest gratitude to Allah SWT, the Most Gracious, the Most Merciful, who has bestowed His mercy and guidance upon us. Blessings and peace be upon the noble Prophet Muhammad SAW, the perfect role model for all of humanity.

Alhamdulillah, the researcher has successfully completed this research proposal entitled: “Voice-over Communication Style of Tribun Bogor in Instagram Content @tribunbogor.”

The purpose of preparing this research proposal is to fulfill one of the academic requirements for obtaining a Bachelor's Degree in Communication Studies at the Faculty of Humanities, Universitas Darussalam Gontor.

During the process of preparing this proposal, I would like to extend my sincere thanks to the following individuals and parties who have supported and assisted me in various ways:

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Finally, I sincerely hope that this research proposal may provide benefit to readers in general, and to the researcher in particular. I extend my heartfelt thanks to everyone who has contributed, and may Allah SWT reward your kindness abundantly. Aamiin.

Ponorogo, 1 February 2025

Penulis

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