

BAB I

INTRODUCTION

1.1. Introduction

In the current digital era, social media has become an integral part of people's daily lives. Technological advancements have significantly transformed the way individuals interact. According to Albrighton, social media has become a primary focus in helping users interact and exchange information.¹ Mass media generally encompasses print media (such as magazines, newspapers, and books), electronic media (including radio and television), and online media. The mass media function media serves as a primary source of information and plays a vital role in disseminating information throughout society.

The emergence of online or internet-based media is evidence of the transformation undertaken by media companies to keep up with current developments. In the context of mass media, Romli defines online media as a type of multimedia-based telecommunications media accessible through a combination of text, images, photos, and sound. Online media includes portals, websites, radio, TV, and online press.² Thus, online media can be defined as a form of press that presents journalistic content (such as news, features, and articles) through the internet.

According to Reza, online media can also be used as a tool for targeting news markets disseminating news, marketing it, gaining subscribers, and building relationships with customers.³ In particular, websites and social media serve as primary tools to sell products and also deliver the latest news updates. People use online media daily for entertainment or to share personal content. However, Tyasmara's research shows that the public also prefers to search for easily accessible news sources such as electronic and other online media, including websites, social media platforms (Facebook, X, Threads, Instagram, TikTok,

¹ Tom Albrighton, "The ABC of Copywriting," 2010.

² Romli, A. S. M. (2018). *Jurnalistik online: Panduan mengelola media online*. Nuansa Cendekia. h. 34.

³ Reza Faisal, "Faisal Reza Strategi Promosi Penjualan Online Lazada Co Id," *Jurnal Kajian Komunikasi* 4, no. 1 (2016): 64–74.

YouTube), radio, and television. People tend to choose online news media because it is more practical and faster.⁴

Media, in essence, is a channel through which one can express ideas, inner thoughts, or consciousness.⁵ In other words, The media is a tool for conveying ideas. One of the most accessible and popular forms of online mass media is Instagram. Instagram is used as a communication platform and is one of the mass media types capable of reaching a broad audience. Besides being used for self-expression, Instagram users can also use the platform to access information and the latest news via mass media channels.

According to Buffer.com (2020), Instagram has become one of the most popular social media platforms, especially among teenagers.⁶ Research by “We Are Social” shows that Instagram has the largest user community in the Asia-Pacific region, with 45 million active users out of a total of 700 million users worldwide, as illustrated in the image below:



Image 1. 1 We are social & Hootsuite.

(Source: Website We are social & Hootsuite)

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⁴ Ceren Budak et al., “Misunderstanding the Harms of Online Misinformation,” *Nature* 630, no. 8015 (2024): 45–53.

⁵ Muhammad Faisal Bahri (2021), “Gaya Komunikasi Penyiar Di Motion Radio 97.5 FM,” n.d.

⁶ Bimo Mahendra, Markerting Communications, and Garda Perdana Security, “Eksistensi Sosial Remaja Dalam Instagram,” *Jurnal Visi Komunikasi*, vol. 16, 2017.

According to Anderson (2020), Instagram Reels is a new feature introduced by Instagram to enable users to create and share videos.⁷ Instagram offers its users the opportunity to produce innovative and entertaining content, and the large number of Reels users has made the application rapidly gain popularity.⁸

Instagram is one of the most successful media platforms. The application, developed by Kevin Systrom and Mike Krieger, offers many features. Users can enjoy these features to edit images and enhance the appearance of their photos. On Instagram, people can interact with others by following other users' accounts or by having followers. By liking and commenting on other users' uploaded photos, Instagram users can engage with one another. Followers are important, as the number of likes given by followers significantly influences the popularity of a photo.⁹

News dissemination in the current digital era is increasingly prevalent through online media, including online journalism. Even mainstream media supports online outlets in continuously reporting events in a fast and easily accessible manner, allowing content to be changed or removed at any time, and enabling readers to interact with them. Online journalists are not bound by deadlines like print journalists. For online journalism, the deadline can be just a few minutes or even seconds after an event occurs. Online journalism is a type of journalism that considers various forms of media also known as "multimedia" to produce coverage, enable interaction between reporters and audiences, and link various news elements to other online sources.¹⁰

Among the many online news platforms Available via social media today, Instagram is one of the most popular. One example is the Instagram account of *Tribunnews*, namely [@tribunbogor](https://www.instagram.com/@tribunbogor), which can serve as a great option for learning

⁷ Anderson, D. (2020). Instagram reels marketing. Estalontech.

⁸ Witanti Prihatiningsih, "Motif Penggunaan Media Sosial Instagram Di Kalangan Remaja," *Communication* 8, no. 1 (2017): 51, <https://doi.org/10.36080/comm.v8i1.651>.

⁹ Bayu Nugraha and M Fakhrudi Akbar, "Perilaku Komunikasi Pengguna Aktif Instagram" 2, no. 2 (2018): 95–101.

¹⁰ Romli, A. S. M. (2018). *Jurnalistik online: Panduan mengelola media online. Nuansa Cendekia*.

Indonesian through news text materials.¹¹ The urgency of this study lies in the importance of voice-over communication style in shaping image, appeal, and the effectiveness of message delivery on social media, particularly on the Instagram platform @tribunbogor. In today's digital era, visual and audio content plays a crucial role in attracting audiences who are increasingly selective about the information they consume. As one of the local media outlets active on Instagram, *Tribun Bogor* uses voice-over to support the narration of its content. However, few studies have examined how this voice-over communication style affects followers' comprehension, interest, and engagement. The @tribunbogor account currently has 249,000 followers. It was selected for this study because its news is not only presented in written form but also accompanied by videos, with individual videos reaching up to 40,000 views.¹² Therefore, this study is important for uncovering the characteristics of the communication style used and its impact on the effectiveness of online media communication, particularly in the realm of local journalism.

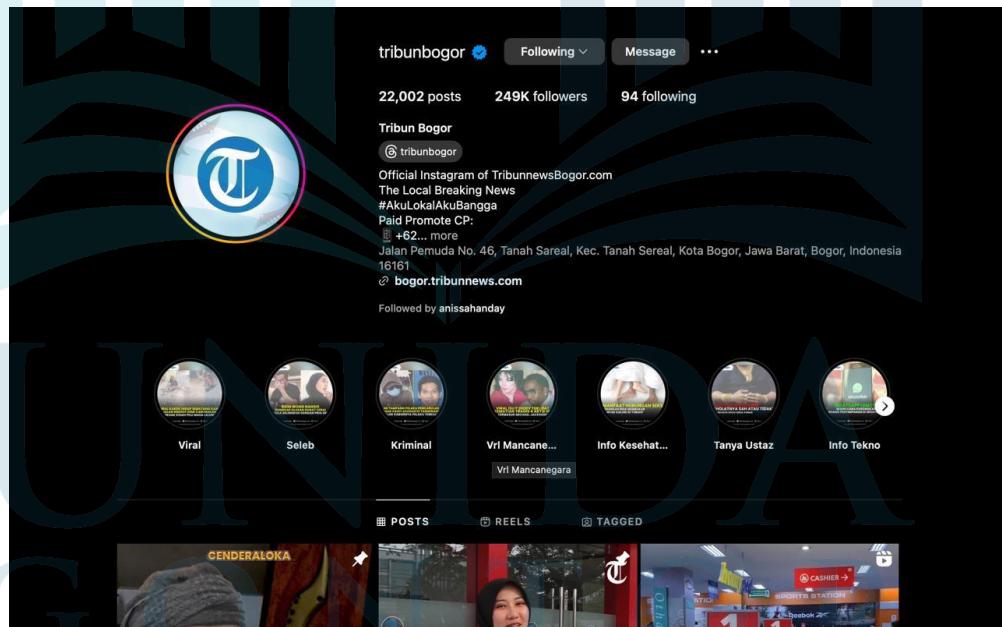


Image 1. 2 Account Instagram @tribunbogor

(Source: Account Instagram @tribunbogor 25-04-25)

¹¹ Lissa Anggun Subiyanto and Velantin Valiant, "Pemanfaatan Media Instagram Sebagai Media Promosi Penjualan Di Masa Pandemi COVID-19," *Ikon--Jurnal Ilmiah Ilmu Komunikasi* 27, no. 3 (2022): 287.

¹² <https://socialblade.com/instagram/user/tribunbogor>

The "Program News" segment is a feature program on Instagram @tribunbogor that can attract the attention of the public, including those involved in criminal activity. In this program, *Tribun Bogor's* voice-over delivery has a unique style and a different approach compared to other programs. In *Program News*, the voice-over is presented with appropriate tone, intonation, emotion, and pronunciation. Additionally, the delivery style of @tribunbogor's voice-over tends to be more relaxed, cheerful, and engaging.¹³

The news focus of Instagram @tribunbogor consistently provides the latest and most reliable updates about the city of Bogor and its surrounding areas. This includes updates on traffic conditions, criminal incidents, natural events, infrastructure developments, and matters related to politics in Indonesia. Beyond that, @tribunbogor also highlights social, cultural, and entertainment events that draw the public's interest. Through exclusive reports and in-depth investigations, @tribunbogor ensures that every piece of information it presents is accurate and relevant.¹⁴



¹³ Kadek Wirahyuni, "The Effectiveness of Using the Tribunnews Instagram Account in Developing News Text Writing" 1, no. 2 (2022): 32.

¹⁴ Wirahyuni, 32.

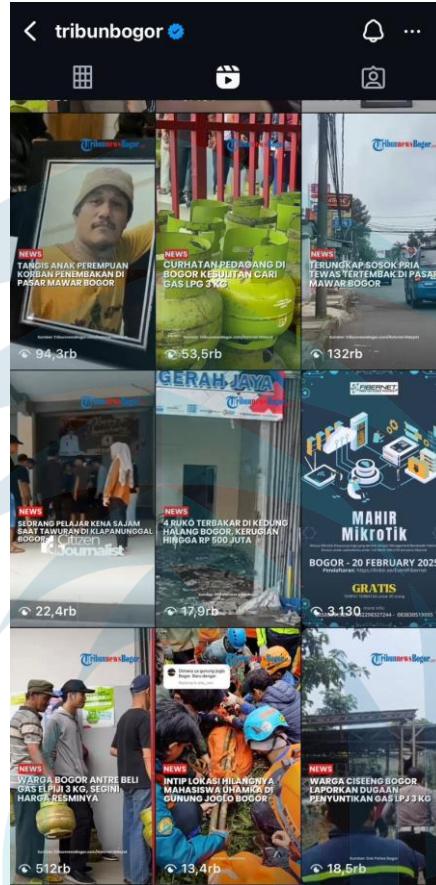


Image 1. 3 Reels Instagram @tribunbogor

(Source: Account Instagram @tribunbogor)

On the Instagram social media platform, what makes the content appealing cannot be separated from the **role of voice-over** as the narrator of the news presented on the Instagram account @tribunbogor. A distinctive and professional voice is capable of capturing the audience's attention and adding a more lively and engaging nuance to each piece of content presented. With the presence of voice-over, the information conveyed becomes easier and more interesting to follow, allowing viewers to focus not only on the visuals but also on the supporting narration. This creates a deeper experience for followers, making them feel more connected to the news being delivered and encouraging greater interaction on the platform.¹⁵

¹⁵ Nova Shafira Sunarto Putri and Rita Gani, "Makna Voice Over Dalam Pemberitaan Feature Di Televisi," *Jurnal Riset Jurnalistik Dan Media Digital*, July 2022, 21, <https://doi.org/10.29313/jrjmd.v2i1.600>.

The term voice-over, also known as VO, refers to narration used in audio or visual media behind the scenes, such as in advertisements, stories, promotions, shows, live events, corporate profiles, and more. However, many people mistakenly refer to it as "dubbing", which involves replacing the voices of characters in films or cartoons. Individuals who work as voice-over artists are known as voice-over talents (VO talents).¹⁶

In journalism, voice-over is also used in news programs. This includes regular news programs, which cover all types of news and are typically broadcast daily, as well as specialized news programs, such as sports, crime, and feature stories. The voice-over style varies depending on the type of news, such as hard news, sports news, and feature news.¹⁷

In certain situations, communication style is a set of unique behaviors demonstrated by each individual. This style may include effective verbal delivery and language, or nonverbal styles such as body language, timing, and spatial distance. Communication style is a collection of communicative actions used to elicit a specific response in a given context.¹⁸ The sender's intention and the receiver's expectations determine the communication style that is used.¹⁹ Therefore, it can be concluded that communication style refers to the way a person conveys information, both verbally and nonverbally.

The phenomenon of voice-over (VO) usage in the Instagram Reels content of @tribunbogor reflects a modern communication strategy that combines auditory and visual elements to attract audience attention. In the context of communication style theory, as proposed by Norton (1978), communication style encompasses the way an individual or institution conveys messages both verbally and nonverbally in order to achieve effective communication. The voice-over communication style used by *Tribun Bogor* is important to study, as it potentially influences how the audience understands and responds to the information delivered. Moreover, with

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¹⁶ Nova Shafira Sunarto Putri and Rita Gani, "Makna Voice Over Dalam Pemberitaan Feature Di Televisi."

¹⁷ Vania Diah Cahyarami and Doddy Iskandar, "Penerapan Citizen Journalism Dalam Pemberitaan Lingkungan Hidup Di Media Online," *Jurnal Riset Jurnalistik Dan Media Digital* 1, no. 2 (2021): 71–78, <https://doi.org/10.29313/jrjmd.v1i2.424>.

¹⁸ Widjaya, *Ilmu Komunikasi Pengantar Studi*, 57.

¹⁹ Hidayat, D. (2012). Komunikasi antarpribadi dan medianya. *Yogyakarta: Graha Ilmu*.

the rapid growth of digital content consumption, voice-over is no longer merely a complement, but rather a key element in building narratives and shaping public perception of the media. Based on this background, the researcher formulates the main research question: What is the communication style of the voice-over in the Instagram Reels content of @tribunbogor?²⁰

A broadcaster is a communicator whose main responsibility is to deliver messages to their audience or listeners. In addition to speaking, a broadcaster must possess the ability to build rapport with the audience, creating a sense of closeness between them. While listeners may primarily enjoy the music being played, an engaging broadcaster can make the audience even more interested in the program. There are three essential skills a broadcaster must have: the ability to articulate everything related to music, words, or song lyrics; the ability to operate all broadcasting equipment; and the ability to arrange music in a composition that resonates emotionally with listeners. Mastery of these skills requires continuous practice to achieve the best results.²¹

Therefore, the researcher is interested in conducting this study to explore the communication style used in the voice-over on Instagram @tribunbogor. Based on this rationale, the researcher plans to carry out a study entitled: "The Communication Style of Voice-Over on Tribun Bogor's Instagram Content (@tribunbogor)."

1.2. Problem Formulation

Based on the background of the problem mentioned above, the researcher formulates the issues that serve as the foundation for the preparation of this thesis. The research question is as follows: How is the communication style of the voice-over in the Instagram reels content of @tribunbogor?

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²⁰ Hidayat Yoni Wibowo et al., "IMPLEMENTASI TEKNIK SOUND EFFECT DAN VOICE OVER DALAM PEMBUATAN VIDEO DOKUMENTER PERLINDUNGAN ANAK DI KAWASAN DOLLY," n.d., 8; Wirahyuni, "The Effectiveness of Using the Tribunnews Instagram Account in Developing News Text Writing," 5.

²¹ Masduki, *Menjadi Broadcaster Profesional* (Yogyakarta: Pustaka Populer, 2005), 119.

1.3. Research Objective

Based on the research problem mentioned above, this study aims to examine the following: To identify and analyze the communication style and various elements of the voice-over style used in the Instagram reels content of @tribunbogor.

1.4. Research Benefits

This research is conducted with the hope of providing scholarly insights in the field of communication studies, particularly in the development of voice-over communication styles. The benefits of this research are as follows:

1.4.1 Theoretical Benefits

The theoretical benefits of this research are as follows:

- a. To expand knowledge as a reference for studying how communication style analysis is applied in research.
- b. To provide insight that enriches scientific understanding regarding communication styles.
- c. To contribute to future researchers who will study similar objects or topics.

1.4.2 Practical Benefits

The practical benefits of this research are as follows:

- a. To serve as a reference for future researchers on how voice-over communication styles function and how the process can be understood to achieve the desired goals.
- b. To broaden understanding of how voice-over communication is carried out in a way that can attract audience interest in a news program.

1.5. Literature Review

1.5.1. Literature Review

Based on the researcher's exploration and observation of several previous studies, the references were sourced from various media, including books, journals, and websites. These references serve as the foundation and learning material for this study. The relevant previous studies are as follows:

First Study: A thesis conducted by Tita Kurniawati in 2023 titled “*The Communication Style of Songgolangit FM Radio Broadcasters to Attract Audience Interest in the 'Sendu (Senandung Rindu)' Live Streaming Program.*” The purpose of this study was to understand the communication style of the broadcaster and the obstacles faced during the “Sendu (Senandung Rindu)” program in attracting live-streaming listeners on Songgolangit FM. The result showed that the communication style used by the broadcaster followed the communication style theory by Stewart L. Tubbs & Sylvia Moss, which includes three styles: **The Controlling Style, The Equalitarian Style, and The Relinquishing Style.** The obstacles encountered were both technical and non-technical. Technical barriers included semantic, mechanical, ecological, and prejudice-related issues, while non-technical obstacles included the broadcaster's sleepiness. It was concluded that technical obstacles had a greater impact than non-technical ones, affecting the broadcasting process and listener comfort. The similarity between this study and Tita Kurniawati’s lies in the use of the same theory Stewart L. Tubbs & Sylvia Moss’s communication style theory. However, the difference lies in the research setting and object. While Tita’s research focused on the communication style and challenges of a radio broadcaster, this study focuses on the voice-over communication style in Instagram content by @tribunbogor.²²

Second Study: Sukarelawati, Nurlela, and Suryatna (2023) in their study “*Gaya Komunikasi Pimpinan dalam Meningkatkan Kinerja Karyawan di PT Paperina Dwijaya*” analyzed how leadership communication styles affect employee performance using a descriptive qualitative approach with in-depth interviews, observation, and documentation. The results revealed that leaders at PT Paperina Dwijaya implemented four communication styles: Controlling, Dynamic, Equalitarian, and Structuring. Among these, the Controlling style was the most dominant, as leaders actively supervised and monitored employees to ensure effectiveness. The Dynamic style motivated employees to face work challenges, while the Equalitarian style facilitated open two-way communication and increased employee involvement in decision-making. Meanwhile, the Structuring style

²² Tita Kurniawati et al., “*GAYA KOMUNIKASI PENYIAR RADIO SONGGOLANGIT FM UNTUK MENARIK MINAT PENDENGAR LIVE STREAMING PADA PROGRAM SENDU (SENANDUNG RINDU) SKRIPSI.*,” 2023.

ensured clear and systematic work procedures. Overall, the application of these communication styles positively influenced employee performance by strengthening loyalty, responsibility, cooperation, discipline, and achievement, thus creating a more conducive work environment that supports organizational goals.²³

Third Study: A thesis by Irsyadania Khaira in 2022 titled “*The Application of Stewart L. Tubbs and Sylvia Moss’s Communication Styles in LPPL Kuansing FM Radio Broadcasters during the ‘Inspirasi Pagi’ Program.*” The objective was to explore how Tubbs & Moss’s theory was applied by LPPL Kuansing FM broadcasters. The findings revealed that broadcasters mostly delivered messages or motivational talks and had unique ways of engaging with the audience. Some prioritized direct interaction via call-in sessions, while others delivered messages without interaction. The similarity lies in the shared focus on communication styles. The difference lies in the research setting and object Irsyadania examined radio broadcasters on a morning program, while this study examines voice-over communication in Instagram content by @tribunbogor.²⁴

Fourth Study: A thesis by Viana Fatma Anasari in 2022 titled “*The Communication Style of As Syafa’iyah Radio Broadcasters in the ‘Pesona Irama Melayu’ Program.*” The study aimed to analyze the communication styles employed by the broadcaster in this specific program. Results indicated that the broadcaster used various communication styles, including **The Equalitarian Style**, **The Controlling Style**, as well as **Expressive, Conventional, and Rhetorical Logic**. The similarity with this study lies in the use of Stewart L. Tubbs & Sylvia Moss’s communication theory. The difference lies in the context Viana focused on radio broadcasters, while this study explores the voice-over communication style of @tribunbogor’s Instagram content.²⁵

Fifth Study: A thesis by Rahma Yanti in 2020 titled “*The Communication Style of Broadcasters in the ‘Ngopi Asyik’ Music Program on Toss FM Radio.*”

²³ Sukarelawati Sukarelawati, Siti Nurlela, and Undang Suryatna, “Gaya Komunikasi Pimpinan Dalam Meningkatkan Kinerja Karyawan Di PT Paperina Dwijaya,” *Innovative: Journal Of Social Science Research* 5, no. 3 (2025): 7348–60.

²⁴ Irsyadania Khaira, “Penerapan Gaya Komunikasi Steward L. Tubbs Dan Sylvia Mos Pada Penyiar Radio LPPL Kuansing FM Dalam Membawakan Program Acara Inspirasi Pagi,” n.d.

²⁵ Anasari, V. F. (2022). *Gaya Komunikasi Penyiar Radio As Syafi’iyah Pada Program Pesona Irama Melayu* (Bachelor’s thesis, Fakultas Dakwah dan Ilmu Komunikasi Universitas Islam Negeri Syarif Hidayatullah Jakarta).

The goal was to identify the communication style of music program broadcasters. Findings showed that the communication style was mostly adapted to the audience, emphasizing direct interaction through call-in sessions, which created a sense of closeness and comfort between the broadcaster and listeners.

The similarity lies in the shared object of study, communication style. However, the differences are in the research setting and theoretical framework. Rahma's study used field research and focused on a radio music show, while this study uses the Stewart L. Tubbs & Sylvia Moss theory to analyze voice-over communication style on Instagram content by @tribunbogor.²⁶

1.5.2. Conceptualization

1.5.2.1. Mass Communication

Mass communication originates from the English term and abbreviation for *mass media communication* (communication that uses mass media). The media referred to here are those produced by modern technology, such as radio, television, film, and newspapers.

The term “mass” in *mass communication* differs from the general sociological meaning of “mass.” In general terms, “mass” refers to a group of individuals gathered in a particular location. In the context of *mass communication*, however, “mass” refers to people who are the target audience of mass media or recipients of mass media messages. These individuals are described as a broad audience who do not have to be in the same location and may be spread across different places, but receive the same mass communication message at the same or nearly the same time.

Onong Uchjana Effendy (2000, p. 50) states that *mass communication is the dissemination of messages using media addressed to an abstract mass*, that is, a group of people who are not visible to the sender of the message. Thus, mass communication can be defined as a communication process conducted through mass media with various purposes and aims to deliver information to the wider public.²⁷

²⁶ Rahma. Yanti, “Gaya Komunikasi Penyiar Acara Musik Ngopi Asyik Di Radio Toss FM,” n.d.

²⁷ Bungin, B. (2006). Sosiologi komunikasi: teori, paradigma, dan diskursus teknologi komunikasi di masyarakat.

Mass communication involves several important elements:

1. Communicator

The communicator in mass communication is the party that relies on mass media and modern technology to quickly deliver information to the public. Communicators also act as sources of news, often representing formal institutions that benefit from the dissemination of that information.

2. Mass Media

Mass media are communication and information tools used to distribute messages on a large scale, accessible to the general public.

3. Mass Information (Message)

Mass information refers to information intended for public consumption, not private or individual use. Therefore, mass information is considered public property and not directed at specific individuals.

4. Gatekeeper

A gatekeeper is someone who filters information. Since mass communication is managed by multiple individuals within a media organization, they act as the ones who decide which information will be broadcast and which will not.

5. Audience (Public)

The audience consists of the people who receive mass information disseminated by mass media. They include listeners or viewers of the media platform.

6. Feedback

Feedback in mass communication differs from that in interpersonal communication. In mass communication, feedback is generally delayed, whereas in face-to-face communication, feedback is immediate.

Religious Perspective on Disseminating Information

In terms of spreading information, Allah SWT commands His creation to always convey truthful and reliable information. We must ensure the validity and trustworthiness of the news we share. In Surah Al-Hujurat, verse 6, Allah SWT says:

يَا أَيُّهَا الَّذِينَ آمَنُوا إِنْ جَاءَكُمْ فَاسِقٌ بِنَبِيٍّ فَتَبَيَّنُوا أَنْ تُصِيبُوا قَوْمًا بِجَهَلَةٍ
فَتُصِنِّفُوا عَلَىٰ مَا فَعَلْتُمْ نَدِمِينَ

Translation:

“O you who have believed, if there comes to you a disobedient one with information, investigate it, lest you harm a people out of ignorance and become, over what you have done, regretful.”²⁸

This verse emphasizes the importance of verifying information before spreading it. In the context of the voice-over communication style used by @tribunbogor on Instagram, voice-over can be an effective tool for delivering news clearly and engagingly. However, it is crucial that the information conveyed through voice-over is accurate and has been verified. This aligns with Allah’s command not to disseminate unverified news, so as to prevent misunderstandings or negative impacts on society.

The communication style used by @tribunbogor’s voice-over must reflect a sense of responsibility in delivering information. While voice-over allows for emotional tone and emphasis, it must still uphold objectivity and accuracy. This is in line with the teaching in the verse above, where Allah SWT reminds us not to act recklessly in delivering news.

1.5.2.2. Instagram

Instagram is an application created by Kevin Systrom, a graduate of Stanford University in the United States. It was released on the Apple App Store on October 6, 2010. Instagram reached 25,000 users within ten years of its release and now has over one billion users. It has become a breakthrough in photo and video based social networking. Instagram became one of the most popular apps until Facebook acquired it for \$1 billion in April 2012.²⁹

The name “Instagram” is derived from the app’s primary function. The word “insta” comes from “instant,” similar to a Polaroid, which is known as an “instant

²⁸ Al-Hujurat:6, <https://quran.nu.or.id/al-hujurat/6>

²⁹ Shalihah N. Fitrianus, “Sejarah Instagram dan Cerita Awal Peluncurannya”. <https://www.kompas.com/tren/read/2021/10/06/100500365/sejarah-instagram-dan-cerita-awal-peluncurannya?page=all>

photo” camera. Meanwhile, “gram” comes from “telegram,” which refers to sending messages quickly. Just like Instagram, where you can upload photos via the internet.³⁰

Instagram not only functions as a social media platform for personal interaction but can also be used to market goods or services. Companies can use this platform to promote their products or services through photo or short video uploads, allowing customers to easily see what is being offered. This makes Instagram a potential and creative marketing platform. Instagram includes many advanced features,³¹ such as:

1. **Home Page** – the main page that displays the latest photos or videos from fellow Instagram users who have been followed.
2. **Comments** – as a social networking service, Instagram provides a comment feature where uploaded photos and videos can receive comments in the comment section.
3. **Explore** – a section that showcases popular photos or videos that are most liked by Instagram users.
4. **Profile** – users can view detailed information about other users, whether it's their profile or that of other users.
5. **News Feed** – a feature that displays notifications regarding activities conducted by Instagram users.
6. **Direct Message** – Instagram has a direct messaging feature that allows users to connect and send private messages to each other.

Instagram continues to evolve with new features that appeal to its users. According to a 2024 survey by Hootsuite & We Are Social, 85.3% of Indonesian Instagram users engage with and access information on the platform. Along with these developments, the relationship between companies and audiences is no longer limited by physical distance. Social media, especially Instagram, has become a space that strengthens the bond between companies and their audiences, creating a

³⁰ Bimo Mahendra, “Eksistensi Sosial Remaja Dalam Instgram,” *Jurnal Visi Komunikasi*, vol. 16, 2017.

³¹ Dela Novita Sari and Muhammad Iqbal Fasa, “ANALISIS KONTEN INSTAGRAM SEBAGAI STRATEGI DIGITAL MARKETING BANK SYARIAH INDONESIA,” vol. 4 (Dela Novita, n.d.).

closeness that was previously hard to achieve.³² Companies are increasingly aware of Instagram's vast potential in reaching a broad and diverse audience, making it a highly valuable tool in corporate marketing and communication strategies.

1.5.2.3. *Voice-over*

Voice-over is a supplementary narration where a human voice tells the story accompanying a video. In practice, voice-over is often used as a sound effect to complement background music. The first thing to consider when doing a voice-over is selecting the **voice-over talent**, or the person whose voice will be used in the process. This is crucial, as it significantly impacts the effectiveness of the outcome.³³

In practice, voice-over recording typically uses audio recording equipment that comes with a computer. Once the narrator or voice-over talent has completed the recording, the recorded audio is edited through processes such as noise reduction, gain adjustment, and more. After editing, the voice is ready to be combined with the video.

Voice-over is often abbreviated as **VO**, and the news script for a VO is usually read by a presenter. The VO format presents short video clips or images (typically around one minute in length) accompanied by the broadcaster's narration. This news format is commonly used to tell a story in a concise timeframe. VO is a video news format in which the entire narration from the introduction to the closing sentence is read by the presenter.

Other terms for VO include **Out of Vision (OOV)** or **Underlay**. When a television station receives video footage of an event, the fastest way to broadcast the story is by using this format.

Sometimes, a VO ends with a **Tag** (on-camera presenter) that provides a perspective or background on the story. A VO lead should contain at least two short sentences. The criteria for using the VO format include:

1. News stories with very limited data and video footage.

³² Hootsite (We are Social), "Data Digital Indonesia 2024."

³³ Wibowo et al., "IMPLEMENTASI TEKNIK SOUND EFFECT DAN VOICE OVER DALAM PEMBUATAN VIDEO DOKUMENTER PERLINDUNGAN ANAK DI KAWASAN DOLLY."

2. News that is received close to the deadline and must be aired soon.
3. News that, due to time constraints, must be shortened and can only fit within a VO format.
4. The duration of a VO is typically between **40 to 60 seconds**.
5. VO is ideally accompanied by **natural sound (Natsot)**.

1.5.2.4. Communication Style

Communication style is defined as *a specialized set of interpersonal behaviors that are used in a given situation*. It is closely related to the way messages are delivered, language style, and word choice. Communication style consists of a set of communication behaviors used to elicit a specific response in a given situation. The appropriateness of the chosen communication pattern is greatly influenced by the sender's intention and the receiver's expectations.³⁴

Every individual has their unique communication style, and understanding someone's communication style can help us better understand ourselves,³⁵ improve interactions, and enhance interpersonal relationships. Communication style reflects how we behave when sending or receiving messages. There are three key foundations for interaction and relationships with others: interaction with oneself, interaction with others, and interaction within a group. Understanding different communication styles can help us communicate more effectively in our relationships.

According to **Stewart L. Tubbs & Sylvia Moss (2008)**, there are six types of communication styles:³⁶

1. The Controlling Style

This style is characterized by control marked by the intent to limit, compel, or regulate others' behavior, thoughts, or responses. People who use this style are known as one-way communicators. They focus more on delivering the message than on receiving feedback. Typically, this style is

³⁴ Bahri, H., & Sambo, M. (2021). *PR Writing Pengantar dan Aplikasi di Era Digital*. Prenada Media, h. 1.

³⁵ Alo Liliweri, *Komunikasi Antarpersonal*, ed. Satucahayapro, 1 st ed. (Jakarta: Prenada Media, 2017), h. 254.

³⁶ Stewart L. Tubbs and Sylvia Moss, *Human Communication: Principles and Contexts* (McGraw-Hill Europe, 2008), 43.

cautious and concerned with negative of the audience. In terms of content, it tends to emphasize what has been done and what will be done. This model is often used to persuade others to act effectively, usually in the form of criticism. However, the controlling style can sometimes come across negatively, leading to unfavorable reactions from others.³⁷

2. The Equalitarian Style

Also known as two-way communication. This style treats the audience as equals. Individuals who employ style tend to exhibit and possess-strong interpersonal skills, whether in personal or context. This style fosters communication within organizations as it helps maintain empathy and collaboration especially when dealing with complex decision-making situations.³⁸

3. The Structuring Style

This style involves thorough preparation. The message and body language are well-planned. Structured communication uses both written and verbal messages to clarify instructions, schedule tasks, and define organizational structure. The sender focuses on influencing others by conveying information about organizational goals, work schedules, rules, and procedures.³⁹

4. The Dynamic Style

This style emphasizes action and orientation. It is typically energetic and highly assertive, driven by the awareness that work environments demand specific actions and direction. This style is often used by campaigners or supervisors leading sales teams. Nowadays, dynamic style is also widely used by motivational speakers during seminars or broadcasts.

³⁷ Stewart L. Tubbs and Moss, 36.

³⁸ Stewart L. Tubbs and Moss, 36.

³⁹ Stewart L. Tubbs and Moss, 36.

It is quite effective in dealing with critical situations, provided that the employees or subordinates can handle those challenges.⁴⁰

5. The Relinquishing Style

This style is flexible and more open to receiving input, suggestions, and ideas from others, rather than giving orders even if the sender holds the authority to command or control. This style is effective when collaborating with knowledgeable, experienced, detail-oriented, and responsible individuals.⁴¹

6. The Withdrawal Style

This is considered the least effective communication style. It leads to weak communication, as individuals using this style show no desire to engage with others. It is typical of leaders or individuals who want to disengage from issues, often saying things like “don’t involve me in this problem.” In organizational or public communication, this indicates an attempt to avoid responsibility, potentially burdening others in the future.⁴²



⁴⁰ Stewart L. Tubbs and Moss, 36.

⁴¹ Stewart L. Tubbs and Moss, 36.

⁴² Stewart L. Tubbs and Moss, 36.

1.5.3. Theoretical Framework

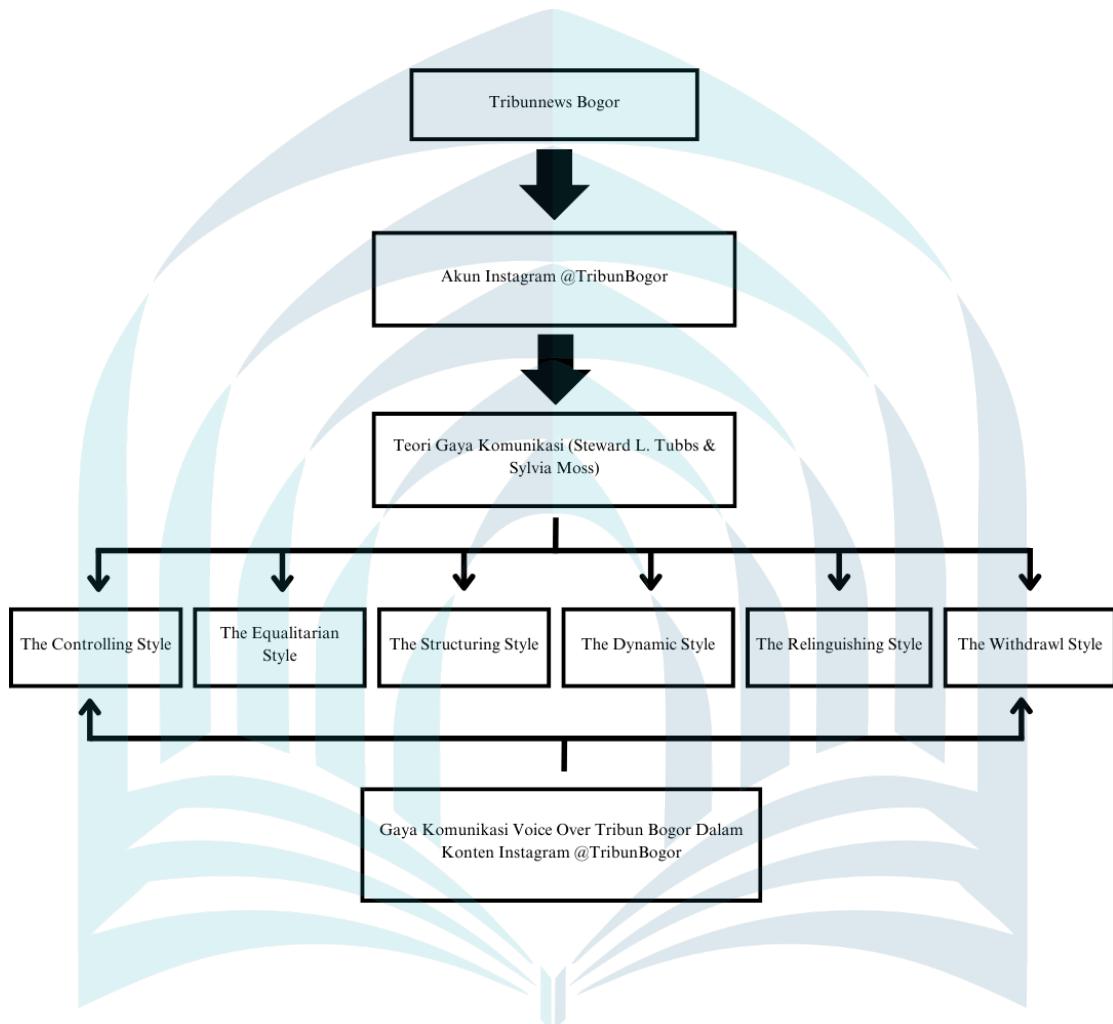


Image 1. 4 Theoretical Framework

This research is conducted to identify the communication style of voice-over narration in the Instagram content of the account @tribunbogor. The researcher will explore the communication styles used in Tribun Bogor's voice-overs based on the communication style theory proposed by Stewart L. Tubbs and Sylvia Moss, using the following six style indicators: The Controlling Style, The Equalitarian Style, The Structuring Style, The Dynamic Style, The Relinquishing Style, and The Withdrawal Style.

The six communication styles presented by Stewart L. Tubbs and Sylvia Moss are as follows:

1. **The Controlling Style** This style involves control-oriented communication. Therefore, the researcher will investigate how the voice-over talent controls intonation and volume during delivery, how they manage emotional expression to align with the message being conveyed, and how they ensure the entire recording process complies with established standards. In this regard, the researcher will collect data and information directly from Tribun Bogor's voice-over work.⁴³
2. **The Equalitarian Style** This style is characterized by equality and a two-way flow of verbal messages, either spoken or written. The researcher will explore how a balanced working environment is created between the host/voice-over talent and the production team, how two-way communication is maintained during the voice-over process, and how feedback is both given and received openly. Data will be collected from interviews or observations involving Tribun Bogor's voice-over team.⁴⁴
3. **The Structuring Style** This style emphasizes the orderly and systematic delivery of messages to achieve certain instructions or objectives. Communicators using this style focus on delivering commands, influencing others, and providing structured information. The researcher will investigate how the voice-over script is organized before recording, how to ensure each part is recorded in a structured and systematic way, and how to accurately follow the technical instructions or provided script. These insights will be gathered from Tribun Bogor's voice-over work.⁴⁵
4. **The Dynamic Style** This dynamic communication style tends to be action-oriented and somewhat aggressive, as the sender understands the fast-paced demands of the working environment. The researcher will explore how the voice-over talent adapts to rapid changes during production, responds quickly to last-minute script revisions, and maintains energy and enthusiasm while delivering the voice-over. The data will be collected from Tribun Bogor's voice-over activities.⁴⁶

⁴³ Stewart L. Tubbs and Moss, 36.

⁴⁴ Stewart L. Tubbs and Moss, 36.

⁴⁵ Stewart L. Tubbs and Moss, 36.

⁴⁶ Stewart L. Tubbs and Moss, 36.

5. **The Relinquishing Style** This style is more inclined toward openness in accepting suggestions, opinions, or ideas from others rather than issuing commands even when the communicator holds the authority to do so. The researcher will explore how openness is demonstrated when receiving input from editors or producers, how feedback and revisions are handled, and how the final voice-over output is adjusted based on team direction. Data will be sourced from Tribun Bogor's voice-over experiences.⁴⁷
6. **The Withdrawal Style** This is considered the least effective communication style. Its use results in weak communication, as individuals with this style tend to disengage from interacting with others. The researcher will explore the impact of not actively communicating with the production team during voice-over sessions, how to avoid being closed-off during discussions, and what efforts are made to remain involved despite any communication challenges. The data will be collected from Tribun Bogor's voice-over practice.⁴⁸

1.6. Research Method

1.6.1. Type of Research

The constructivist paradigm emphasizes that reality is created by individuals and may differ from one person to another due to differences in background. Therefore, this research approach focuses on exploring and interpreting individual realities through dialogue, by uncovering in-depth data including the motives and social, cultural, psychological, and economic contexts that influence the responses of the individuals being studied. The data is then analyzed using dialogical analysis methods.⁴⁹

This study will employ a descriptive qualitative approach to describe the phenomenon being investigated. Through data collection, this approach aims to present a deeper and more detailed explanation of the phenomenon. According to Bogdan and Taylor, qualitative methodology produces descriptive data in the form

⁴⁷ Stewart L. Tubbs and Moss, 36.

⁴⁸ Stewart L. Tubbs and Moss, 36.

⁴⁹ John Creswell, *RESEARCH DESIGN: Qualitative, Quantitative, and Mixed Methods Approaches*, 3rd ed. (Thousand Oak California: SAGE Publication, 2009), 115.

of written or spoken words that describe observable individuals and behaviors. Furthermore, Altheide (1996) states that the technique of qualitative content analysis is also known as ethnographic content analysis (ECA). This method involves in-depth interviews and interaction between the researcher and documentation materials in order to identify specific statements within the appropriate context for analysis.⁵⁰

The researcher chose the descriptive qualitative research method because it is considered capable of collecting accurate data that reflects reality. This method produces information that corresponds to observable facts within various activities that are the subject of the study. It is chosen as the most suitable method for the research needs, as it requires interaction between the researcher and the research subjects through interviews to obtain specific statements within the appropriate context.⁵¹

1.6.2. Subject and Object of the Research

In this study, the researcher employed a purposive sampling technique to determine the research objectives, meaning that populations not meeting the criteria were not included as samples. The selection of informants was based on specific considerations, such as the level of knowledge or expertise possessed by the individuals to the research objective. The voice-over talents of Tribun Bogor, namely Oktiarani Berta and Anisa Handayani, were chosen as the research subjects. They were selected because they are considered to have in-depth understanding of the research topic and can provide valuable insights relevant to the context being studied.⁵²

According to Sugiyono, citing Spradley (1980), the object in qualitative research to be observed consists of three components: place, actor, and activities. In this study, the object is the Instagram account @tribunbogor. The researcher

⁵⁰ Kriyantono, *Teknik Praktis Riset Komunikasi Kuantitatif Dan Kualitatif*, h. 207.

⁵¹ Kriyantono, *Teknik Praktis Riset Komunikasi Kuantitatif Dan Kualitatif*, ed. Lintang Novita, 2nd ed. (Jakarta: Kencana, 2021), h. 300.

⁵² Kriyantono, *Teknik Praktis Riset Komunikasi Kuantitatif Dan Kualitatif*, h. 318.

chose this account as the source of data to gain a deeper understanding of how Tribun Bogor's voice-over communicates through its communication style.⁵³

Tabel 1. 1 List of Interviews

No.	Category	Name/Description	Reason for Selection
1	Subject	Oktiarani Berta	Voice-over talent for Tribun Bogor with direct experience in the production process.
2	Subject	Anisa Handayani	Voice-over talent for Tribun Bogor who understands message delivery styles in digital content.
3	Object	Place: Tribun Bogor Editorial Office	Location where content production and Instagram coordination take place.
4	Object	Actor: Tribun Bogor Social Media Team	Individuals involved in content creation, including the voice-over role.
5	Object	Activities: Instagram Reels Content Production	Communication activities involving voice-over in @tribunbogor's reels content.
6	Object	Instagram Account @tribunbogor	The media/platform serving as the public space for voice-over communication style delivery.

1.6.3. Scope of the Research

This research was conducted at the Tribunnews Bogor office, located at Jl. Pemuda No.46, RT.02/RW.06, Tanah Sareal, Tanah Sereal District, Bogor City, West Java 16161. This location was chosen because it aligns with the research

⁵³ Sugiyono, D. (2014). Metode penelitian pendidikan pendekatan kuantitatif, kualitatif dan R&D, h. 229.

focus, which is related to the communication style of voice-over in Tribunnews Bogor's Instagram content.⁵⁴

1.6.4. Research Timeline

This research is planned to be conducted over a period of three months, from **February 2025 to May 2025**. The timeline for this research is outlined in the following table:

Tabel 1. 2 Research Timeline

No	Activity Name	February	March	April	May	June	July	August
1	Thesis Proposal Preparation	✓						
2	Thesis Proposal Defense	✓						
3	Interview Draft Preparation			✓				
4	Data Collection			✓	✓			
5	Report Writing				✓	✓		
6	Thesis Defense							✓

1.6.5. Source of Data

In relation to this research and the problem it aims to address, the data sources are categorized into two types used in this study: primary data and **secondary data**.

1. Primary Data

Primary data refers to information obtained directly from the original source in the form of opinions from relevant subjects, either as individuals or in groups, which is then analyzed by the researcher. In this study, primary data is obtained through direct interviews with voice-over talents featured on the Instagram account @tribunbogor.

⁵⁴ https://bogor.tribunnews.com/contact-us#google_vignette

2. Secondary Data

Secondary data refers to information gathered from documents and literature sources. The researcher selected references from the @tribunbogor Instagram account, along with several books, websites, journals, and other sources to support and strengthen the data.

1.6.6. Data Collection Techniques

Data collection is a crucial step in research, as the primary objective of the study is to obtain data. Without appropriate data collection techniques, the researcher would not be able to gather data that meets the necessary standards for application in this study. This research uses several data collection techniques, namely: observation, interviews, and documentation.

1. Observation

Observation is a data collection method used in qualitative research. In qualitative studies, observation is employed to gather data with the purpose of describing and explaining the research phenomenon. This phenomenon includes interactions (behaviors) and conversations that occur among the research subjects. Therefore, this method has the advantage of collecting two forms of data: interactions and conversations.⁵⁵

In this study, the research findings are derived from the researcher's targeted and significant observations of the voice-over talents and hosts of Tribun Bogor, focusing on how their communication styles are utilized prior to the next steps of interviews and documentation. The observation, conducted on September 22, 2025, is used to understand, seek answers to, and find evidence of the symptoms, events, or realities being studied, whether in the form of behaviors, physical conditions, or specific symbols. Furthermore, the researcher conducted interviews with two participants, consisting of one voice-over talent and one program host from Tribun Bogor, to obtain deeper insights and validation of the observed findings.

⁵⁵ Kriyantono, *Teknik Praktis Riset Komunikasi Kuantitatif Dan Kualitatif*, h. 300.

2. Interview

According to Berger (2000), an interview is a conversational process between a researcher (or someone seeking information) and an informant, who is assumed to possess the relevant information about a specific subject.

The interview technique used in this research is in-depth interviews, a method of collecting detailed data through direct, face-to-face interaction with the informant to obtain rich and comprehensive information. In this case, the researcher obtained data by asking relevant questions to the informant, Oktiarani Berta, who serves as the voice-over talent at Tribun Bogor. The interview was conducted on August 22, 2025, following the observation phase to ensure deeper exploration of the findings.

3. Documentation

Documentation is a method of data collection that involves retrieving records or data that already exist or have been prepared by other parties. In this study, documentation was used to obtain more complete data in the form of photographs, production plans, and other supporting documents.



Image 1. 5 Interviewing a source on the “Bertamu” program.

(Source: in Studio 1 Tribun Bogor)



Image 1. 6 Taking VOD

(Source: in Studio 1 Tribun Bogor)

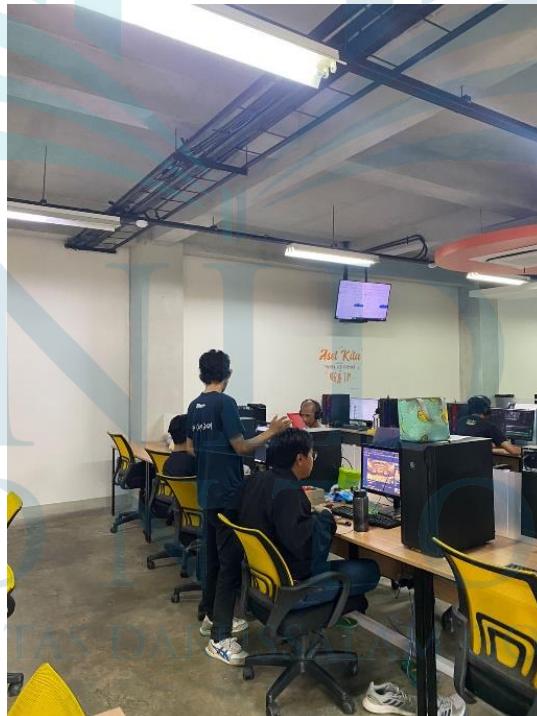


Image 1. 7 The editor-in-chief is giving instructions to the editorial team.

(Source: Bogor Tribune Newsroom)



Image 1. 8 Taking Voice Over with Editorial Team

(Source: Studio 1 Tribun Bogor)

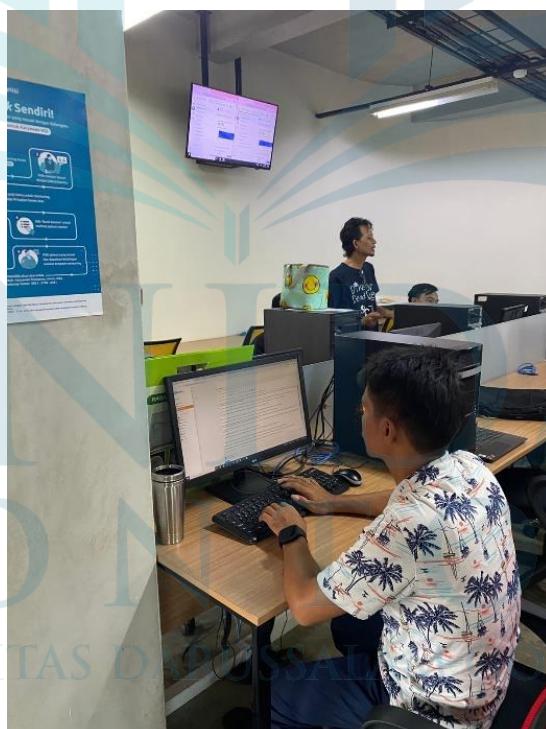


Image 1. 9 Editing the News Script

(Source: Bogor Tribune Newsroom)

1.6.7. Data Analysis Techniques

In qualitative research, data analysis is the process of sorting, categorizing, and organizing data into patterns or categories. At this stage, qualitative data usually in the form of words, sentences, or narratives are analyzed, whether obtained from observation or in-depth interviews. The goal of data analysis is to identify patterns, categories, and themes in the data that allow for hypothesis testing. In terms of data reliability and validity, the researcher's ability to interpret and give meaning to the data is a key factor in assessing the quality of qualitative research.⁵⁶

In qualitative research, data are collected from various sources using multiple data collection techniques (triangulation) and are gathered continuously until saturation is reached. Due to the ongoing nature of observation, the data tend to be highly varied. Typically, qualitative data lacks a clear structure, which can pose challenges during the analysis process.⁵⁷

Data analysis in qualitative research is carried out both during the data collection process and after the data has been collected over a specific period. Data in this study are gathered through three primary stages: observation, interviews, and documentation. The observational data are descriptive in nature, covering what is seen, heard, felt, or experienced by the research subjects.⁵⁸

According to Miles and Huberman (1984), data analysis activities consist of the following stages: data reduction, data display, and conclusion drawing/verification.

1. Data Reduction

The data collected from the field are typically quite large in volume, and therefore must be recorded carefully and in detail. Reducing the data means summarizing, selecting key points, and focusing on essential aspects to find relevant themes and patterns. Reduced data provide a clearer picture and make it easier for the researcher to continue with analysis.

⁵⁶ Kriyantono, h. 355.

⁵⁷ Puji Lestari Sugiyono, "Metode Penelitian Komunikasi (Kuantitatif, Kualitatif, Dan Cara Mudah Menulis Artikel Pada Jurnal Internasional)," 2021.

⁵⁸ Sugiyono, h. 546.

After conducting interviews with the informants or hosts from Tribun Bogor, the researcher summarizes and extracts the essential data, creates categories, and selects relevant information to use in forming conclusions.

2. Data Display

Once the data have been reduced, the next step is displaying the data. In qualitative research, data presentation can take the form of short descriptions, relationships between categories, and other related formats. According to Miles and Huberman (1984), "the most frequent form of display for qualitative research data in the past has been narrative text," meaning that narrative text is the most commonly used format to present qualitative data.⁵⁹

By displaying the data, the researcher can better understand the results of the interviews, as well as the responses given by the informants or hosts at Tribun Bogor. The researcher then organizes the analyzed data and categorizes the previously asked questions to help formulate conclusions.

3. Conclusion Drawing / Verification

The final step is **drawing and verifying conclusions**, which is closely related to the previous steps. This stage focuses on the researcher's ability to formulate final conclusions that align with the collected data. To ensure data validity, the information must be confirmed and verified. This method is crucial as it allows the researcher to identify relevant narratives from the informants while ensuring the credibility of the findings.⁶⁰

The researcher draws several conclusions based on field findings that are aligned with the theoretical framework used in the study, after obtaining data from the voice-over informants or hosts at Tribun Bogor through interviews conducted in the earlier stages.

1.6.8. Data Validity Technique

Data validity refers to the degree of accuracy between the data that actually occurs in the research object and the data reported by the researcher.

⁵⁹ Sugiyono, h. 551.

⁶⁰ Sugiyono, h. 554.

In this study, the researcher ensured data validity using the triangulation technique. Triangulation in testing data credibility refers to a method of combining various data collection techniques and sources to confirm the accuracy of the findings. The researcher collects data while simultaneously testing its credibility by comparing different types of data and data sources.

The triangulation used in this study is:

Source Triangulation Source triangulation involves testing and comparing data gathered from multiple sources obtained through different times and instruments in qualitative research.

In this case, to test the validity of data regarding the voice-over talents or hosts of Tribun Bogor, the researcher conducted interviews directly with the informants Oktiarani Berta and Anisa Handayani, both of whom serve as voice-over talents at Tribun Bogor. This was done to obtain firsthand information from direct sources.

