

## News innovation through infotainment in the 'Meet Nite Live' program on Metro TV news television

Iman Indrati<sup>1</sup>

<sup>1</sup>Department of Communication Science, Universitas Bunda Mulia, Indonesia  
Corresponding Author, [aingimanubm@gmail.com](mailto:aingimanubm@gmail.com)

### Article History:

Received 2025-04-20.

Revised 2025-04-22.

Accepted 2025-06-05.

Published 2025-06-13.

### Keywords:

Audience, Inovasi, Journalism, Media, Newstainment.

### Abstract

*Innovation in delivering news programs with a newstainment style is one alternative to increase audience retention. This study aims to describe the newstainment Meet Nite Live through multimodal analysis, analyze editorial considerations in producing news in newstainment format, interpret news innovation based on newstainment, and analyze the impact of newstainment on journalistic values. The research methodology uses a qualitative descriptive approach, in-depth interview, and multimodal discourse analysis. The results of the study, the application of new newstainment innovation, present attractive visuals, flexible urban language, and casual gestures; news is packaged sensationally with an emotional approach, and the use of clickbait reflects the shift from conventional journalism to popular journalism. Editorial considerations adjust the information needs of the digital community by presenting educational information and upholding the press as part of the pillars of democracy. Newstainment innovation in Meet Nite Live presents news with a light and entertaining delivery and still upholds journalistic principles. This study strengthens the theory of media convergence by proving that newstainment can attract young audiences without ignoring journalistic ethics. The findings contribute to the media in developing interactive but accurate news content. Further research could expand the sample and examine the psychological-cognitive impact of newstainment.*

## Introduction

The national television industry is facing an existential crisis due to digital disruption, massive audience migration to social media, and erosion of public and stakeholder trust. National media are struggling and increasingly eroded by algorithms and the skip generation culture, causing advertising revenues to decline, and a storm of layoffs in conventional media. The decline in stakeholder interest in television media has changed information consumption patterns, with the presence of various news outlets adopting

entertainment content strategies to maintain audiences. According to the Reuters Institute Digital Report 2023, which surveyed 47 countries, 65 percent of people choose news that increases knowledge, 55 percent, and 50 percent. Audience needs are also focused on the latest information at 72 percent, educational content at 67 percent, 63 percent with different perspectives, and entertainment is in demand by 47 percent of respondents, considering that this type of content is available on other media platforms (Digital News Report, 2023).

On the other hand, there has been a shift in information consumption patterns to social media with the power of short duration, with sexy clickbait on the TikTok, Instagram, and YouTube platforms, changing the journalistic landscape that has triggered the erosion of news quality and the legitimacy of mainstream media. Social media can increase access and critical skills, but has the potential to reduce analytical skills and dependence on unreliable sources of information (Fauziah et al., 2025). Journalists are no longer the mainstay of the public for information because the crisis of trust has been eroded by unlimited clickbait that obscures the truth of the news. News television media is facing competition with social media by packaging news with an entertaining appearance to attract audiences back. Newstainment presented by news television with a combination of hybrid content in the development of national television journalism blurs the boundaries of journalism that provides information with entertainment in the new media era. According to the program stakeholders, Meet Nite Live, which is presented in a newstainment style, in reality does not significantly increase ratings, even though social media platform viewers have increased.

The transformation between news and entertainment in journalistic norms opens up unlimited opportunities for creativity for the press in facing media competition. News programs remain credible with a touch of entertainment that captivates the emotions of news television viewers. The combination of news packaged in an entertaining style (newstainment) is present to expand the reach of viewers without igniting the integrity of the content. Television viewers in Indonesia have decreased since 2018 due to the era of media technology disruption, also known as digital disruption. The Central Statistics Agency (BPS) released the number of television viewers in Indonesia decreased by around 93 percent in 2018, dropping again to 89,96 percent in 2024. The public is changing media consumption behavior, which tends to switch to digital platforms to get information with more creative content due to the development of digital-based information technology. In addition, the migration of analog to digital broadcasts also contributed to the decline in conventional television viewers. Several national television stations have closed or reduced employees due to media disruption, which has changed the pattern of media consumption of the public, who have switched to digital and streaming platforms. In the theory of innovation diffusion, it is explained that innovation in the form of new ideas, products, technologies, and practices is disseminated and adopted by members of a social system (Rogers, 2003) causing the pole inequality relations between men and women. Therefore, in this study wanted to dismantle the detail view of some theories, both social and feminist about gender relations in the family. Each of these theories (structural functional, conflict and feminist.

Digital technology makes it easier for people to enjoy information and entertainment on new media platforms through live streaming, mobile applications, online websites, YouTube, and podcasts. The media ecology theory explains that digital media platforms have reshaped audience preferences for visual and fast-consuming content (Postman, 2005). Based on the results of a survey conducted in collaboration between the Ministry of Communication and Information and the Katadata Insight Center in 2022, the proportion of respondents who preferred social media as a source of information compared to other types of media, such as television, online news sites, print media, and government sites,

was higher (Annur, 2023). In addition, the Ministry of Communication and Information's research report (2022) revealed that the proportion of people who still trust television as the most trusted source of news for the Indonesian people is higher than social media, which is in second place, even though it is the largest source of information received by the public in 2022, and the official government website is higher than online media (Kementerian Komunikasi dan Informatika, 2022).

The competition of conventional media businesses with the massive presence of social media in providing more interesting and light information to the public is a challenge for television media managers. News television faces major challenges due to changes in audience consumption patterns that are shifting to digital platforms (Newman et al., 2023). Television media management needs to change the way it works in terms of presenting news and procuring information technology to maintain the business and existence of the media, which is still a reference for the truth of information. Television is still a trusted source of information if it carries out verification, independence, maintains accuracy, loyalty, and watchdog, presents relevant and interesting news, is comprehensive, and has a conscience (Kovach & Rosenstiel, 2021). In the context of television, it not only conveys information but also shapes ways of thinking and perceiving so that it can become a reference for trusted information (McLuhan, 1994).

Television media strives to maintain business and existence amidst competition from new media and social media. Metro TV, as the first trendsetter for news television in Indonesia, continues to strive to present new programs by observing the public's information consumption patterns. In media logic theory, it emphasizes that commercial media logic encourages content adaptation to suit market preferences, including genre hybridization (Altheide & Snow, 1978). News television adopts elements of infotainment in packaging news into newstainment, namely combining news and entertainment to attract viewers (Thussu & Kumar, 2023). Business innovation that integrates social media-style content, such as short videos, interactive narratives, and sensational titles, is carried out to restore audience interest (Jenkins et al., 2013). Audiences from the younger generation prefer fast, visual, and engaging news formats (Hendrickx & Vázquez-Herrero, 2024).

The Meet Nite Live program is one of the new news programs packaged in a newstainment style launched by Metro TV in 2025. News television stations in various countries reported an increasing trend in ratings and engagement due to adopting the infotainment style in news programs (Newman et al., 2023). Meet Nite Live is a combination of news and infotainment, called newstainment, which airs at night, offering a different experience of enjoying the news, combining actual information with a modern and entertaining approach. News programs with an infotainment approach tend to have 30 percent higher engagement than conventional news formats, which has a direct impact on advertising (Ac Nielsen, 2023). Infotainment offers business opportunities; criticism of the degradation of journalistic quality continues to dominate (McNair, 2003). In addition, the infotainment approach has succeeded in attracting back young audiences (Nelson & Tandoc, 2019).

On the other hand, the management of program stakeholders needs to observe that news innovations packaged with entertainment or newstainment must be balanced to maintain journalistic standards that are still trusted by the public. Newstainment phenomenon has drawn criticism because it is considered to prioritize sensationalism so that reducing the depth of analysis can erode the main function of journalism as an objective fact-telling (Postman, 2005). An effective commercial strategy is increasing ratings so that television stations can attract more advertising and making infotainment-style news a profitable business model (Harrington, 2008).

Meet Nite Live combines live interviews with field coverage, discussing current issues and trends in community behavior in a sharp but entertaining manner. The Meet Nite Live program innovation appears with an evening talk show format opened with a monologue from the presenter on news and issues circulating in the community. The monologue style is accompanied by comedy and satirical sentences that attract the audience's interest. The presenter's presence is more relatable by using formal language, and occasionally inserting humor reduces the impression of stiffness in the news delivery (McNair, 2017). In addition, resource persons are presented to discuss certain topics in the middle of the program segment. The event closes by delivering a news package and live report directly from the field, which is delivered with flexible slang and humor at the end of the segment. The use of entertainment elements in the news increases the emotional appeal of the audience, although it can reduce the focus on the substance of the news (Grabe et al., 2000).

One of the unique features of Meet Nite Live is its more relaxed approach, using a digital content format that is fresher and closer to young audiences. The style of news delivery is more relaxed, with the use of dramatic narratives and attractive visuals, making the news easy to understand, especially for the younger generation who are accustomed to entertainment content (Grabe et al., 2000). The news format in infotainment combines human interest narratives, visuals, dynamics, and a relaxed style in its delivery, making it easy to market through advertising or sponsorship (Küng, 2023). Newstainment innovation has proven to be profitable and helps television maintain its business amidst digital media competition (Doyle, 2023). In the context of the media business, monetization of infotainment content does not only depend on traditional advertising but involves sponsorship and product placement, digital monetization, and multiplatform distribution to expand reach (Picard, 2022; Medina et al., 2020; Ekström et al., 2020).

The development of journalistic formats in the new media era, which combines news and infotainment in news programs, signifies a significant transformation in the television media business model. Newstainment innovation in news television. The concept of infotainment in the world of journalism has been widely studied, but this study discusses news innovation as a new business model in television, specifically segmented news. The discussion of the research focuses on infotainment-style evening broadcast programs and business model innovations in news-segmented television in the context of national television. The gap in research for this study is that there are still few that explore hard news in the infotainment style on news-segmented television. Many studies examine program rating shares and measure audience satisfaction levels but do not examine multimodal elements in newstainment programs towards journalistic credibility between the boundaries of information and news virality. Based on the phenomena and research that has been conducted, the objectives of the study include describing the application of the Meet Nite Live newstainment style through the Multimodal Discourse Analysis (MDA) approach, exploring editorial considerations in producing news in the newstainment format, interpreting the implied meaning built by Meet Nite Live through multimodal construction to create audience appeal, and criticizing the impact of newstainment on journalistic values.

The phenomenon of television journalism transformation in the digital media era that adopts a combination of news and entertainment to attract attention is behind maintaining the fading television business. Newstainment innovation is a trend among national televisions, including Metro TV, which is present with the Meet Nitel Live program. Behind the innovation, journalistic integrity is in a hybrid style in terms of accuracy, objectivity, and social responsibility, as well as the role of the press. The gap in research for this study is that there are still few that explore hard news in the infotainment style on news-

segmented television. Many studies examine program rating shares and measure audience satisfaction levels but do not examine multimodal elements in newstainment programs towards journalistic credibility between the boundaries of information and news virality. Based on the phenomena and research that has been conducted, the objectives of the study include describing the application of the Meet Nite Live newstainment style through the Multimodal Discourse Analysis (MDA) approach, exploring editorial considerations in producing news in the newstainment format, interpreting the implied meaning built by Meet Nite Live through multimodal construction to create audience appeal, and criticizing the impact of newstainment on journalistic values.

## **Method**

This study uses a descriptive qualitative approach with the Multimodal Discourse Analysis (MDA) method and in-depth interviews to enrich the analysis of the Meet Nite Live newstainment program, which presents a hybridity between news and entertainment. The MDA approach in representing the newstainment style is built by combining verbal, visual, and textual elements in an integrated manner. This study describes the meaning of news production in the newstainment style, examines the power relations in the construction of media reality, and sees the impact of the newstainment format in the context of journalistic epistemology (Fairclough, 2003; Hodge & Kress, 1988; Machin & Mayr, 2023).

In addition, researchers also use "qualitative methods with a case study approach to explore the impact of newstainment on journalistic values. Data were collected through in-depth interviews with program stakeholders who have direct experience in news production with newstainment elements. Researchers also interviewed informants from media activists and communication lecturers to enrich opinions about newstainment on journalistic values in news broadcast innovation. This study uses constructivism and interpretative paradigms. Interpretatively highlights the meanings that are constructed in the production of MNL programs epistemologically. The interpretive paradigm is a research approach that focuses on an in-depth understanding of subjective meanings constructed by individuals in a social context, and knowledge is generated from interactions between researchers and participants who view reality as a result of dynamic social construction (Creswell, 2018; Milles et al., 2014). The constructivism paradigm is defined as the reality of entertainment constructed through interactions between journalists, audiences, and the cultural context of mass media; the meaning of news and entertainment is dynamically negotiated (Lincoln et al., 2011).

The MDA method for identifying newstainment styles is constructed multimodally through the design of language, visual, and layout sign modes that build audience engagement. Visual data is analyzed based on the metafunction scheme in MDA, consisting of (1) representational, which shows the reality of construction presented in text; (2) interactive, which discusses the relationship between the message maker and the message recipient formed through communication modes; and (3) compositional, which shows visual and verbal elements arranged to create meaning (Kress & van Leeuwen, 2021).

The research on the Meet Nite Live program as an innovation is seen from three aspects of metafunction, namely: (1) representation that combines news and entertainment, (2) interactive, the way the presenter presents the news and interacts with the audience, and (3) compositional, which combines visual entertainment elements in news content. The metafunctional framework helps to see the communication strategy of newstainment production and the impact on journalistic values (Jewitt, 2014; Kress & van Leeuwen, 2021; Machin & Mayr, 2023).

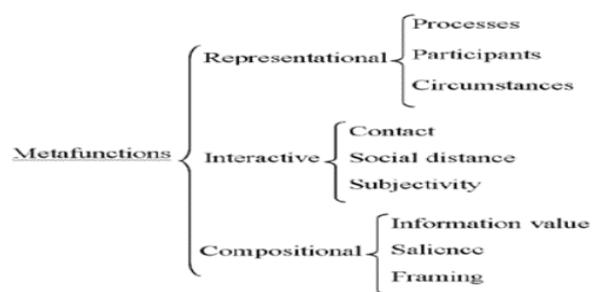


Figure 1. Metafunction (Kress & van Leeuwen, 2021)

## Results and Discussion

The combination of visuals and text and meaningful colors invites the audience to think critically about the conditions that occur. The use of hyperbolic diction with an ironic background frames the emotional power with a nuance of deep dramatization that criticizes the issues or events conveyed (Chadwick, 2017; Kress & van Leeuwen, 2021; Machin & Mayr, 2023; Tandoc Jr et al., 2021; Thussu, 2008). The press, as a monitor of power to ensure transparency and accountability, becomes an independent institution from power so as not to deviate (Kovach & Rosenstiel, 2021).



Figure 2. Meme with news clips that are clickbait

Figure 2 illustrates the multifunctional interaction of MDA shown with a visual meme presenter with clickbait visual satire that combines parody with socio-political criticism through captures on social media. Memes and clickbait are sensational to build close relationships through visuals and verbally to attract viewers' attention. The presenter's expression made in the form of memes reflects the audience's criticism of media framing. The vlogger-style presenter's gestures seem relaxed, like stand-up comedy, to eliminate the hierarchical distance between journalists and audiences. The infotainment style in the news is increasingly adopting clickbait and sensational visual strategies to adjust the consumption patterns of digital audiences. In the Meet Nite Live program, appearing with casual gestures gives the impression of the presenter and audience as friends chatting with jokes so as to eliminate the legal distance. The relaxed style adopts social media in the form of vlogs and variety and reality shows. Gesture is an important part of multimodality that provides additional meaning (Kress & van Leeuwen, 2021).

Presenter's face meme in multimodal elements is a visual presentation technique. Close-ups of the presenter's exaggerated expressions with dramatic music backgrounds and fast transitions between segments, face filters, and the use of AR attract the attention

of Generation Z. The combination of funny facial expressions, strong visual elements, and exaggerated emotions effectively attracts the attention of digital audiences, especially Gen Z. Memes are not just textual content but dynamic multimodal forms that integrate visuals and text to communicate satire and criticism, trigger emotional reactions in shaping perceptions, and attract attention in the digital media environment (Lestari et al., 2024).

The combination of funny facial expressions, strong visual elements, and exaggerated emotions effectively attracts the attention of digital audiences, especially Gen Z. Memes are not just textual content but dynamic multimodal forms that integrate visuals and text to communicate satire and criticism, trigger emotional reactions in shaping perceptions, and attract attention in the digital media environment.

On the other hand, the power of the title or clickbait in the character generation (CG) column is made with slang or slang with sensational headlines. In addition, the choice of themes in the thumbnails on Meet Nite Live often uses diction with the style of urban children's language so that modern journalism is formed. "Bachelors and diplomas change direction to become ART and drivers" is one example of a sentence that shows the dramatization of reality with the choice of hyperbolic words to attract the emotions of viewers.

In presenting news withth a news-tainment style as a metaphor that shows the populism of language in modern journalism. The purpose of using informal language in news is to create psychological closeness (Montgomery, 2007). Provocative titles and thumbnails with shocked facial expressions or emojis to increase clicks (Tandoc Jr et al., 2021). Program visualizations are often changed to resemble popular entertainment formats in order to attract attention and appeal to the audience's emotions. Algorithmic formats on social media influence editors in creating and distributing more sensational and viral content in order to gain visibility and advertising revenue (Tandoc Jr et al, 2021).



Figure 3. Virtual newstainment set representation

The compositional multifunction in Figure 3 displays visuals and content to influence the audience to receive information. The style of newstainment representation of the Meet Nite Live program in a studio setting from a virtual set or fixed set. The stage background displays large MEET NITE LIVE writing with bright lighting; the panorama is adjusted to the news theme being conveyed. The title MEET NITE LIVE on the screen shows the substance of Metro TV, the owner of the program. The asymmetrical layout of the news text and the presenter's face compete to attract attention, reflecting the tension between information and entertainment. Fast transitions between segments, AR filters, and dynamic backgrounds that resemble variety shows reinforce the impression of fast-paced entertainment ala digital platforms such as TikTok, which prioritizes viewer retention over depth of analysis. Multimodal discourse analysis to examine the interaction between text, visuals, audio, and movement in creating meaning (Machin & Mayr, 2023). News programs are formed or presented with entertainment value, and the delivery of information is driven by personalities who transform serious content into entertaining and easily accessible viewing (Corner, 2000).

The application of the newstainment style in presenting news on television segments news with a multimodal approach delivered through visuals, speaking style, and gestures constructed as a popular journalism product. Meet Nite Live is present as a journalistic product that adopts the digital economic ecosystem in the context of content and audience commodification. The packaging of news in the form of entertainment has a paradigmatic shift that shows that news value is not determined by the depth of content analysis but involves digital, which prioritizes click metrics, viewing duration, and virality (Tandoc Jr et al., 2021). Meet Nite Live is a manifestation of the crisis of conventional journalism that is at peace with digital algorithms. On the other hand, this program has succeeded in attracting the attention of Gen Z. The hybridization of hard news and infotainment styles has succeeded in attracting the attention of the younger generation. Journalism needs to adapt to the changing expectations of younger audiences, ensuring accuracy and depth of information. Media strategies that promote intelligent news consumption encourage citizens to be well-informed and critically engaged (Esquin & Palomino-Flores, 2024).

## **Editorial Considerations in Producing News in Newstainment Format**

The Meet Nite Live program on Metro TV, which has been broadcast since February 2025, is a representation of the shift in television journalism towards being more entertaining for viewers. Editorial considerations in making this program are seen from changes in information consumption behavior and shifts in information consumption patterns among young people who prefer to watch news through social media in the digital era. The content presented remains accurate and balanced, fast and relatable, without reducing the fundamental values of journalism in the world of the press. The Meet Nite Live program organizer was born to present something different from news broadcasts that are rigid, boring, and only repeat information with a new approach in delivering news through the newstainment concept (Iswahyudi Rachmanto, 2025). The concept of combining news packaged in an entertaining style is called newstainment. Newstainment is a style of news delivery that combines information with entertainment (Thussu, 2008). Newstainment production must comply with journalistic principles that prioritize objectivity and accuracy, and independence and entertainment elements must not dominate to manipulate emotions that can cause disinformation. The media must continue to prioritize journalistic principles so as not to slip into entertainment without substance (Bolin, 2014)

The Meet Nite Live program presents current topics by presenting sources and live reports in a relaxed style. The new entertainment style on news television is a policy from editorial management to the leadership level to present new programs that are more dynamic, and fresh in the eyes of viewers. The MNL program manager stated that the goal of Meet Nite Live is to package news that contains journalistic elements by inserting analogies with a youthful storytelling style, presented with attractive visuals so that viewers can understand the issue more closely and contextually (Iswahyudi Rachmanto, 2025).

The newstainment format allows issues to be delivered proportionally between interesting and informative content forms while maintaining the integrity of journalism that is more credible and meaningful. If the entertainment element is more dominant, then virality and sensationalism result in the substance of the news being delivered not being in-depth (Adi Firmansyah, 2025).

Newstainment editorial policy needs to consider the demographic factors of the audience. In addition, this program reminds those who are in power to become pro-people. Journalism must be loyal to the public or parties with the interests of the public, not

the government, media owners, or sponsors, and uphold the principles of independence and integrity (Kovach & Rosenstiel, 2021). The satirical or analog approach used in this program is to deepen public understanding of the problems raised and submitted to the audience. The selected news has gone through the process of coverage, facts checking, and verification with strict editorial supervision. The essence of journalism is verification with correct data from sources and facts on the ground (Kovach & Rosenstiel, 2021). Content needs to pay attention to educational factors, build public awareness, and maintain the depth of the news. Content policy must consider market segmentation without sacrificing the function of the press as a pillar of democracy (Kovach & Rosenstiel, 2021).



Figure 4. Examples of news according to current issues in a relaxed format

The MDA approach to research on editorial considerations in presenting news in newstainment format in Figure 4 shows that Meet Nite Live forms meaning through verbal narratives and other interesting visual elements, such as; presenter gestures, voice and broadcast layout. In addition, dynamic graphic visualization with a thematic background strengthens the message based on the issues conveyed which reflects the visual representational mode can strengthen the audience's understanding of the news content. The transformation of television news displays in the form of newstainment presents infotainment journalism by combining narratives, visuals, and language that are close to people's daily lives and close to Generation Z. The combination of modern visual elements, slang, and popular narratives in the news has high effectiveness in reaching and influencing the digital native generation who tend to get bored quickly with rigid formats (Tapsell, 2014). The majority of Gen Z in Indonesia prefer social media as the main source of news that appears in a more concise, lighter, and visually appealing format (Evita et al., 2023).

### The Meaning of News Innovation Based on Newstainment

Newstainment innovation efforts in the MNL program are in line with the theory of media convergence and uses and gratification theory. Convergence provides space and opportunities for news organizations to combine news and entertainment elements that produce newsmats that are dancing, lightweight, and reach wider audiences. Convergence encourages innovation to present content, speed up the news production process, and give birth to a new format that is more interactive and multimedia (Pavlik, 2008). Media convergence is a combination of technologies that includes changes in society, producing, consuming, and interacting in the media (Jenkins, 2006). People who choose to watch the MNL program want to get information and entertainment that is considered to have a hybrid form. The theory of uses and gratification explains that the individual actively selects the media to meet the needs and desires of the audience (Blumler & Katz, 1974).

The Meet Nite Live program is here to educate and remind the public of the importance of communication that is healthy and critical while still respecting the other criticized parties. Executive of Metro TV producer revealed that the newstainment appointed as style in this

program wants to answer the current trend that tends to avoid too much information and even feel out of date, even in the delivery of win-win solutions for those who criticize and criticize by civilization. This program encourages smart and civilized ways to criticize as a contribution to more mature and constructive public communication literacy (Iswahyudi Rachmanto, 2025).

Media activist Olih Solihin, explained 1) innovation in newstainment is a creative response to changes in information consumption patterns in the digital era, and 2) innovation is an effort to integrate entertainment elements, such as dramatic narrative, dramatic visuals, humor, or interactivity, into the news to increase audience appeal (Solihin, 2025). Newstainment innovation efforts in the Meet Nite Live program are in line with media convergence theory and uses and gratification theory. Media convergence is not just a combination of technologies but includes changes in society producing, consuming, and interacting in media (Jenkins, 2006). Convergence encourages innovation in content presentation, accelerates the news production process, and creates new formats that are more interactive and multimedia (Pavlik, 2008).

Newstainment in attracting audience attention, depending on the position of the media as a provider of public information services or simply a seeker of attachment, is also seen from the method and intention of its users. The theory of uses and gratification explains that individuals actively choose and use media to meet psychological and social needs (Blumler & Katz, 1974). Individuals actively choose media according to their needs (McQuail, 2010). Media Observer Academic, interprets the concept of newstainment innovation in television news as an effort by the media to bridge the need for consumption of information, and if program stakeholders and teams carry it out wisely, newstainment present on Metro TV enriches the form of news delivery with more interesting and easily accepted content so that it is liked by the audience, especially the younger generation (Adi Firmansyah, 2025). Newstainment as a form of news presentation innovation that combines elements of information and entertainment in order to reach a wider audience, especially the digital native generation (Juniadi, 2025). A media practitioner, said that innovation is needed in presenting news so that the audience does not get bored with the presentation of news that tends to be rigid and serious and is relevant to the audience, who are currently dominated by Generation Z prefers relaxed news presentation rather than serious news. Indriani assessed that newstainment in the Meet Nite Live event is legitimate as a form of innovation in presenting news while still adhering to the Journalistic Code of Ethics and Broadcasting Behavior Guidelines and Broadcast Program Standards (Indriani, 2025).

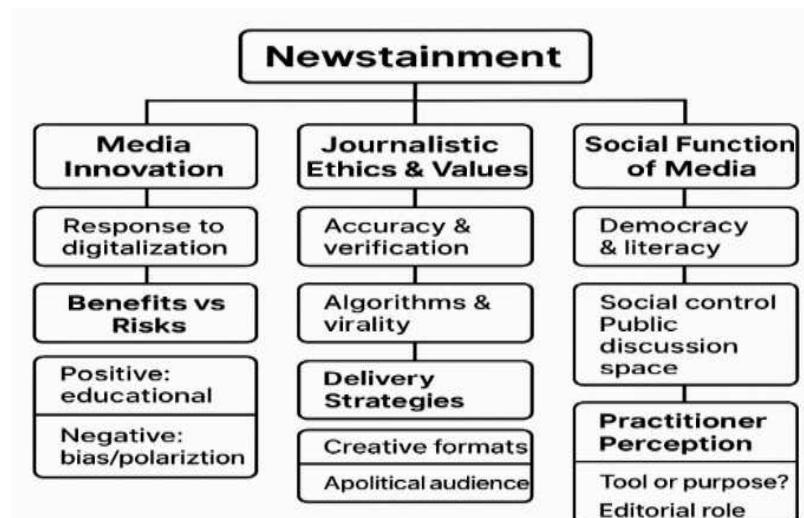


Figure 5. Conceptual framework of newstainment-style innovation

Newstainment-based innovation carried out by Metro TV is a form of innovation that empowers how to deliver news without sacrificing journalistic values. The public responded positively to the program so that, in terms of performance, it set a new record, as evidenced by the high rating among other programs and social media owned by Media Group. Newstainment in the news program has succeeded in targeting segments in the era of new media competition that are difficult to target by mainstream media, such as television. Positive responses are more dominant in flooding the comments column that provides support and appreciation on social media, meaning that this program has found a place in the hearts of young viewers.

The news approach in an entertainment package invites the public to be more concerned, aware, and literate about public issues. The public responded positively to the program so that, in terms of performance, it set a new record as a show with a high rating among other programs and social media owned by Media Group. Meet Nite Live received enthusiasm and responses from audience involvement, especially from Gen Z, proving that the newstainment approach in news programs has succeeded in targeting segments that in the era of new media competition are difficult for mainstream media, such as television, to target. Positive responses were more dominant in the comments column that provided support and appreciation on social media, meaning that this program has found a place in the hearts of young audiences (Iswahyudi Rachmanto, 2025).

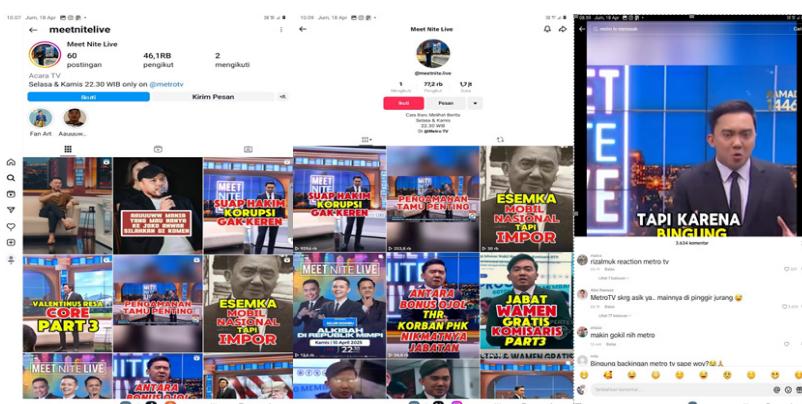


Figure 6. Meet Nite Live followers on social media

Multimodal analysis includes the response and involvement of the audience through social media. In the context of newstainment, comments, emojis, number of likes, and other forms of interaction become part of digital modalities that show the audience how to interpret the contents of the program, appearing on the commercial netizens on social media (Figure 6).

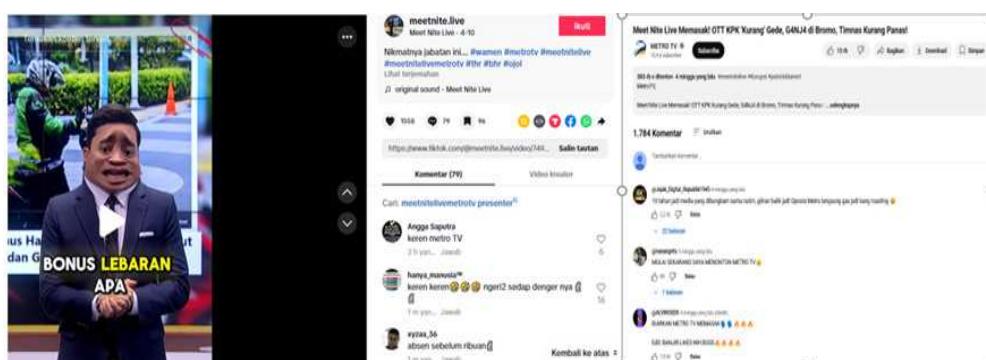


Figure 7. Audience comments on social media

In Figure 7, the researcher assesses that Newstainment in MNL can touch emotions, encourage opinions, and create new narratives in the digital public room. News content in Newstainment, by opening public space for the audience, produces a response that enriches the meaning of messages that function as cultural feedback on journalistic practices.

On the other hand, the monologue segment in MNL received a positive response in terms of performance and reception of the audience, although the rating on television was still fluctuating. Rating is not the main goal of this program, but rather the education factor of news to the community is a priority, according to the motto of Metro TV, "Knowledge to Elevate." Metro TV, as a news television, will experiment with various treatments with new innovations by continuing to observe the pattern of the audience, modifying the format of fresh shows, maintaining the relevance of the news with the needs of community information that continues to grow, and still maintaining the journalism in development.

Newstainment is attracting the attention of the audience, depending on the media to position themselves as public information services, or just enraging engagement seekers is also seen from the methods and intentions of the user. Uses and gratification theory explained that individuals actively select and use media to meet psychological and social needs (Blumler & Katz, 1974). Individuals actively choose the media as needed (McQuail, 2010). Media Observer Academic, believes that if the program stakeholders and teams run wisely, Newstainment that is present at Metro TV enriches the form of news delivery more interesting and easily accepted and welcomed by the audience, especially the younger generation (Adi Firmansyah, 2025).

News innovations in the form of newstainment emerged in response to changes in the audience consumption pattern wantss information that is fast, lightweight, and easily digested, withoutleaving outg elements of relevance, and still maintaining journalistic integrity in the midst of entertaining format demands. Newstainment style can expand reach and enrich the world of news broadcasting. On the other hand, the delivery of news in Newstainment is an effort to follow the celery and pattern of contemporary community media consumption. Indriani assessed that the news segment in the Meet Nite Live program was a form of innovation in the presentation of the news by remaining guided by the journalistic code of ethics and broadcasting behavior guidelines and broadcast program standards. Information delivered to the public in a lightweight and attractive style will be more easily digested by the public without eliminating the value of information based on data and accountable facts.

News innovation in the form of newstainment is not only an adaptation to changes in technology and audience preferences but also reflects opportunities for journalism to develop into something more inclusive and interesting and remain meaningful. The multimodal discourse analysis approach can also be used to examine the typical segments of the Meet Nite Live program, such as satirical monologues or talk shows with public celebrities. Each segment has a different semiotic structure—sound constitution, lighting, how to dress hosts, use of archive footage or memes—which, if analyzed together with verbal texts, will show how persuasion strategies are built systematically. Visual modes, such as the selection of background colors, graphic transitions, or host expressions when reading the news, are also not neutral but rather form the audience's method to interpret events.

On the other hand, the monologue segment in this program received a positive response in terms of performance and audience acceptance, although the ratings on television are still fluctuating. Ratings are not the main goal of this program, but the educational factor of news reporting to the public is a priority according to Metro TV's motto, "Knowledge to Elevate." Metro TV, as a news television, will experiment with various treatments with

innovations by continuing to observe audience behavior patterns, modifying the broadcast format to be fresher, maintaining the relevance of news to the growing information needs of the community, but still maintaining the spirit of journalism in development.

## Impact of Newstainment on Journalistic Values

Newstainment can increase the appeal of news, but there is a gap that erodes the fundamental values of journalism. Journalistic integrity needs to be prioritized amidst the commercialization of content commodification for the sake of increasing rating share. The newstainment format has succeeded in increasing ratings and attracting viewers, but on the other hand, it is necessary to pay attention to the critical impact on the value and quality of journalistic work. Excessive sensational news in an entertainment style risks obscuring the facts. Many journalists focus more on speed and sensation than substance, resulting in shallow news that is less helpful for the public to understand important issues (Patterson, 2013).

Amidst the tight competition between news media, Metro TV wants to maintain journalistic idealism, especially since true news is not necessarily popular among the public. Metro TV, in broadcasting programs wrapped in newstainment, is certain to continue to convey important information with a lighter and more relatable style. The media must ensure that the entertainment aspect in delivering news does not distort accurate and factual facts. The media credibility crisis from the dominance of the newstainment format can sacrifice the depth of analysis for the sake of entertainment value (Waisbord, 2018). The tendency to deliver news packaged in newstainment risks reducing the depth of the news because the focus is on dramatization, so editors need to maintain a balance between appeal and integrity (McManus, 1994).

Newstainment has an impact on journalistic values, although on the one hand, this style can attract the attention of the audience, but it can reduce the depth of the news because it is dominated by entertainment elements due to shifting the focus from substance to sensation. The editorial management of the Meet Nite Live program maintains a balance between journalistic integrity and appeal by implementing fact verification before the production process, transparency in the selection and presentation of sources, providing global standards for combining journalism and entertainment, and providing journalistic ethics training in the context of newstainment to maintain journalistic integrity (Posetti, 2017). Another impact of newstainment is the potential to prioritize clickbait and virality, which can reduce journalistic values if the principles of accuracy, impartiality, and context are not firmly established just to pursue rating share. There is a duality in newstainment: on the one hand, it is able to reach a wider audience, but algorithms on social media often bury important information behind sensational content. The main key to maintaining journalistic integrity lies in the hands of editorial management as the determinant of the direction and value of the content presented to the public.



Figure 8. Sociogram of newstainment analysis

Figure 8, the sociogram form of newstainment analysis from the interview results, illustrates that newstainment strategy is not only an editorial decision but also the pressure of media competition, audience demands from the information consumption patterns of the digital generation, and adaptation to increasingly sophisticated digital media platforms. The dynamics of strategy in delivering news-entertainment-style news content seem to focus on content delivery strategies and reinforcing factors that present the approach of news television media to re-attract public attention. Content delivery strategies appear dominant, seen in short-form content, trendy language, and visually engaging content showing the media's orientation focusing on news content that is delivered quickly and easily accessible to young people, especially Gen Z.

The results of the sociogram analysis also found three factors that strengthen the implementation of the newstainment strategy, including 1) media economic pressure causes the media to innovate by adopting a media model in the digital era to deliver information more efficiently and oriented towards clicks with high traffic; 2) young audience demand influences the media to prioritize fast interactivity, delivery, and packaging of relevant news; and 3) platform shifts reflect major changes in content distribution dominated by social media (TikTok and Instagram), demanding the adaptation of new formats that are more concise and visual. In addition, the challenges and direction of newstainment development occur due to the conflict between demands for virality and journalistic quality, adaptations to formulas to attract audience attention, especially Gen Z, and the use of social media language or urban language in delivering news.

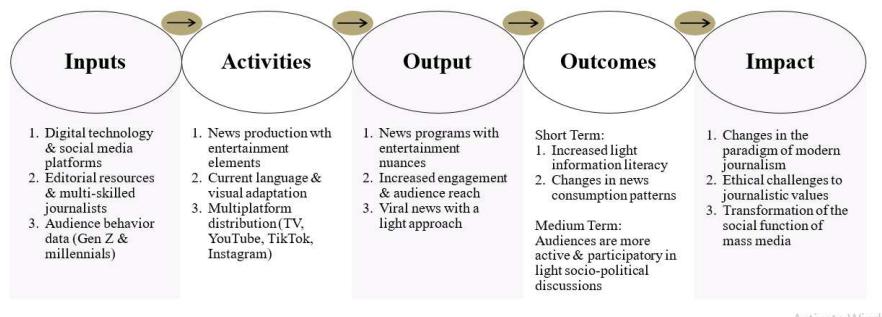


Figure 9. Logic model news innovation through infotainment style

The research logic model concludes that the Meet Nite Live program is designed as a form of innovation from a new television business model with a special news segmentation in the context of national media. Newstainment-style innovation dominates the audience of young people, especially Gen Z, who are more interested in news shows wrapped in entertainment. Meet Nite Live, which appears on television media that is streamed in new media and is distributed to social media owned by Media Group, such as YouTube, TikTok, and Instagram, to reach audiences in the digital ecosystem. In addition, the Meet Nite live program can be a reference for news-segmented media on national television that appears entertaining while still maintaining journalistic principles. Metro TV strives to adapt to digital trends while maintaining journalistic integrity.

## Conclusion

The application of the Newstainment style in the Meet Nite Live program through MDA analysis shows the transformation of news presentation that combines journalistic elements with harmonious entertainment. The MNL program packs content flexibly and

expressively through the MDA approach, including the use of urban language, memes, casual gestures, and digital algorithms. In addition, Newstainment can build narratives that captivate the audience's emotions. The MNL program succeeded in maintaining journalistic values. Newstainment in television news has been proven to be able to adapt in the national television creative industry in responding to changes in information consumption patterns in the digital age. The editor assesses that the news with the newstainment format can adjust to the consumption patterns of audiences that combine journalistic and entertainment elements without reducing the accuracy, objectivity, and independence; meeting the elements of quality news standards; and succeeding in drawing the interest of the younger generation to watch television news. The impact of Newstainment on the MNL program shows that journalistic integrity is maintained through the verification of facts and credible sources. Reflection of this research: MNL can adapt amidst the pattern of digital information consumption but does not mix facts with opinions so that journalistic values and press integrity are maintained. Experts from various fields of science are presented as resource persons in the MNL program to provide opinions on a fact.

This study strengthens the theory of media convergence, the use of urban languages, memes, increasing algorithms, creating new interactive spaces in journalism, and revitalizing the role of the media to increase public information literacy. This research provides guidance for television stations and content manufacturers to develop news formats that are relevant to the preferences of the digital generation without sacrificing practical accuracy and objectivity. Multimodal approaches, such as dynamic visuals, contextual narratives, and interactivity through the comment's column, increase audience involvement while maintaining media credibility and increasing public communication literacy. For further research, it is necessary to expand the scope by analyzing more similar programs on various social media platforms, testing psychological and cognitive impacts from the audience perspective on complex issues, and involving variable information retention and news credibility perceptions.

## Acknowledgements

The researcher would like to thank Metro TV and all participants who have provided support and data to complete this research. Thanks are also given to the reviewers and editors of the ASPIKOM Journal.

## References

- Ac Nielsen. (2023). *Nielsen 2023 annual marketing report*. <https://www.nielsen.com/insights/2023/need-for-consistent-measurement-2023-nielsen-annual-marketing-report/>
- Adi Firmansyah. (2025). *Wawancara Mengenai Inovasi Newstainment*.
- Altheide, D. L., & Snow, R. (1978). Sports versus the mass media. *Urban Life*, 7(2), 189-204. <https://doi.org/10.1177/089124167800700204>
- Annur, C. M. (2023, 30 Mei). *Media sosial, sumber informasi utama masyarakat Indonesia*. Katadata [<https://databoks.katadata.co.id/telecommunications/statistik/02948dc293fe4c9/media-sosial-sumber-informasi-utama-masyarakat-indonesia>].
- Blumler, J. G., & Katz, E. (1974). The uses of mass communications: current perspectives on gratifications research. *Sage Annual Reviews of Communication Research* Volume III.
- Bolin, G. (2014). Television journalism, politics, and entertainment: Power and autonomy

- in the field of television journalism. *Television & New Media*, 15(4), 336-349. <https://doi.org/10.1177/1527476414525671>
- Chadwick, A. (2017). *The hybrid media system: Politics and power*. Oxford University Press.
- Corner, J. (2000). Mediated persona and political culture: Dimensions of structure and process. *European Journal of Cultural Studies*, 3(3), 386-402. <https://doi.org/10.1177/136754940000300306>.
- Creswell, J. W. (2018). *Research design: pendekatan kualitatif, kuantitatif, dan mixed*. Pustaka Pelajar.
- Digital News Report. (2023). *Digital news report*. <https://reutersinstitute.politics.ox.ac.uk/digital-news-report/2023>
- Doyle, G. (2023). *Media economics: A new era of digital disruption*. Sage Publications.
- Ekström, M., Lewis, S. C., & Westlund, O. (2020). Epistemologies of digital journalism and the study of misinformation. *New Media & Society*, 22(2), 205-212. <https://doi.org/10.1177/1461444819856914>.
- Esquen, B., & Palomino-Flores, P. (2024, September). Generation Z and the Media Landscape Shifting Credibility and Adaptation Strategies in Journalism. In *International Conference on Communication and Applied Technologies* (pp. 395-405). Singapore: Springer Nature Singapore.
- Evita, N., Prestianta, A. M., & Asmarantika, R. A. (2023). Patterns of media and social media use in generation z in Indonesia. *Jurnal Studi Komunikasi*, 7(1), 195-214. <https://doi.org/10.25139/jsk.v7i1.5230>
- Fairclough, N. (2003). *Analysing discourse: Textual analysis for social research*. Routledge.
- Fauziah, J., Suharni, N., & Yunus, S. (2025). Dampak media sosial terhadap keterampilan membaca kritis mahasiswa. *Liberosis: Jurnal Psikologi Dan Bimbingan Konseling*, 11(1), 21-30. <https://doi.org/10.3287/liberosis.v11i1.11372>
- Grabe, M. E., Zhou, S., & Barnett, B. (2001). Explicating sensationalism in television news: Content and the bells and whistles of form. *Journal of broadcasting & electronic media*, 45(4), 635-655. [https://doi.org/10.1207/s15506878jobem4504\\_6](https://doi.org/10.1207/s15506878jobem4504_6).
- Harrington, S. (2008). Popular news in the 21st century Time for a new critical approach?. *Journalism*, 9(3), 266-284. <https://doi.org/10.1177/1464884907089008>.
- Hendrickx, J., & Vázquez-Herrero, J. (2024). Dissecting social media journalism: A comparative study across platforms, outlets and countries. *Journalism Studies*, 25(9), 1053-1075. <https://doi.org/10.1080/1461670X.2024.2324318>
- Hodge, R. I. V., & Kress, G. R. (1988). *Social semiotics*. Cornell University Press.
- Indriani. (2025). *Wawancara Mengenai Inovasi Penyajian Berita*.
- Iswahyudi Rachmanto. (2025). *Wawancara Mengenai Program Meet Nite Live*.
- Jenkins, H. (2006). *Convergence culture: Where old and new media collide*. New York University Press.
- Jenkins, H., Ford, S., & Green, J. (2013). Spreadable media: Creating value and meaning in a networked culture. In *Spreadable media*. New York University Press.
- Jewitt, C. (ed). (2014). *The Routledge handbook of multimodal analysis* (2nd ed.). Routledge.
- Juniadi, A. (2025). *Wawancara Mengenai Newstainment Sebagai Inovasi*.

- Kementerian Komunikasi dan Informatika. (2022). *Status literasi digital di Indonesia 2022*. [<https://data.komdigi.go.id/publikasi/document/indeks-literasi-digital-2022>]
- Kovach, B., & Rosenstiel, T. (2021). *The elements of journalism, revised and updated 4th edition: What newspeople should know and the public should expect*. Crown.
- Kress, G. R., & Van Leeuwen, T. (2001). *Multimodal discourse: The modes and media of contemporary communication*. Arnold.
- Küng, L. (2023). *Strategic management in the media: Theory to practice*. SAGE Publications Limited.
- Lestari, D. A., Primagara, M., Sari, S. A., Meilina, A., Fauziah, S., Sugesti, A. I., ... & Salwi, A. D. (2024). Meme Culture: A Study of Humor and Satire in Digital Media. *International Journal of Advanced Multidisciplinary Research and Studies*. 4(4), 134–140. <https://doi.org/10.62225/2583049x.2024.4.4.3013>.
- Lincoln, Y. S., Lynham, S. A., & Guba, E. G. (2011). Paradigmatic controversies, contradictions, and emerging confluences, revisited. *The Sage handbook of qualitative research*, 4(2), 97-128.
- Machin, D., & Mayr, A. (2023). *How to do critical discourse analysis: A multimodal introduction*. SAGE.
- McLuhan, M. (1994). *Understanding media: The extensions of man*. MIT press.
- McManus, J. H. (1994). *Market-driven journalism: Let the citizen beware*. Sage Publications.
- McNair, B. (2003). *News and Journalism in the UK*. Routledge.
- McNair, B. (2017). *Fake news: Falsehood, fabrication and fantasy in journalism*. Routledge.
- McQuail, D. (2010). *McQuail's mass communication theory*. Sage publications.
- Medina, M., Sánchez-Tabernero, A., & Larrainzar, A. (2020). Growth strategies of media companies: Efficiency analysis. *Palabra Clave*, 23(1), e2317. DOI: <https://doi.org/10.5294/pacla.2020.23.1.7>
- Miles, M. B., Huberman, A. M., & Saldana, J. (2014). *Qualitative data analysis 3rd Edition: Source book of Bew Methods*. Baverly Hills: SAGE Publications Inc.
- Montgomery, M. (2007). *The discourse of broadcast news: A linguistic approach*. Routledge.
- Nelson, J. L., & Tandoc Jr, E. C. (2019). Doing “well” or doing “good”: What audience analytics reveal about journalism’s competing goals. *Journalism Studies*, 20(13), 1960-1976. <https://doi.org/10.1080/1461670X.2018.1547122>.
- Newman, N., Fletcher, R., Eddy, K., Robertson, C. T., & Nielsen, R. K. (2023). *Digital news report 2023*.
- Patterson, T. E. (2013, October 8). *Informing the news: The need for knowledge-based reporting*. Retrieved from <https://journalistsresource.org/home/knowledge-based-reporting/>
- Pavlik, J. V. (2008). *Media in the digital age*. Columbia University Press.
- Picard, R. G. (2022). Competition, monopoly, and antitrust issues. *The SAGE handbook of the digital media economy*, 449-469.
- Posetti, J. (2017). *Protecting journalism sources in the digital age*. Unesco Publishing.
- Postman, N. (2005). *Amusing ourselves to death: Public discourse in the age of show business*. Penguin.
- Rogers, E. M. (2003). *Diffusion of innovations*. The Free Press.

- Solihin, O. (2025). *Wawancara Tentang Inovasi Newstainment*.
- Tandoc Jr, E. C., Duffy, A., Jones-Jang, S. M., & Wen Pin, W. G. (2021). Poisoning the information well? The impact of fake news on news media credibility. *Journal of Language and Politics*, 20(5), 783-802. <https://doi.org/10.1075/jlp.21029.tan>
- Tapsell, R. (2014). Digital media in Indonesia and Malaysia: Convergence and conglomeration. *Asiascape: Digital Asia*, 1(3), 201-222.
- Thussu, D. K. (2008). *News as entertainment: The rise of global infotainment*. SAGE.
- Thussu, D. K., & Kumar, A. (2023). India: Mapping journalism in the world's largest democracy. In *Different Global Journalisms: Cultures and Contexts* (pp. 107-125). Cham: Springer International Publishing.
- Waisbord, S. (2018). Truth is what happens to news: On journalism, fake news, and post-truth. *Journalism studies*, 19(13), 1866-1878. <https://doi.org/10.1080/1461670X.2018.1492881>

---

**Copyright holder :**  
© Iman Indrati

**First publication right :**  
Jurnal ASPIKOM

**This article is licensed under:**

