

Social Media Roles in Local Television: Education, Information, and Digital Marketing at JTV Malang

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Abstract

Digital technology has changed how people consume information, including the way local television stations reach their audiences. JTV Malang, one of the local television stations serving Greater Malang, has turned to social media to support its conventional broadcasting function. This study describes the role of JTV Malang's social media as a means of education, information, and marketing in the digital era. Conducted during an internship (Praktik Kerja Lapangan) at JTV Malang, the study uses a descriptive qualitative approach, drawing on observation of social media content and interviews with members of the station's editorial and social media team. Data were analyzed through data reduction, data display, and conclusion drawing, and the findings were compared against earlier studies on similar themes. The results show that JTV Malang's social media performs three interlocking roles: an educational role carried through informative and instructive content, an informational role carried through timely news coverage of Greater Malang, and a digital marketing role that widens audience reach and strengthens JTV Malang's brand image amid growing competition among digital media outlets. The study is intended to serve as material for evaluating and refining JTV Malang's social media management going forward.

Keywords: social media, education, information, digital marketing, local television

Introduction

The digital era has brought sweeping change to how the public consumes media. The rise of the internet and social media has shifted many people away from relying solely on television, radio, and print toward digital platforms that can be reached at any time and from almost anywhere. Mass media serves as a channel for distributing information, news, and public opinion to a broad audience (Ameliola & Nugraha, 2013; Karim, 2023; Sarihati et al., 2022; Suhara, 2016). Media also facilitates the exchange of messages between communicators and audiences through various communication channels (Cangara, 2013; Habibie, 2018). As digital platforms become increasingly accessible, conventional broadcasting institutions face challenges in maintaining audience attention, managing digital content, and adapting their communication strategies to changing media consumption habits. Social media now serves not only as an information channel but also as a means of public education and institutional promotion.

This shift also bears on the position of local television stations. As audiences increasingly turn to platforms such as YouTube, Instagram, Facebook, and TikTok, local broadcasters face

pressure to adapt. Maintaining a presence across these platforms requires more than redistributing television programs. Local stations also need to consider the suitability of content formats, audience interests, and the relationship between broadcasting activities and digital communication. JTV Malang, a local station covering news and current affairs across Greater Malang, has responded by using social media to extend the reach of its broadcasts. During an internship (*Praktik Kerja Lapangan/PKL*) at JTV Malang, the authors observed that the content produced and distributed through the station's social media accounts spans a wide range of subjects, including traffic, the economy, crime, sports, disaster, and human-interest stories. These activities indicate that the station's digital platforms are used for several communication purposes, including delivering local information, sharing content with educational value, and promoting its institutional presence. However, the availability of different content categories does not necessarily explain how these functions are organized and managed through the station's social media activities.

Previous studies have examined the changing functions of broadcasting institutions from different perspectives. Widiyanti et al. (2023) investigated the educational function of TVRI, highlighting the role of public broadcasting in providing educational programs. Firmansyah et al. (2023) examined the convergence of television and social media in distributing regional news content, emphasizing how digital platforms support information dissemination. Research by Yoedjadi et al. (2024) focused on managerial challenges in television and social media convergence, particularly the integration of newsroom activities and digital media operations. Meanwhile, Nopianti and Triyono (2025) explored customer engagement as part of the digital marketing communication strategy implemented by TVKU, a local television station. These studies provide important insights into educational broadcasting, news distribution, media convergence, and marketing communication, although their primary analytical interests differ.

The findings of previous research indicate that social media has become relevant to several functions of broadcasting institutions. Nevertheless, the relationship among educational content, information dissemination, and digital marketing within the social media activities of a single local television station still requires closer examination. Each function has a different communication purpose, yet the content may be distributed through the same digital platforms and managed by the same institution. Examining these functions together can provide a better understanding of how local broadcasters organize their digital communication activities beyond conventional television broadcasting.

Based on this background, the study aims to examine the use of social media at JTV Malang as a medium for education, information dissemination, and digital marketing. The analysis focuses on the forms of content distributed through the station's digital platforms and the communication purposes represented by these activities. By examining the three functions within the same broadcasting institution, this study seeks to contribute to an integrated understanding of social media utilization in local television and its relevance to digital communication management.

Social Media

Social media is a collection of internet-based applications built on the ideological and technological foundations of Web 2.0, allowing the creation and exchange of user-generated

content (Kaplan & Haenlein, 2010). Its defining features include interactivity, connectivity among users, and the capacity to spread information quickly and widely. For broadcasting institutions such as local television stations, social media enables direct interaction with audiences, moving beyond the one-way communication typical of conventional broadcasting.

Social Media as a Means of Education and Information

Social media plays an important role in communication, education, and the provision of information in the digital era, since it allows educational content such as tips, infographics, and short videos to circulate in a concise and easily understood form. Ritonga (2024), studying how schools use social media, found that platforms such as Instagram and YouTube are actively used to spread information and educational material, improving access and communication among stakeholders. A similar logic applies to broadcasting institutions, which use social media to deliver timely news alongside content that carries an educational dimension for the wider public.

Digital Marketing and the Marketing Role of Social Media

Digital marketing refers to the management and execution of marketing activities through digital media, social media included, to achieve an organization's marketing goals (Chaffey & Ellis-Chadwick, 2019). Kotler and Keller (2016) argue that modern marketing cannot be separated from digital channels, which organizations use to build brand awareness and sustain relationships with consumers. Puspitarini and Nuraeni (2019) likewise found social media to be effective as a promotional medium, given its ease of access, wide reach, and relatively affordable cost compared with conventional promotional media. For broadcasting institutions, social media is used to extend audience reach beyond the conventional broadcast footprint, promote flagship programs, and reinforce institutional image amid intensifying competition in the media industry.

Media Convergence and Multiplatform Content Distribution

A further concept relevant to this study is media convergence the merging of multiple media platforms, including television and social media, into a single ecosystem for producing and distributing content (Vebrynda, Maryani, & Abdullah, 2017). Firmansyah, Anindita, and Widyaningrum (2023) found that social media quickly became an additional channel through which television stations air news outside their scheduled programming, helping sustain the business of journalism in the digital era. In a similar vein, Jaha, Rumra, and Salakay (2024) showed that multiplatform journalism functions as an adaptive communication strategy that keeps local media relevant to audiences across several channels at once. Rahmadani (2024) further argues that the era of convergence requires television journalists to develop multitasking skills so that content can be produced to suit the character of each platform. This principle of convergence and multiplatform distribution is reflected in how JTV Malang manages its social media, as described in more detail in the Results and Discussion sections.

Prior Research

Several earlier studies bear directly on this one. Alamsyah, Aminuddin, and Amaliah (2024) found that local television stations in West Java devise digital adaptation strategies to

sustain their existence amid competition from digital media. Korompis and Bahriyah found that ANTV uses Instagram as a digital marketing channel to promote its programming. Ismanda (2026) found that Banyumas TV uses community-based programming, promoted through social media, as a marketing communication strategy to reach younger audiences. Ulul 'Azmi and colleagues found that strengthening digital capacity is key for local stations such as Dhoho TV to remain relevant amid the challenges of digitalization. Aqilah (2025) similarly found that local outlets such as Jabar Ekspres Bandung apply media convergence at both the editorial and managerial level to sustain their existence and competitiveness in the digital era. These studies serve as comparative references for interpreting the findings reported here.

Conceptual Framework

Drawing on this body of theory and prior research, a conceptual framework was developed to guide the study (Figure 1). JTV Malang, as a local television station, uses social media YouTube, Instagram, Facebook, and TikTok to carry out three main roles: an educational tool, an information tool, and a digital marketing medium, each with its own set of indicators observed in this study.

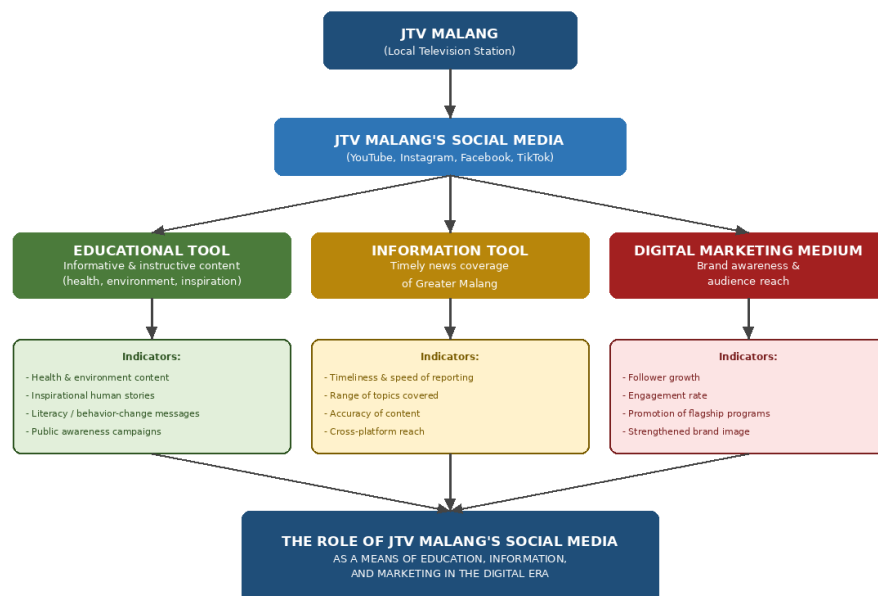


Figure 1. Conceptual Framework of the Role of JTV Malang's Social Media

Given this background, the study asks: what role does JTV Malang's social media play as a means of education, information, and marketing in the digital era? The aim is to describe and analyze these three roles based on content observation and interviews conducted during the internship. Theoretically, the study is intended to enrich communication studies on how local broadcasting institutions use social media; practically, it is intended to serve as evaluative input for JTV Malang in managing its social media more effectively.

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Method

Research Approach

This study uses a descriptive qualitative approach, chosen to produce an in-depth picture of how JTV Malang uses social media as a means of education, information, and marketing in the digital era. Qualitative research of this kind focuses on understanding a phenomenon as it occurs naturally and presenting that understanding in descriptive form (Moleong, 2017). The approach suits the study's purpose, which is not to count or track the volume of content but to understand how JTV Malang manages its content, why particular types of content are chosen, and what functions social media serves for the institution, so that the resulting data captures the fuller texture of JTV Malang's social media practice.

Object and Timing of the Research

The object of this study is JTV Malang's social media accounts (YouTube, Instagram, Facebook, and TikTok) together with the station's editorial and social media teams, observed during an internship (PKL) carried out between January and March 2026. Observation focused on content published through JTV Malang's social media, particularly news content carrying an informational, educational, or marketing function; this data was used to identify patterns in how social media is used and which functions its content tends to serve.

Data Sources

Data came from primary and supporting sources. Primary data was gathered through observation of JTV Malang's social media content and interviews with staff involved in its management specifically Rifki Mahesa, a cameraman, and Sivi Anton, JTV Malang's General Manager. Supporting data came from documentation and statistical data drawn from the analytics dashboards of JTV Malang's Instagram and TikTok accounts, covering follower growth, follower demographics, and impressions for the period 4 January to 30 March 2026.

Data Collection Techniques

Content Analysis.

Content analysis was used to identify and systematically classify the characteristics of messages carried in JTV Malang's social media content. Eriyanto (2011) describes content analysis as a technique for identifying message characteristics objectively and systematically, with attention to context. For this study, the authors observed and documented 100 news content titles published during the internship, covering topics such as traffic, the economy, crime, disaster, sports, culture, and human-interest stories. Each item was then classified according to its most dominant message function education, information, or marketing/promotion. Classification rested on the substance and primary purpose of each item: content carrying health, environmental, or inspirational messages was classified as educational; content covering current events such as crime, the economy, sports, government affairs, and disaster was classified as informational; and content concerning visits, partnerships, festivals, program promotion, or institutional image was classified as marketing or promotional.

In-Depth Interviews.

In-depth interviews were used to obtain firsthand information about how JTV Malang manages its social media, from the perspective of those directly involved. Interviews followed a guided format built around questions relevant to the study's focus. The informants were Rifki Mahesa (cameraman) and Sivi Anton (General Manager) of JTV Malang. Questions covered content-selection strategy, the purpose of using social media, platform priorities, challenges in content management, and the indicators used to judge a piece of content's success. Interview results were used to reinforce the content analysis, so that the study rests not only on observation of content but also on an understanding of the reasoning and strategy behind it.

Documentation.

Documentation served as supporting data, comprising statistical data drawn from the analytics dashboards of JTV Malang's Instagram and TikTok accounts follower counts, follower growth, audience demographics, and content impressions. This data helped illustrate how JTV Malang's social media activity developed and how audiences responded to it over time.

Data Analysis Technique

Data was analyzed using the interactive model developed by Miles and Huberman (1994), comprising three stages: data reduction, data display, and conclusion drawing. Data reduction involved selecting, simplifying, and grouping the data collected; in this study, content data was sorted according to its three main functions education, information, and marketing. Data display involved organizing the reduced data into descriptive narrative and tables for clarity; the classification results for the 100 content items were presented by category and percentage. Conclusion drawing involved interpreting the data presented to arrive at conclusions about the role of JTV Malang's social media; the content analysis findings were then reinforced with the interview results and social media analytics data.

Research Stages

The research began with observation of JTV Malang's social media activity during the internship. The authors then collected and documented 100 news content items as the object of analysis, classifying each according to its educational, informational, or marketing function. Interviews with informants followed, aimed at understanding the strategy behind social media management; the interview data was then compared against the content analysis and the analytics documentation. Once all data had been gathered, it was reduced, displayed, and interpreted following the Miles and Huberman (1994) model. Together, these stages were intended to produce a systematic picture of the role JTV Malang's social media plays as a medium of education, information, and marketing.

Results

Classification of JTV Malang's Social Media Content

Following the content-analysis technique used to identify message characteristics objectively and systematically (Eriyanto, 2011), the 100 content titles observed during the

internship were reduced and grouped into three categories based on their dominant function: educational content, informational content, and institutional marketing/promotional content. Classification was based on the main message carried by each title content emphasizing health, environmental, or inspirational messages was classified as educational; content emphasizing coverage of current events (crime, the economy, sports, government, disaster) was classified as informational; and content emphasizing visits, partnerships, festivals, or program and institutional promotion was classified as marketing. The results are presented in Table 1.

Table 1. Classification of JTV Malang's Social Media Content

No	Content Category	Number of Items	Percentage	Dominant Function
1	Informational Content	76	76%	Coverage of current events
2	Educational Content	15	15%	Instructive / inspirational messages
3	Marketing / Promotional Content	9	9%	Promotion of programs / institutional image
Total		100	100%	

Of the 100 content items observed, most (76%) served an informational function, followed by educational content (15%) and marketing/promotional content (9%). This dominance of informational content is not surprising given JTV Malang's identity as a news broadcaster, whose core function remains the delivery of current information. Even so, the presence of educational and marketing content though smaller in share indicates that JTV Malang's social media is not managed as a news channel alone, but is also deliberately used to serve educational and digital marketing functions, a point the interview findings in the next section confirm. Table 2 illustrates this classification with a sample of individual content titles representing each category.

Table 2. Sample Classification of JTV Malang's Content Titles

No	Content Title	Category	Analytical Indicator
1	"Beware of Super Flu: A Danger to Vulnerable Groups"	Education	Health-awareness message
2	"Creative Visually Impaired Resident Turns Fabric Scraps into Cash"	Education	Inspirational story & economic literacy
3	"Environmental Agency Cleans Up Waste at Among Tani Batu Market"	Education	Environmental awareness

No	Content Title	Category	Analytical Indicator
4	“Return Traffic after New Year Holiday via Singosari Toll Road Still Normal”	Information	Traffic update
5	“Early 2026: Chicken Meat Prices Still High”	Information	Economic / food-price information
6	“East Java Police Reconstruct Murder of UMM Student in Batu City”	Information	Crime / legal reporting
7	“Students from SMKN 2 Sampang Visit JTV Malang”	Marketing	Institutional promotion
8	“Futuristic Light Spectacle at Milenial Glow Garden”	Marketing	Event / tourism promotion
9	“Malang City Election Commission Visits JTV's Malang Bureau”	Marketing	Strengthening institutional image / relations

Content Management Strategy

Interviews with Rifki Mahesa (cameraman) and Sivi Anton (General Manager) of JTV Malang indicate that content is not selected for upload at random; it goes through a selection process based on timeliness and informational value for the audience. As one informant explained:

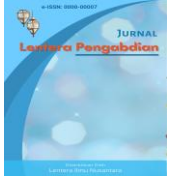
“Usually we look at the news that comes in first, then we pick out whichever items are genuinely interesting and carry information value for the public. Not every story gets uploaded right away we also look at how current it is, and which part of it would work best as social media content.”

Once a story is selected, the editing team adjusts its duration and format to suit the character of social media, since not every piece of television content can be shown in full on digital platforms. The social media editing workflow runs from receiving the news material, to deciding which portion to use, to editing it trimming the video, adding on-screen text, and resizing it for each platform through to a final check before it is uploaded.

On the purpose of using social media, the informants said the primary function is delivering information, with education and program promotion as secondary functions:

“The main purpose is really more about getting information out to the public... Besides information, there's also an element of education and promoting JTV's programs. But the most important thing is still how news or information from JTV can reach the public faster and more widely.”

Regarding platform priorities, JTV Malang's social media team does not place all of its content on a single channel; instead, it adapts the format to each platform's character Instagram Reels and TikTok for short-form video, YouTube for longer content. As one informant put it, “it's not really about just one platform it's more about how we package it differently for each one.”

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Challenges reported by the editorial team relate mainly to time pressure and the need to keep pace with fast-changing social media formats:

“The challenge is more about time... we have to move fast so the information isn't late, but the editing still has to be good... and the most important thing is that in the rush to upload quickly, the information we put out doesn't end up being inaccurate.”

Social Media as an Educational Tool

Observation of JTV Malang's content shows that some of what is uploaded carries an educational message for the public. Examples observed during the internship include the story of a visually impaired resident who turns fabric scraps into economically valuable products, tips from a resident who successfully built a business breeding Peking ducks, public health warnings aimed at vulnerable groups, content on psychological approaches to preventing mental health risks, and coverage of a waste-cleanup effort by the local environmental agency. Content of this kind does more than report an event it embeds an educational message intended to broaden public knowledge and encourage more positive behavior.

Social Media as an Information Tool

Across the 100 content titles observed, JTV Malang's social media covers a wide range of topics traffic and infrastructure, the economy and the price of basic goods, crime, sports, government affairs, disaster, and social and cultural issues across Greater Malang. This breadth points to JTV Malang's social media functioning as a comprehensive information channel, one that does more than relay conventional television broadcasts and instead delivers news faster and in a form more accessible to audiences who spend more of their time on digital platforms.

Interviews also indicate that the editorial team prioritizes accuracy even as content is repackaged more concisely for social media. As one informant put it, “we still stick to the original story. What changes is really just how it's delivered, not the substance of the information.” Not every story aired on television is uploaded to social media; the team re-selects material with the differing character of television and social media audiences in mind: “television viewers and social media viewers are different... if a story is long, we usually just take the core or the most interesting part.”

Social Media as a Digital Marketing Medium

Beyond education and information, JTV Malang's social media also functions as a digital marketing medium. Distributing content across YouTube, Instagram, Facebook, and TikTok extends JTV Malang's audience beyond its conventional television viewership while introducing its flagship programs to a younger, more digitally active audience. Through consistent uploads and a varied mix of topics, social media helps reinforce JTV Malang's brand image as a local television station that is both informative and closely connected to the people of Greater Malang.

On evaluating success, the editorial team looks beyond view counts to engagement comments, likes, and shares as an indicator of a piece of content's impact: “views are definitely one thing we look at, but not the only one. We also look at engagement... sometimes the views

aren't that high, but a lot of people comment or share it. That also means the content had an impact.” Audience response in the comments section also feeds back into decisions about future content direction, particularly on issues close to the everyday lives of people in Greater Malang, “because people are usually more interested when they feel something is close to them.”

Growth and Engagement Data

Analytics data for the period 4 January to 30 March 2026 lend further support to these findings. JTV Malang's official TikTok account, @jtv_malang, gained 21,571 followers, with net follower growth of 16,300 accounts an increase of more than 999% over the previous period. By gender, followers were 53% male and 46% female. As of March 2026, the account had accumulated 21.6 thousand followers and 5.2 million likes across all uploaded content.

Instagram insight data likewise show a marked spike in content performance during one monthly period, with impressions rising 379% compared with the previous month from under one million to around five million. This increase coincided with a rise in upload frequency, with the social media team publishing 19 more reels and 9 more posts than the month before. Taken together, this data supports the interview finding that adapting content format to each platform's character, combined with more consistent and frequent uploads, contributed measurably to the growth of JTV Malang's social media audience.

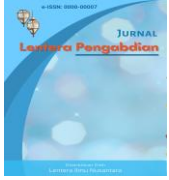
Discussion

Content Strategy through a Gatekeeping and News Values Lens

The selection process described by the informants weighing timeliness and informational value before a story is chosen for social media reflects gatekeeping theory, which holds that information passes through a series of selection “gates” controlled by individuals or editorial teams applying particular criteria before it is deemed fit to publish (White, 1950). The criteria JTV Malang's editorial team applies timeliness and appeal also mirror the news values of timeliness and relevance that journalists commonly use to judge whether an event is newsworthy (Harcup & O'Neill, 2001).

The adjustment of format and duration to fit each platform reflects the digital marketing principle of tailoring messages to the characteristics of each digital channel in order to optimize reach (Chaffey & Ellis-Chadwick, 2019), and also illustrates the media convergence described by Vebrynda, Maryani, and Abdullah (2017), in which television and multiple digital platforms are folded into a single production and distribution ecosystem. This finding echoes Firmansyah, Anindita, and Widyaningrum (2023) and Jaha, Rumra, and Salakay (2024), both of which found that distributing news content across digital channels is an adaptive strategy media organizations use to reach wider audiences; the difference is that those studies examined a national broadcaster (SCTV) and a local print outlet (Ambon Ekspres), whereas this study shows a similar practice at a city-scale local television station, JTV Malang.

The time pressure and constantly shifting format demands reported by the editorial team, meanwhile, echo Rahmadani's (2024) argument that the era of convergence requires television journalists to build multitasking skills so they can produce content quickly without sacrificing

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journalistic quality and accuracy, even as that content is packaged in a shorter, more social-media-friendly form.

The Educational Role in Comparison with Prior Studies

The educational content JTV Malang publishes human-interest stories, health warnings, environmental-awareness content is consistent with Ritonga's (2024) finding that social media is actively used to spread educational material to the public. The difference lies in context: where Ritonga's study examined an educational institution, this study shows that the same educational function attaches to a broadcasting institution, one that delivers its educational message through journalistic packaging rather than formal instructional material.

The Informational Role in Comparison with Prior Studies

The topical range observed in JTV Malang's content traffic, the economy, crime, sports, government, disaster, and social affairs reinforces Alamsyah, Aminuddin, and Amaliah's (2024) finding that local television stations must adapt to digital broadcasting systems to remain relevant. In this study, that adaptation is visible in JTV Malang's consistent production and distribution of news across several social media platforms, extending its informational reach well beyond its conventional or terrestrial-digital broadcast footprint. The editorial team's emphasis on accuracy and its practice of re-selecting, rather than simply reposting, television content for social media in view of the different character of television and social media audiences further shows that this informational role is exercised selectively and deliberately curated, not simply reproduced wholesale.

The Digital Marketing Role in Comparison with Prior Studies

Distributing content across YouTube, Instagram, Facebook, and TikTok extends JTV Malang's audience beyond conventional television viewers while introducing its programs to a younger, more digitally engaged public consistent with Korompis and Bahriyah's finding that television stations use social media to market their programming to wider audiences, and with Ismanda's (2026) finding that Banyumas TV uses social media to reach and engage young audiences through community-based programming. The difference is one of scope: where those studies focus on promoting a single program, JTV Malang's social media is used more broadly to market the institution's overall image through the diversity of its daily news content.

The editorial team's practice of weighing engagement comments, likes, shares alongside view counts reflects the digital marketing emphasis on measuring engagement rather than reach alone as an indicator of marketing success (Kotler & Keller, 2016). The follower and impression growth documented in this study likewise supports Chaffey and Ellis-Chadwick's (2019) view that successful digital marketing shows up in measurable audience growth and engagement.

Comparison with Prior Research

Table 3 summarizes how this study's findings relate to earlier research.

Table 3. Comparison with Prior Research

Researcher (Year)	Research Focus	Comparison with This Study's Findings
Ritonga (2024)	The role of school social media as a means of information and education	Consistent: JTV Malang's social media is likewise used to spread educational content, though the object here is a broadcasting institution rather than a school
Alamsyah, Aminuddin, & Amaliah (2024)	Strategies of local television stations in West Java to survive the digital broadcasting era	Consistent: digital adaptation is a survival strategy; JTV Malang adds a marketing function through social media, beyond broadcasting alone
Korompis & Bahriyah (Universitas Esa Unggul)	ANTV's Instagram-based digital marketing strategy for program promotion	Consistent: social media is used to market broadcast content; JTV Malang focuses on local news content, while ANTV focuses on a drama series
Ismanda (2026)	Banyumas TV's marketing communication strategy through community-based programming	Consistent: local television uses social media to widen engagement with young audiences and strengthen its image
Ulul 'Azmi et al.	Strengthening Dhoho TV's capacity to face digitalization challenges	Consistent: local television must innovate its digital content; JTV Malang does so through diversifying news topics on social media
Firmansyah, Anindita, & Widyaningrum (2023)	Convergence of television and social media in distributing regional news at SCTV	Consistent: social media becomes an additional news-distribution channel; JTV Malang operates at city-scale local television, SCTV at national scale
Jaha, Rumra, & Salakay (2024)	Multiplatform journalism as an adaptive strategy at Harian Ambon Ekspres	Consistent: cross-platform content distribution is a survival strategy for local media; JTV Malang applies it in television rather than print

Researcher (Year)	Research Focus	Comparison with This Study's Findings
Aqilah (2025)	Editorial and managerial media convergence strategy at Jabar Ekspres Bandung	Consistent: convergence runs through editorial (content selection and format) and managerial (purpose and evaluation) practice, as also found at JTV Malang

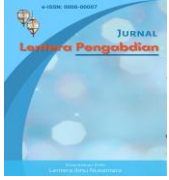
Taken together, the comparison suggests that this study's findings broadly align with prior research: social media plays an important role in sustaining broadcasting institutions in the digital era, whether through education, information, or marketing. What is new here is the focus on all three roles at once, examined within a single object of study JTV Malang as a local television station in Greater Malang a combination that earlier studies have not given much attention.

Conclusion

Based on the content observation and interviews conducted during the internship, JTV Malang's social media can be said to serve three main roles in the digital era. The classification of 100 observed content titles showed that informational content accounted for 76%, followed by educational content (15%) and marketing or promotional content (9%). As an educational tool, it circulates informative content that carries educational messages for the public. As an information tool, it delivers diverse and timely news about Greater Malang in a form that is quick and easy to access. As a digital marketing medium, it supports program promotion and institutional communication through various digital platforms. The growth in followers and impressions recorded through the available platform analytics indicates increased account activity and visibility during the observation period, although these findings do not directly establish improvements in audience perceptions or institutional brand image.

These findings should be considered within the limitations of the study, which focused exclusively on JTV Malang during a three-month observation period from January to March 2026. The analysis relied on interviews with two institutional informants and content categories determined by the researchers according to their dominant communication functions. Supporting analytics were also limited to Instagram and TikTok, leaving audience responses across other platforms insufficiently examined. Consequently, the findings describe the institution's social media activities and communication purposes without establishing their direct effects on audience knowledge, engagement, or brand perception.

The study suggests that JTV Malang continue to refine how it manages content across its social media platforms, including by diversifying content formats through infographics and short videos to improve the presentation of educational information. Regular evaluation of content performance and audience engagement may also support more informed decisions about digital communication strategies. For future researchers, a quantitative approach is recommended to measure engagement levels and the effectiveness of JTV Malang's digital marketing more

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precisely. A longer observation period, broader platform analytics, and direct audience feedback would provide additional evidence for evaluating the outcomes of these communication activities.

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