

Implementasi Konten Majalah Digital "MVP Weekly" terhadap Efektivitas Penyajian Berita Esports pada Audiens Instagram MVP Magazine = Implementation of Digital Magazine Content "MVP Weekly" on the Effectiveness of Esports News Presentation for the Audience of MVP Magazine`s Instagram

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Abstrak

Skripsi terapan ini akan mengukur efektivitas konten MVP Weekly terhadap penyajian berita esports pada audiens Instagram MVP Magazine. Penelitian ini menggunakan metode kuantitatif eksperimen kuasi dengan desain one-group pretest-posttest, penelitian ini mengukur perubahan pada indikator Reach, Followers dan Engagement Rate sebelum dan sesudah MVP Weekly diterbitkan. Data dikumpulkan melalui Instagram Insights dan Meta Business Suite yang akan dianalisis dengan uji statistik deskriptif serta paired sample t-test. Hasil penelitian menunjukkan bahwa implementasi konten MVP Weekly berdampak signifikan terhadap efektivitas penyajian berita esports. Pengolahan data statistik menggunakan uji paired sample t-test, dimana tiga indikator utama yakni Reach, Followers, dan Engagement Rate menunjukkan peningkatan dengan nilai signifikansi $< 0,05$. Perancangan visual hingga publikasi konten MVP Weekly disusun berdasarkan prinsip Media Richness Theory, daya tarik visual, serta teknik copywriting dimana semua teori terbukti relevan untuk memperkuat efektivitas penyampaian informasi serta respons audiens secara kuantitatif. Berdasarkan hasil penelitian yang dilakukan, MVP Weekly terbukti berhasil menjadi konten yang mendorong penyajian berita dan penyebaran informasi yang efektif kepada audiens Instagram MVP Magazine. Penelitian ini diharapkan dapat menjadi acuan bagi pengembang konten digital di media sosial, khususnya dalam ranah industri esports yang terus berkembang.

.....This applied thesis aims to measure the effectiveness of MVP Weekly content in presenting esports news to the audience of MVP Magazine's Instagram. This research uses a quantitative quasi-experimental method with a one-group pretest-posttest design, assessing changes in the indicators of Reach, Followers, and Engagement Rate before and after the publication of MVP Weekly. Data were collected through Instagram Insights and Meta Business Suite, and analyzed using descriptive statistical tests and paired sample t-tests. The results show that the implementation of MVP Weekly content has a significant impact on the effectiveness of esports news presentation. Statistical data processing using paired sample t-tests indicates that the three key indicators—Reach, Followers, and Engagement Rate—showed increases with significance values of $p < 0.05$. The visual design and publication of MVP Weekly content were developed based on the principles of Media Richness Theory, visual appeal, and copywriting techniques—all of which were proven relevant in enhancing the effectiveness of information delivery and audience response quantitatively. Based on the findings, MVP Weekly has proven to be an effective content strategy for presenting news and disseminating information to the audience of MVP Magazine's Instagram. This study is expected to serve as a reference for digital content developers on social media, particularly within the rapidly growing esports industry.