

# STRATEGI PRODUKSI KONTEN DI INSTAGRAM YANG DITERAPKAN OLEH YOUTZ MEDIA SEBAGAI MEDIA *SUPPORT* DAN MEDIA *AGENCY*

FIRMANSYAH

## ABSTRAK

Perkembangan media digital dan jasa kreatif menuntut strategi produksi konten yang tidak hanya menarik secara visual, tetapi juga relevan dan bernilai bagi audiens. Penelitian ini menganalisis strategi produksi konten Youtz Media di Instagram sebagai media *support* sekaligus media *agency* yang berfokus pada anak muda. Pendekatan yang digunakan yaitu kualitatif, data dikumpulkan melalui wawancara mendalam, observasi partisipatif, dan studi pustaka, kemudian dianalisis menggunakan model Miles dan Huberman (1994). Hasil penelitian menunjukkan bahwa strategi produksi konten Youtz Media dijalankan melalui kerangka POAC (*Planning, Organizing, Actuating, Controlling*). Tahap *planning* berorientasi pada nilai, relevansi isu, dan kebutuhan audiens; *organizing* berjalan dengan struktur tim yang fleksibel dan kolaboratif; *actuating* menekankan kreativitas melalui eksperimen dan adaptasi terhadap dinamika digital; sementara *controlling* memastikan kualitas melalui evaluasi performa dan manajemen risiko. Temuan ini menunjukkan bahwa keberhasilan strategi produksi konten Youtz Media tidak hanya bergantung pada aspek teknis, tetapi juga pada integrasi antara kreativitas, manajemen strategis, dan pemahaman audiens.

**Kata kunci:** strategi produksi konten, media digital, POAC, Youtz Media, Instagram.

# **CONTENT PRODUCTION STRATEGIES ON INSTAGRAM IMPLEMENTED BY YOUTZ MEDIA AS A MEDIA SUPPORT AND MEDIA AGENCY**

**FIRMANSYAH**

## **ABSTRACT**

*The development of digital media and the creative industry demands content production strategies that are not only visually engaging but also relevant and valuable to the audience. This study analyzes the content production strategy of Youtz Media on Instagram as both a media support platform and a media agency targeting young audiences. The approach used is qualitative, data were collected through in-depth interviews, participatory observation, and literature review, then analyzed using the Miles and Huberman (1994) model. The results show that Youtz Media implements its content production strategy through the POAC framework (Planning, Organizing, Actuating, Controlling). The planning stage emphasizes value orientation, issue relevance, and audience needs; organizing is carried out through a flexible and collaborative team structure; actuating highlights creativity through experimentation and adaptation to digital dynamics; while controlling ensures quality through performance evaluation and risk management. These findings indicate that the success of Youtz Media content production strategy is not solely based on technical aspects but also on the integration of creativity, strategic management, and audience understanding.*

**Keywords:** *content production strategy, digital media, POAC, Youtz Media, Instagram.*