

ABSTRAK

Penelitian ini menganalisis strategi komunikasi digital Serayunews dalam membangun *Social Presence* dan *audience attention* di tengah persaingan dengan media nasional dan regional. Menggunakan kerangka *Attentional Social Presence* dari Turner dan Foss (2018), penelitian ini membagi strategi pengelolaan perhatian audiens ke dalam empat dimensi yaitu *budgeted*, *entitled*, *competitive*, dan *invitational attention*. Pendekatan kualitatif deskriptif diterapkan melalui wawancara mendalam dengan tim redaksi dan audiens aktif, observasi sistematis terhadap publikasi digital periode 28 Juni hingga 23 Juli 2026, serta dokumentasi konten menggunakan platform Siappakai.com. Hasil penelitian menunjukkan Serayunews berhasil menerapkan tiga strategi pertama yang berkontribusi pada jangkauan luas hingga 123.000 pengikut *Instagram*, namun strategi *invitational attention* menjadi kelemahan terbesar dengan tidak dimanfaatkannya fitur interaktif serta *engagement rate* yang sangat rendah hanya 0,19 persen. Kesenjangan antara jangkauan dan keterlibatan ini diperparah oleh persepsi audiens tentang konten yang membosankan dan ancaman AI. Penelitian merekomendasikan optimalisasi strategi *invitational attention* sebagai prioritas utama, revitalisasi platform tidak aktif, penyeimbangan alokasi sumber daya, penguatan kapasitas SDM, dan pemerataan pemberitaan antar wilayah. Secara teoretis, penelitian menunjukkan *invitational attention* sebagai faktor penghubung antara jangkauan dan keterlibatan audiens. Secara praktis, hasil penelitian dapat menjadi panduan bagi media regional dalam memperkuat eksistensi di ekosistem digital.

Kata kunci: Strategi Komunikasi Digital, Media Lokal, *Social Presence*, *Audience Attention*, Multiplatform.

ABSTRACT

This research analyzes Serayunews' digital communication strategy in building Social Presence and audience attention amid competition with national and regional media. Using the Attentional Social Presence framework by Turner and Foss (2018), this research divides audience attention management strategies into four dimensions: budgeted, entitled, competitive, and invitational attention. A descriptive qualitative approach was applied through in-depth interviews with the editorial team and active audiences, systematic observation of digital publications during the period June 28 to July 23, 2026, and content documentation using the Siappakai.com platform. The results show that Serayunews successfully implemented the first three strategies which contributed to a wide reach of up to 123,000 Instagram followers, but the invitational attention strategy became the greatest weakness characterized by the underutilization of interactive features and a very low engagement rate of only 0.19 percent. The gap between reach and engagement is exacerbated by audience perceptions of boring content and the threat of artificial intelligence. This research recommends optimizing the invitational attention strategy as the main priority, revitalizing inactive platforms, balancing resource allocation, strengthening human resource capacity, and equalizing news coverage across regions. Theoretically, this research shows invitational attention as a bridging factor between reach and audience engagement. Practically, the findings can serve as a guideline for regional media in strengthening their existence in the digital ecosystem.

Keywords: Digital Communication Strategy, Local Media, Social Presence, Audience Attention, Multiplatform