# Analysis of Content-Based Higher Education Digital Media Business Development Needs

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**INFO ARTIKEL**

**ABSTRACT**
*The development of technology and information affects various aspects of life, one of which is higher education. We are Social Related Digital Report (2023), states that of the 276.4 million Indonesians, 212.9 million Indonesians have used the internet in their daily activities and social media platforms, most frequently used are YouTube, Facebook, and WhatsApp. The multifunction of social media, in addition as media information, is as a medium to promotional activities. Universitas Negeri Surabaya, uses this opportunity to improve promotional strategies so that they have a positive impact on the university's business ecosystem. This study aims to determine the characteristics of the content needed by the audience when accessing university social media accounts. This research is a qualitative descriptive study, which analyzes the digital content needs of the unesa academic community using the Uses and Gratification theory. The results of this study found that the types of content that audiences are interested in include, (1) edutainment content; (2) content with attractive visuals; (3) content that involves audiences.*

## INTRODUCTION

*The Media Development Directorate of Universitas Negeri Surabaya is one of the units in higher education that is responsible for media development and management, especially in the digital context. The rapid changes in media direction and consumption patterns of people in using social media require various sectors to keep up with existing developments, including educational institutions. The Media Development Directorate of Universitas Negeri Surabaya captures the phenomenon of community digitization and the potential of the current media business by optimizing digital activities. Developing digital technology and communication to optimize the needs of the academic community so that the academic community has a tendency to access digital media owned by the Media Development Directorate of Universitas Negeri Surabaya. By creating and producing content that is relevant and useful for the academic community and the general public, it will have a positive impact on universities, not only in building a positive image in the audience but also being able to have an impact on increasing university income or profits. This concept by Henry in Annas, et al (2019) is referred to as the media economy. In his research, it is said that the media affects society in various aspects, such as business strategies, pricing policies, competition and aspects that affect the media business. In the same research, media business is defined as the management of media economically, or the business (business) of media economically in meeting the needs and desires (consumption) of both individuals, organizations, and society and other stakeholders in seeking profit.*

In the world of education, educational institutions must have steps and strategies to adapt to the changing world that is heavily influenced by digital devices. This is in accordance with the Uses and Gratification theory by Wilbur Schramm which states that audiences are seen as active and purposeful individuals, they are responsible for choosing the media they will use to fulfill their needs. In line with that, based on Elihu Katz's theory in Falgoust Grace, et al (2022), it is assumed that there are five principles of Uses and Gratification: (1) media use is goal-directed, (2) audiences play an active role in the media they consume, (3) media compete with other sources in meeting needs, (4) audiences are aware of their motivations in using the media, and (5) only audience members can evaluate the value of media content and the satisfaction obtained from media use. Thus, educational institutions need to understand the role and motivation of digital media use by the public and integrate strategies based on Uses and Gratification principles to provide information and promotional media that are relevant to the characteristics and interests of the audience.

*This development has also affected the way people gather and disseminate information. With the significant number of internet and social media users, the screen time spent by people in using digital platforms, it becomes clear that the content presented by digital media businesses must be relevant and interesting to the audience. People's habit of using the internet as a new communication tool illustrates the significant changes in communication patterns that are increasingly shifting to the digital realm. Therefore, it is important for digital business media to understand and follow the trends and interests of the audience so that the content presented can attract the attention and meet the needs of users, thereby significantly increasing engagement and viewership.*

*This phenomenon is certainly an interesting analysis for researchers, Paul Capriotti, Jose-Carlos, et al (2023) in his research entitled **Evaluating the content strategy developed by universities on social media,** seeks to analyze the types of content disseminated by universities in Europe, the United States and Latin America which are used to find out the positioning of universities among the public. Then, in-depth research*

*related to content formats was also reviewed by Irhamna Nirbhaya (2023), in his research entitled* **Model Development Study of Campus TV, K-TV at PTN U, with the Design Thinking Method,** *The research reviews the development of a suitable content format for campus TV during the Covid-19 pandemic that suits the needs of stakeholders and benefits the audience. Both studies have the same subject, namely social media, but the focus of the research is different. In this study, researchers developed concepts from the two studies, to find the social media positioning of universities and map the characteristics that are of interest to the audience. So that later this research can be used as a reference for universities in developing social media management based on audience interests. Therefore, the problem formulation in this study is formulated in the following questions:* **how to analyze the social media content needs of Universitas Negeri Surabaya as a university business media?** *The answer to the problem formulation is expected to be able to provide content recommendations needed by the audience so as to increase the value of Universitas Negeri Surabaya's social media content so as to create a business content-based university media.*

### *REVIEW OF LITERATURE*

#### *Digital Media Business*

*The rapid development of information technology can affect the business economy. Socio-cultural developments have given rise to media economic activities which have an increasingly greater influence on everyday life. Information is managed well, presented on time, and packaged as attractively as possible. Technology can be developed as a commodity with economic value. The media and business economy is part of the overall economy, especially those related to fulfilling information needs in the era of self-existence needs, as well as communication needs and other non-physical needs of some parts of society.*

*Media business is the management of the media economy, or economic media business (business) in meeting the needs and desires (consumption), both individuals, organizations, and society, as well as other stakeholders (stakeholders) in order to seek profit (Henry, 2006). To understand the characteristics of media economics, first look at media economics. There are 8 characteristics, including (Henry, 2006); (1) The managed media business has two different markets at once, namely the market for the products produced (readers, listeners, viewers) and advertising in certain media. (2) Business media produces two types of products at once, namely content and consumers (audience). It is these consumers who will produce ratings to attract advertisers. (3) Media businesses are not limited by resources in producing their products or media business resources are not limited in producing their output. Various events that occur in everyday society are sources or input for media whose availability is unlimited and limited. (4) The media business does not specifically produce commercial products but produces cultural products that enrich the cultural heritage and diversity of society, so that the media economy can contribute to enlightenment and increasing knowledge of the wider community. (5) The media business produces products that do not run out, or are not reduced after being consumed by consumers, whether readers, listeners, or viewers. (6) Media businesses can present products they have produced many times to other consumers. (7) In providing additional products to consumers, consideration of additional costs is irrelevant. (8) In other businesses, this is very relevant and very important, so that additional products generate additional profits.*

#### *METHOD*

*This study used qualitative research methods. Moleong in Zulkifli Noor defines qualitative research as research that aims to understand the phenomena experienced by research subjects, for example behavior, perception, motivation to act, etc. holistically and through descriptions in the form of words and language in a special natural context method, and by utilizing various natural methods. This research analyzes the audience's perspective on the content of the Directorate of Media Development, Universitas Negeri Surabaya to understand and find out the characteristics of the content that the audience wants, which can then be developed by researchers to find out the ideal content, namely content that can be used by universities in developing content-based digital media businesses.*

*Researchers collected data through interviews, observations, and literature studies. Data obtained in the field will be combined with theories and expert opinions to then draw conclusions from the research results. To analyze research data, researchers used the theory of uses and gratification in Griffin (2018). This theory focuses on media audiences. Based on Griffin (2018), audience motives for consuming media are divided into; (1) Passing time: spending or filling free time, (2) Companionship: Get together with friends to watch things you both like, (3) Escape: stay away from stress and thoughts, (4) Enjoyment: discover and enjoy the content presented, (5) Social interaction: provides a platform or basis for connecting with others, (6) Relaxation: accessing media becomes more relaxed and has another way to fall asleep, (7 )Information: a place to find the latest information, (8) Excitement: witnessing things related to conflict*

*In this research, researchers focused on the contents of the Unesa Media Development Directorate which is active and has structured management, including; a) YouTube (KECETVbyUNESA); b) Instagram ( @unesatv); c) TikTok ( @unesatv)*

*To obtain appropriate research results, this research will focus analysis on the following;*

1. *Overview of Media Development Directorate Youtube content (@KECETVbyUNESA)*
2. *Content Consumption Motives for Social Media Audiences, Unesa Media Development Directorate*
3. *Content Marketing strategies that can be developed to increase the development of content-based media businesses so that they can increase the income or profit of the Unesa Media Development Directorate.*

## FINDINGS AND DISCUSSION

*Below the researcher will explain the research results from the problem formulation, namely the analysis of content-based higher education media business development. As stated previously, the results of this research were obtained from collecting data obtained during interviews with informants, observations, and literature studies.*

**Overview of the Observation Unit (Directorate of Media Development)**

*The Directorate of Media Development or Kece Media by Unesa is a campus media owned by Universitas Negeri Surabaya. As one of the Legal Entity State Universities (PTNBH), Unesa developed the Media Development Directorate as an effort to meet the needs of multimedia, broadcasting, content creation and media business lines. The Media Development Directorate was first established in July 2020 under the name Kece TV which was established under Unesa's Public Relations UPT. Then in February 2021 Kece TV was developed into the Information Media Development Unit (SPMI) which later changed to Kece Media. Until*

*finally in February 2023 it was developed into the Directorate of Media Development. This was realized at the same time as the status change of Universitas Negeri Surabaya to PTN-BH.*

*Kecemedia Unesa's vision is to become a superior streaming-based audiovisual content production and broadcast media among the television and radio community and able to make a positive contribution to the world of education and professions in Indonesia. To realize this vision, the Media Development Directorate carries out several missions, including: 1) providing quality broadcast programs that are in line with the world of education; 2) become a forum for thought and contribution in the form of contemporary digital broadcasts oriented towards the identity of Universitas Negeri Surabaya; 3) presenting informative broadcasts that are effective in increasing the selling value of relevant stakeholders.The Media Development Directorate seeks to realize this vision and mission through several social media accounts it has:*

a. *YouTube (@KECETVbyUNESA)*



**Picture 1.** Media Development Directorate's YouTube

*The Media Development Directorate's YouTube has 18,393 subscribers. This account publishes content regularly every week. The Unesa Media Development Directorate's first YouTube content was published on August 6 2020. Until 2022, the Unesa Media Development Directorate published more than 296 content and was involved in 43 broadcast events which were broadcast live on the Media Development Directorate's YouTube.*

*When compared to other social media YouTube has the least interaction, but the publication of content through YouTube in higher education is still needed, because the content published on YouTube has the ease of being accessed and watched again using a search engine. This is in line with Masiriri E.T (2020) who said that YouTube is the most accepted digital tool by researchers and teachers because of the unique features of YouTube, namely the ease of identification of viewers and content creators.*

b. *Instagram*



**Picture 2.** Media Development Directorate's Instagram

*Kece Media Unesa's Instagram has the username @unesatv. As of August 2023, Unesa's Media Development Directorate's Instagram has 10,100 followers. This account regularly publishes several types of Instagram content including feeds, stories, reels, IGTV, and Live IG. Since this account was created in 2020, the total content published has been 1,152.*

*If YouTube plays an important role as a source of information and education, Instagram has a higher role of interaction between users. This is the same as the findings of Carpenter, J.P., Morrison, S.A., Et El (2020) which state that the majority of student groups are Instagram users so that the communication network between education and students will be more effective on Instagram. Instagram is also a social media that positions students not only as users but also content creators. So that agencies will easily analyze audience characteristics by reading the content products they create. Analysis of audience characteristics and social media trends is very effective through two social media platforms, namely TikTok and Instagram because the flow of information from these two platforms tends to be real-time with audience interests. The Unesa Media Development Directorate tends to determine content design based on audience analysis from Instagram and TikTok.*

### c. TikTok



**Picture 3.** Media Development Direcorate's TikTok

*The Kecemedia by Unesa TikTok account has the username @unesatv. The account has 47,200 followers and a total of 1.6 million likes. Since it was first created, this account has published 960 pieces of content. The content contained in this account includes information related to the latest issues at Universitas Negeri Surabaya, promotion of facilities, infrastructure, and facilities at Universitas Negeri Surabaya, as well as reports related to activities at Universitas Negeri Surabaya.*

**Motives for Consuming Kecemedia Content**

*The Uses and Gratifications approach is useful for exploring the psychological and social needs of audiences regarding how the media can fulfill their needs and motives in communicating (Rubin, 2009). Uses and Gratification argues that media compete for users' attention, and audiences choose media that fulfill their needs, such as desires for information, emotional connection, and status. The application of the use and*

gratification principle to examine the content consumption motives of Unesa's media development directorate is one effort to analyze the potential of content that can be developed by Unesa's media development directorate to realize content-based media business development. This is in line with Weibull's statement in 1985, that audiences will repeatedly consume the same media when the desired motive for using that media is achieved or fulfilled.

The Uses and Gratification typology explained by Griffin (2018) explains that audiences have many choices that they deliberately choose to fulfill their personal needs. To analyze the needs for content-based media business development, researchers used an analysis of the types of needs fulfilled by media according to Griffin (2018), which includes 1) passing time; 2) companionship; 3) Escape; 4) enjoyment; 4) Social Interaction; 5) Relaxation; 6) Information.

Based on the results of interviews conducted with sources, Indah stated that the decision to access the social media of the Unesa Media Development Directorate was because the content presented involved an environment, activity or interaction that was close to them. Resource person Indah, who is a member of BEM Unesa, is interested in following content that discusses university-level student organizations. Apart from that, Indah is also interested in watching content resulting from the collaboration between the Unesa Media Development Directorate and Unesa BEM, such as flashmob content, PKKMB, and remarks by the chairman of BEM Unesa. Information needs related to bureaucracy and lectures can also be provided through the Directorate of Media Development's social media content. This is thanks to the interactivity or response from the admin who actively answers audience questions both in the comments column and occasionally via the question box shared via IG story @kecetvunesa.

> "Previously, I already knew about cool social media accounts, I only knew about them on IG and TikTok because I usually play on IG and TikTok. So several times it was like FYP so I looked around. Then I learned more because BEM U collaborated for live streaming purposes on YouTube, Kece Media Unesa. That's why I often check social media or cool YouTube several times to see if there is any content related to BEM U, such as title coverage, and collaboration content like that. Because it's funny to see your own friends on YouTube. Hahaha"
> (Interview results, Indah, 2023)

Based on the narrative of Indah, a student representative resource person, if identified as using the motive of consuming media according to the Uses and Gratification theory (Griffin, 2018), students tend to consume media with the aim of spending or filling their free time (passing time). This can be seen from the tendency of the audience of students who consume Directorate of Media Development content and it appears on their For You Page (FYP) and because the content is related or appropriate to the conditions they are experiencing, they decide to watch the content until the end. Apart from that, student audiences tend to consume content from the Unesa Media Development Directorate to fulfill their needs for fun, information, and social interaction. This is proven by the tendency of viewers to watch entertainment content on the social media accounts of the Unesa Media Development Directorate which involves environments, activities or interactions that are close to them.

Meanwhile, Silkania, lecturer in Political Science at Unesa, in an interview conducted said that the lecturer audience tends to access or watch the content of the Media Development Directorate to review information on the achievements of lecturers or academics around Unesa. Create social interaction or engagement with academics from other faculties.

> "The Kece Media content that I often watch is YouTube, because I often share it with the leadership, so they know the latest updates from Unesa. Moreover, the Rilis program which usually has the theme of research or research lecturers, and Median which usually reviews the statements of fellow lecturers regarding current issues, for me this is something new that needs to be developed or improved further, because if you look at the current generation's trends, they it is easier to receive information if it has visual content packaged in a way that produces important information but is not boring. This can be a feature of the content of the Media Development Directorate (Silkania interview results, 2023).

*Silkania's statement represents the motive for media consumption carried out by Kece Media by the Unesa social media audience, that the lecturer audience tends to watch informative content related to Unesa, or the latest science. Reviewing media consumption motives by Griffin (2018), audiences among lecturers tend to consume media for the purposes of social interaction and information.*

*The findings in this research are that Unesa's social media user audience prefers to spend a lot of time accessing short audiovisual content. Then there is a tendency for the audience of the Unesa media development directorate to access the content on the directorate's platform to fulfill their information needs, enjoy social interaction and fill their time. Therefore, it can be concluded that the content that must be improved and developed to meet the needs of the audience is content that is interactive, educational, and refreshing.*

**Directorate Content Development Based on Income Generated**

*Marketing communications carried out by the Directorate of Media Development are related to the formation of Unesa's image or branding as a superior university in its field of study. The Unesa Media Development Directorate has a general content marketing strategy, namely by creating content that can increase engagement and reach and considering content that suits the Unesa Media Development Directorate's audience account. Quoting the stages of content marketing according to Kotler, et al (2017: 125-134), namely:*

**1. Setting Goals**

*The Unesa Media Development Directorate has the main goal of facilitating the Unesa academic community to create together and share information. The Unesa Media Development Directorate strives to ensure that the Unesa Media Development Directorate can become a barometer of information related to Unesa by the academic community. This is in line with the statement by Hanif Catur, Deputy Head of the Business Development Division in an interview conducted on August 12, 2023,*

*"Our aims and objectives for the future are to become a campus creative media that is able to provide fast and accurate information to students within Unesa and outside Unesa, and to become a useful media for the Unesa academic community."*

*In managing content marketing on social media to build brand awareness at Universitas Negeri Surabaya, Kece Media wants to be a barometer of information and a forum for creativity for the Unesa academic community. But as time goes by, the goal is branding on social media. This also has another positive impact on Universitas Negeri Surabaya, namely increasing audiences from various groups, as well as brand awareness which further strengthens Universitas Negeri Surabaya's identity. In accordance with the statement by Setiawan and Savitry (2016:66) who explain that in general content marketing objectives can be classified into two things, namely the first is sales and the second is brand-related objectives. This consists of increasing brand awareness, brand associations, strengthening brand loyalty, and creating advocacy among consumers.*

**2. Audience Mapping**

*Social Media Management from Unesa's Directorate of Media Development has a target market of students, parents of prospective students, and academics, 18-24 years (prospective students and university students) and 25-30 years (lecturers or academics of productive age). Most Unesa Media Development Directorate's social media followers are women, with the highest domicile across all social media platforms being the city of Surabaya, followed by other big cities in Indonesia.*

*Having the main aim of increasing income generated, content is generally able to reach a wider market and has greater insight than usual when reviewing current issues that are still related to Universitas Negeri Surabaya. The insight or reach would increase if the content produced involves the Unesa academic*

*community. This is in accordance with the statement by Hanif Catur, Deputy Head of the Business and Development Division, who said that "Unesa's Media Development Directorate has the potential to increase profits because some content has a stable audience."more interactive on the developed social media platforms, this will create easier profit development opportunities." Irhamna Carrera added that additional profits are greatly influenced by market affordability because targeting the right market will help install super impulses or sponsored products in broadcast content. the audience as collaborators, you can be sure that a stable audience will tend to increase. Because viewers or content collaborators will voluntarily share the content, they are involved in. So, this will increase content viewership or even increase subscribers or followers on Unesa's social media accounts.*

### 3. Content Ideation and Planning

*Unesa's Media Development Directorate has several social media accounts on several social media platforms. Each platform has characteristics and the planning and ideating of content is structured with its own standards and posting flow. Long video content and broadcast programs at Universitas Negeri Surabaya published on YouTube. Information content and daily promotions are the responsibility of Instagram content @unesatv and TikTok @unesatv.*

*Collaboration is the most effective method to increase audience engagement and increase social media account interaction. Kurniasari Novia and Nisa Diana Aqidatun (2023) said that Instagram was identified as the main platform with a focus on collaboration and social campaigns. On the social media account of the media development directorate Talent collaboration is the most important thing that affects content engagement because collaborative publications provide a collaborative audience that increases content engagement. This collaborative content is usually able to increase followers, likes, views and comments on the social media content of the Unesa Media Development Directorate.*

*Then, another matter that must be considered is content novelty. Content novelty is a consideration because it adapts to the characteristics of the audience of the Unesa Media Development Directorate, namely a student audience who tends to FOMO (Fear of Missing Out) so that they feel they must always follow the latest information related to their activities. Panggabean, M.C & Brahmana, K.M.B (2024) said that FoMo Syndrome is caused by the speed of information flow in digital media which has an impact on the tendency of users who are afraid of being left behind. This certainly needs to be considered by content creators when producing content. It is most effective if the content creator creates content based on what is trending at that time and relates it to the identity of the institution. Meanwhile, the characteristics of the lecturer audience tend to need the latest information related to Surabaya State University for the purposes of Social Interaction or to provide a basis or foundation for being able to relate to other people.*

### 4. Content Creation

*Creating social media marketing content Unesa's Media Development Directorate itself is divided into social media admins, creative teams, animators or graphic design designers, audiovisual editors, photographers, and videographers. Content creation is divided into two, namely long videos (Youtube) and social media (TikTok and Instagram). Hanif Catur explained that content creation begins with 1) the creative team creates a content brief first, then; 2) pitch with the technical, social media, editor, and graphic design teams to align perspectives on the content to be produced; 3) the production process is carried out by the creative team as director and the technical team who act as campers and audiomen 4) the editing process by*

*the editor to visualize the desired content. And; 5) Finally, it is processed by the social media admin for publication by preparing representative and interesting captions and thumbnails. So that viewers can be interested in watching the content.*

### 5. Content Distribution

*The main focus in distributing content from the Unesa Media Development Directorate is on media owned and managed by the Unesa Media Development Directorate itself, namely @KECETVbyUNESA for YouTube, @unesatv for Instagram and @unesatv for TikTok. For collaborative content, Unesa's Media Development Directorate also uses collaboration features with talent or partners. Apart from that, the Media Development Directorate also shares paid content or advertising sponsors from clients in the form of Instagram Stories and YouTube collaboration content. Meanwhile, according to Kotler, et al (2017: 131), owned media consists of channel assets that are owned by the brand and are under full control and can be distributed at any time.*

### 6. Content Amplification

*In strengthening content, the Directorate of Media Development makes various efforts, namely continuing to improve the quality of content while still having the characteristics of Unesa TV. Increase interactivity, as well as discussion of new topics. Not only that, Unesa's Media Development Directorate also continues to evaluate the content marketing carried out, as well as trying new content formats. What the Unesa Media Development Directorate does to strengthen content related to Unesa's social media followers is interaction between Unesa media admins and followers who respond quickly to messages in the comments column and direct messages (DM).*

### 7. Content marketing evaluation

*Efforts to evaluate content marketing carried out by the Media Development Directorate have various methods, namely by starting to curate the content that is most popular with the audience and has an impact on the traffic and analytical needs of social media accounts of the Unesa Media Development Directorate. The marketing metrics used by the Unesa Media Development Directorate currently focus more on content that is relatable, informative, and shareable.*
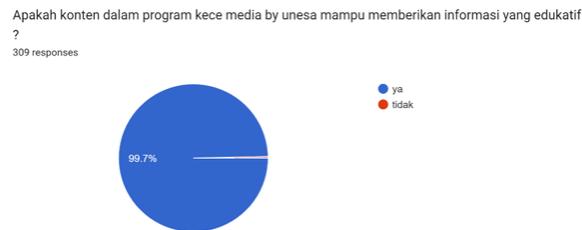
*Researchers also reviewed the market by distributing online questionnaires to the audience of the Unesa Media Development Directorate. The results of the online questionnaire are in line with the representation of Unesa content conveyed by informants, namely that the content of the Unesa Media Development Directorate tends to be shareable, informative, and relatable.*

**Picture 4. The Media Development Directorate's content is shareable**



*When researchers asked about the content re-sharing habits of Unesa's media development directorate, 65.4% of the audience tended to re-share or forward content shared by the media development directorate.*

**Picture 5. The content of the Media Development Directorate is informative**

Apakah konten dalam program kece media by unesa mampu memberikan informasi yang edukatif
?
309 responses

● ya
● tidak

99.7%

When researchers asked about fulfilling the information needs of audiences through the content of Unesa's media development directorate, 99.7% agreed that the content of Unesa's media development directorate was able to provide educational information to audiences.

**Picture 6. The content of the Media Development Directorate is relatable**

Apakah konten yang disajikan oleh sesuai atau relate dengan kondisi anda sebagai sivitas akademika unesa?
309 responses

● ya
● tidak

96.1%

When researchers asked about the potential for relatable content from Unesa's media development directorate, 96.1% of the audience agreed that the content shared was very appropriate to the audience's condition as Unesa academics.

Setiawan and Savitry (2016) say that the relatability metric is a measurement of how well the content marketing produced can attract an audience, and the share metric aims to find out how much of the audience is able to share marketing content with others. Metrics used in share metrics include the ratio between the number of shares and impressions (share ratio) and the comparison between the number of marketers' followers on a social media or the level of engagement (engagement rate) and the number of shares, comments, mentions and favorites on the account. Apart from that, Unesa's Directorate of Media Development also evaluates content from analytical data on related social media (TikTok, Instagram and YouTube) and measures the fulfillment of content objectives. Audience responses from both students and lecturers are also taken into consideration regarding the content presented, for example making observations in the comments column and messages received via direct message (DM) regarding criticism and suggestions for social media content from the Unesa Media Development Directorate.

## 8. Content Marketing Improvement

The final stage in managing content marketing is content improvement. Efforts to improve content quality are carried out by conducting regular evaluations and curating existing content, so that if there is content that is not good then the cause will be found, but if there is no change then the content will be replaced. Innovation is also carried out by the Unesa Media Development Directorate in improving the quality of content. Not only that, Unesa's Directorate of Media Development also always follows developments in trends that are widely discussed on social media.

The preparation of messages in social media content marketing at Unesa's Media Development Directorate is considered so that the content presented is right on target to the social media audience. The

*published content is usually in the form of informative and persuasive messages. Informative messages contain knowledge or direction regarding issues surrounding Universitas Negeri Surabaya. Meanwhile, persuasive messages are more diverse with various presentations to increase entertainment so that it influences the psychology of the audience to always feel happy when consuming social media content from the Unesa Media Development Directorate. This can be seen from TikTok content which tends to be light with a fun nature, then Instagram content which routinely publishes small change content every weekend about students/lecturers and IG quiz stories to increase interactivity with the Instagram audience. Meanwhile, for YouTube content, the manager develops informative content with fun meme or graphic inserts, sound effects and clips that are representative and fun, the use of color is also considered during production so that apart from the content presented, visually the symbolic messages that the Directorate's content convey Unesa Media Development is fun, informative content. So that the audience unknowingly watches the content until it's finished.*

### *CONCLUSION*

*Based on the results of research and discussions regarding the need for developing a content-based university media business on social media accounts (Instagram, YouTube and TikTok), the Unesa Media Development Directorate to increase the need for media business development requires a content marketing strategy that prioritizes creating content that can increase engagement, reach, and audience.*

*Judging from the audience characteristics of the Media Development Directorate, based on social media analysis, the Unesa Media Development Directorate has two main audiences, namely students and prospective students (19-24 years), as well as Unesa staff, lecturers or institutional leaders of productive age (25-30 years ).*

*Furthermore, the results of in-depth interview research with sources which were then analyzed using media consumption motives by audiences from the Uses and Gratification Theory in Griffin (2018) show that the audience of the Unesa Media Development Directorate has a tendency to consume content for certain purposes. specific purpose. information (Unesa social media content to find out the latest information about Unesa), Passing time (spending or filling free time) and social interaction (consuming social media content to provide a basis for connecting with fellow Unesa academics).*

*Based on the media consumption tendencies or motives that have been analyzed, to increase profits or income of the Unesa Media Development Directorate through content, content marketing strategies that can be optimized by the management of the Media Development Directorate are 1) developing edutainment content, namely content that informs the latest issues about Unesa, or content that reviews national or international issues from the perspective of the Unesa academic community with a fun and enjoyable nature. 2) The involvement of the Unesa audience or academic community has been proven to play a role in increasing engagement, followers, and subscribers to the content of the Unesa Media Development Directorate, therefore this needs to be improved. 3) Content must also be balanced with representative visuals. The use of fun and contemporary elements will be more relevant for the audience so that psychologically the content is more comfortable to enjoy.*

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