



UMY UNIVERSITAS
MUHAMMADIYAH
YOGYAKARTA



www.umy.ac.id

Menjadi Media Darling





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Bahan workshop jurnalistik website
prodi di UMY, 6 Agustus 2020



#UADdown



Top

Latest

People

Photos

Videos



Home



Explore



Notifications



Messages



Bookmarks



Lists



Profile



More

Tweet



Orang Dalam Pemantauan @Hanif_k128 · 1h

Sejak rezim Kasiyarno tak lagi berkuasa,
Biaya kuliah melonjak naik tak terkira.

#UADdown



14

14

109



Iffa Dewi Prawesti @ilfadewi1 · 1h

Saya mahasiswa kampus 1 yang dari awal masuk kuliah tidak menikmati fasilitas yang sama seperti mahasiswa di kampus 4. Lift manual, proyektor yang sering error, AC pajangan. Kami hanya penghuni gedung lama yang tetap membayar SPP mahal.

#UADdown

Location

Anywhere

Near you

Advanced search

Indonesia trends

#TheNewNormal

Selama di rumah lebih produktif dengan Samsung #GalaxyTabS6Lite

Promoted by Samsung Indonesia

1 · Trending

#UADdown

3,419 Tweets

2 · Trending

#DAY6_The_Demon

84.9K Tweets

3 · Trending

Jerinya

1,158 Tweets

4 · Trending

Jerinx

1,550 Tweets

Indonesia trends

1 **#UniversitasNggaweSusah**
1,635 Tweets

2 **#BuruDjokoTjandra**
2,837 Tweets

Ramai Tagar #UniversitasPancenNdlogok, Rektor UPN V Jogja: Kami Berjuang

M Nurhadi

Rabu, 24 Juni 2020 | 06:00 WIB



(Google View - UPN Veteran Yogyakarta)

"Adek-adek mahasiswa ini juga sebetulnya sedang kita perjuangkan ya di Jakarta, karena aset kita juga ada yang sedang kita urus di Kemenhan dan Kemenkeu," ujar Irchas.

SERUAN AKSI ONLINE CIVITAS ACADEMICA SANATA DHARMA UNTUK MEMPERJUANGKAN PEMOTONGAN UKT 50%

Sabtu, 30 Mei 2020

Pukul 16.00 WIB - Sampai Trending

Tempat: Kediaman masing-masing sambil sambat di Twitter dengan mengusung tagar

#katanyaUSDhumanis

#sadhargaksadar

#sadamahasiswaSADHAR

#DriyarkaraMudaMenggugat



Tagar #UniversitasNggaweSusah
Trending di Twitter,
Aspirasi Mahasiswa UNS

Covid-19 - LIVE

Perkembangan terbaru terkait situasi COVID-19 di Indonesia

Tren Yogyakarta

1 #umyogya 

2 #UMYMengabdi 

3 Hai R
13,4 rb Tweet 

Anomali di UMY

● Tagar positif

● Kolaborasi

Iklan ditutup oleh Google

detikNews > Berita Jawa Tengah

Dosen UMY Ini Izinkan Mahasiswanya Bolos demi Demo Tolak Revisi UU KPK

Usman Hadi - detikNews

Jumat, 20 Sep 2019 19:12 WIB

30 komentar

SHARE [f](#) [t](#) [l](#)

Kalau ada mahasiswa yang ikut kelas saya, ijin tdk bisa masuk kuliah karena ikut unjuk rasa menolak revisi UU KPK - menolak



New Media Character



Interactivity

Respon pengguna



Social presence

Sense of social contact



Autonomy

Pengguna bebas mengisi konten



Playfulness

Digunakan untuk hiburan



Personalization

Isi dan penggunaan media bersifat unik



Old Media

Komunikasi
satu arah,
terlembaga,
institusi media
kuat.

Komunikasi dua
arah, interaktif,
konvergensi

New Media





What Percentage of the World Has Internet Access?



Six out of every ten, or

57.3%

of the entire world's population has internet access.

(Internetworldstats, 2019)



How Much Time Does the Average Person Spend on the Internet?

Internet users spend

06:30
hours min

online each day.

(Bondcap, 2019)



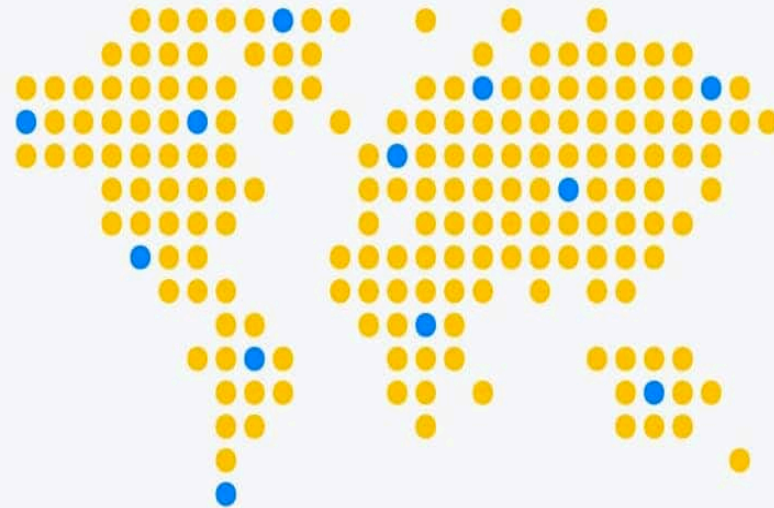


2.45 Billion Monthly Active Facebook Users

2.45 billion

monthly active users, **1.62 billion**
active users visited the social
network on a daily basis.

(Facebook, 2019)





Facebook - The King of Social Media



Facebook is the leading
social platform, reaching

60.6%

of internet users.

(Facebook, 2018)



Average Time Spent on Facebook



Users spent an average of

**58.5
minutes**

on Facebook each day.

(Recode, 2018)



Active Instagram Users



Instagram has

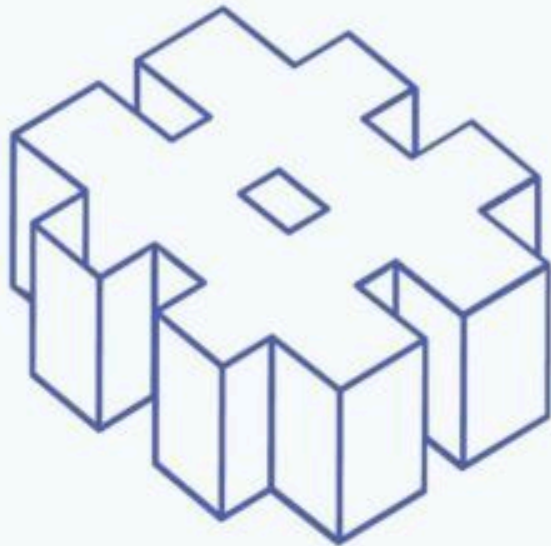
1 billion

monthly active users and **more than 500 million of them use the platform every day.**

(Statista, 2018)



Instagram Hashtags Usage



The average post
on Instagram
contains

10.7

hashtags.

(HubSpot, 2020)



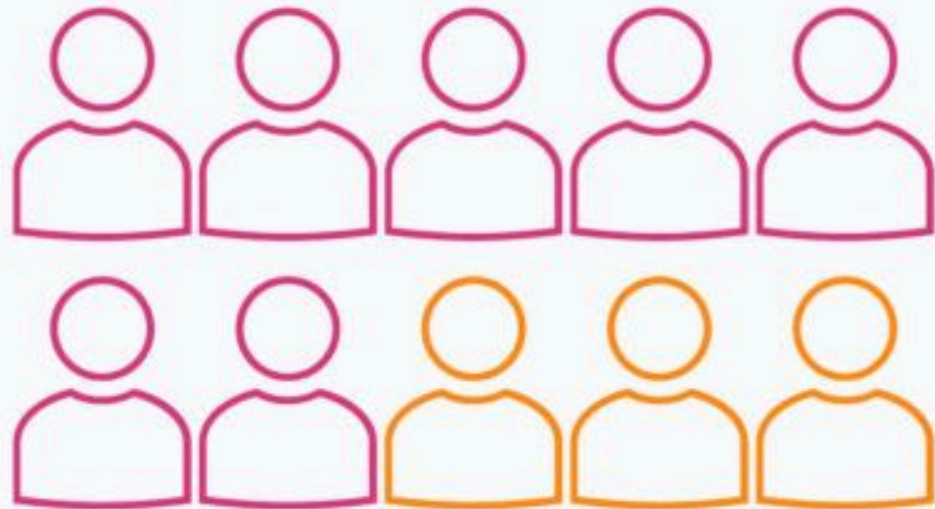
Young Adults Love Instagram

With a billion users
on the app,

71%

of which are
under age 35.

(Statista, 2019)





Average Time Spent on Instagram

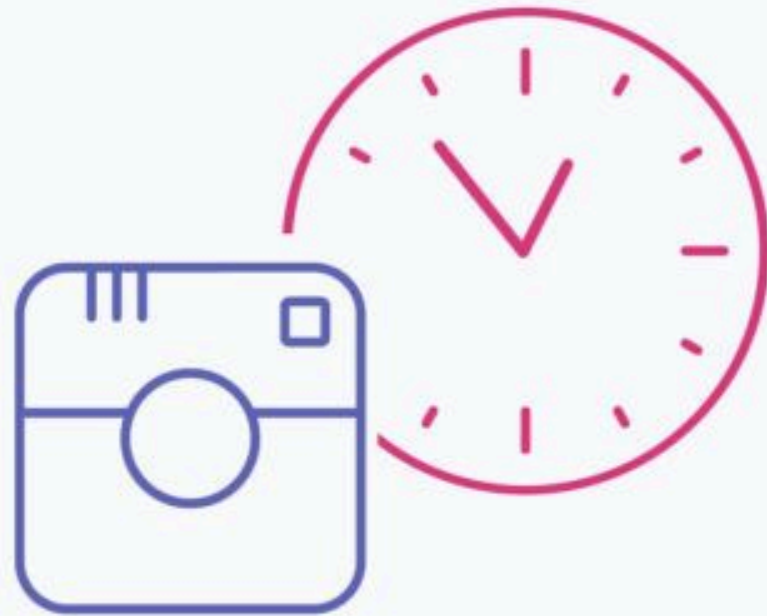
Instagram users'
spent an average of

0:53

hours minutes

per day on the
platform compared to
Facebook users' 58
minutes per day.

(Recode 2018)



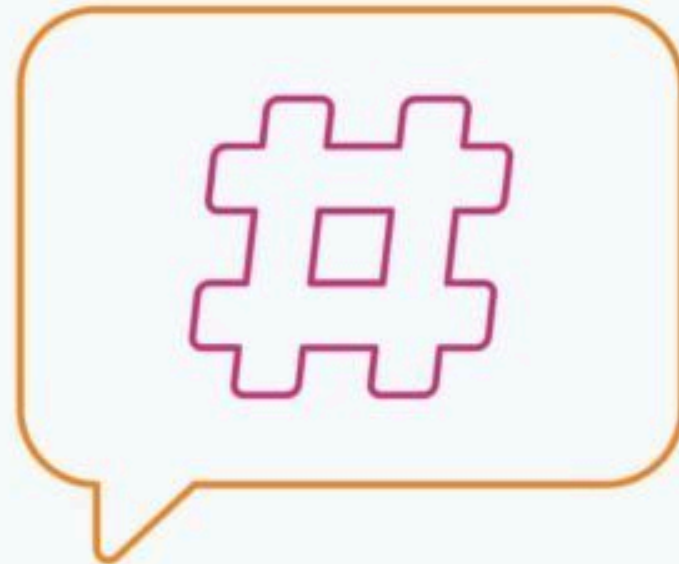


Instagram Sponsored Content Growth

The use of the
#ad hashtag on
Instagram
increased by

133%

from February 2018
to February 2019.





Instagram Stories Usage



500 million

IG accounts use Instagram Stories every day, **1/3 of the most viewed IG stories are from businesses.**

(Instagram, 2018)

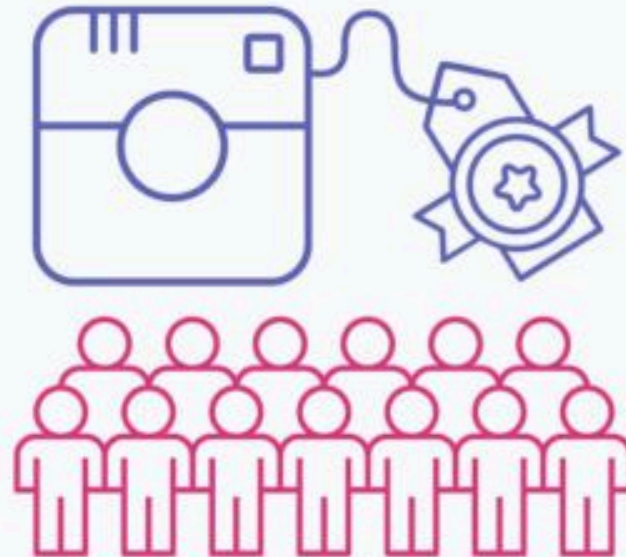
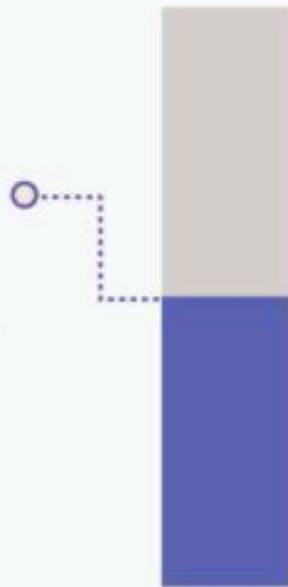


Instagrammers Follow Brands

50%

of IG users **follow at least one business.**

(Mention, 2018)





Instagram Engagement Matters



Instagram can
generate over

4x

more interactions on
Instagram compared
to Facebook.

(Socialbakers, 2018)



Number of Twitter Users



Twitter has

**330
million**

monthly active users,
and **145 million daily
active users.**

(Twitter, 2019)



Twitter

Demographics: Age

63%

of Twitter users is
between **35-65**
years old.

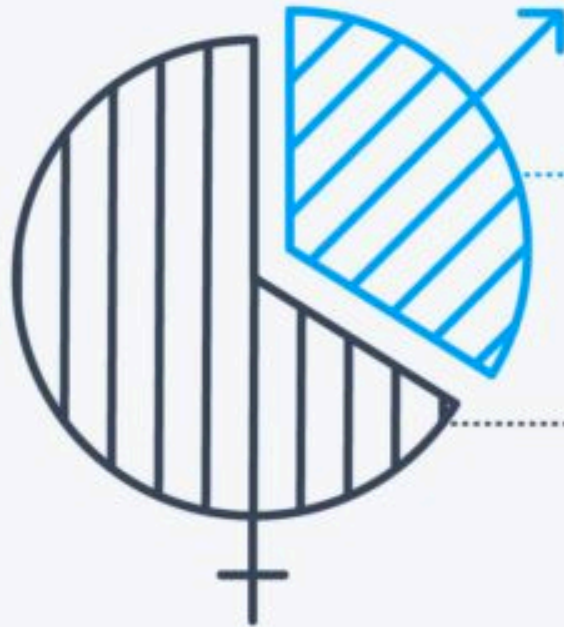
(Thevab,2018)





Twitter

Demographics: Gender



34%

of Twitter users
were **female** and

66%

of users
were **male**.

(Datareportal, 2019)



Twitter Popularity Among B2B Marketers

67%

of all B2B businesses
are **using Twitter as a
digital marketing tool.**

(Statista, 2018)





**500
million**

tweets are sent each day,
that equates to **5.787**
tweets per second.

(Mention, 2018)



Twitter Influence on Consumption Habits

40%

of Twitter users reported
purchasing something
after seeing it on Twitter.

(Digital Marketing Institute, 2019)





Google Is the Most Visited Website



Google has
been visited

**62.19
billion**

times this year.

(Similarweb, 2019)



Importance of 1st SERP Page



90%

of survey respondents said they were likely to click on the first set of results.

(Searchengineland, 2018)

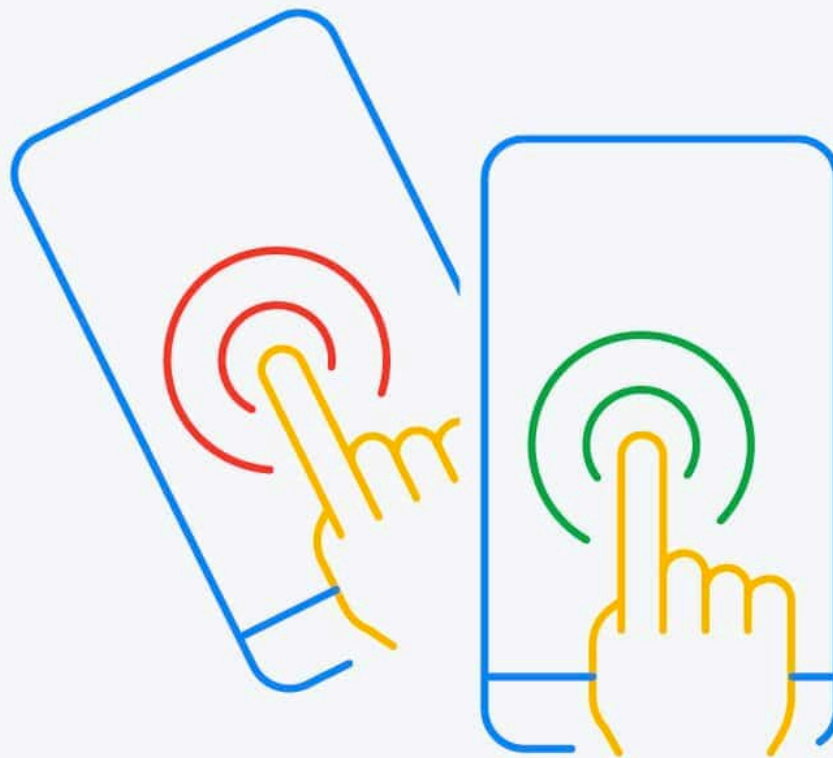


Number of Mobile Google Searches

63%

of Google's US organic
search traffic originated
from mobile devices.

(Merkleinc, 2019)



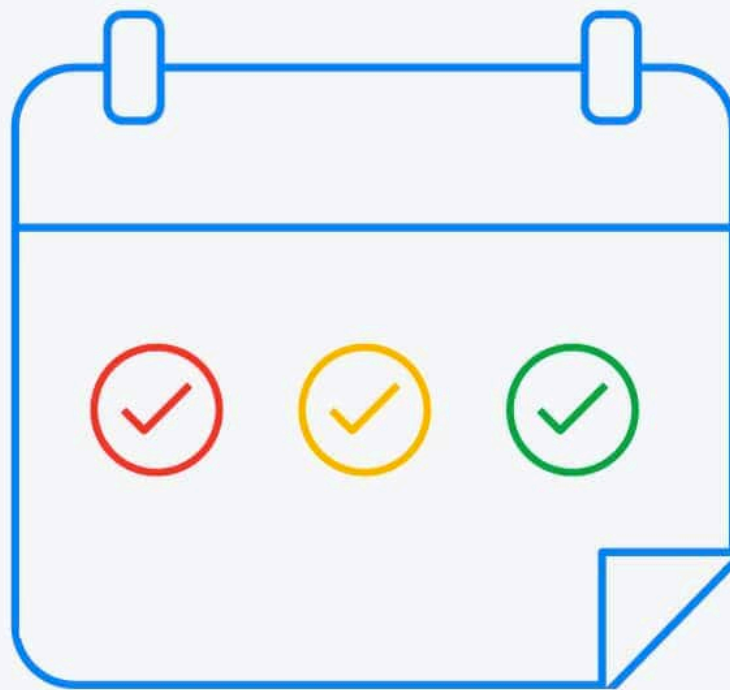


How Often Do We Use Google Search?

84%

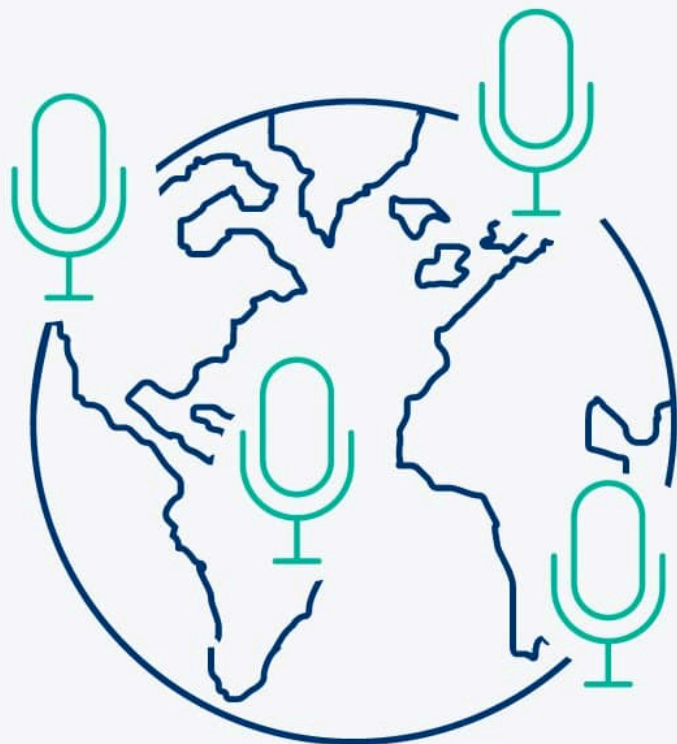
of respondents use Google 3+ times a day or more often.

(Moz, 2019)





How Many Podcasts Are There?



There are currently

850,000

active podcasts and
over 30 million
podcast episodes.

(Podcast Insights, 2020)



Most Popular Device Used to Listen to Podcasts



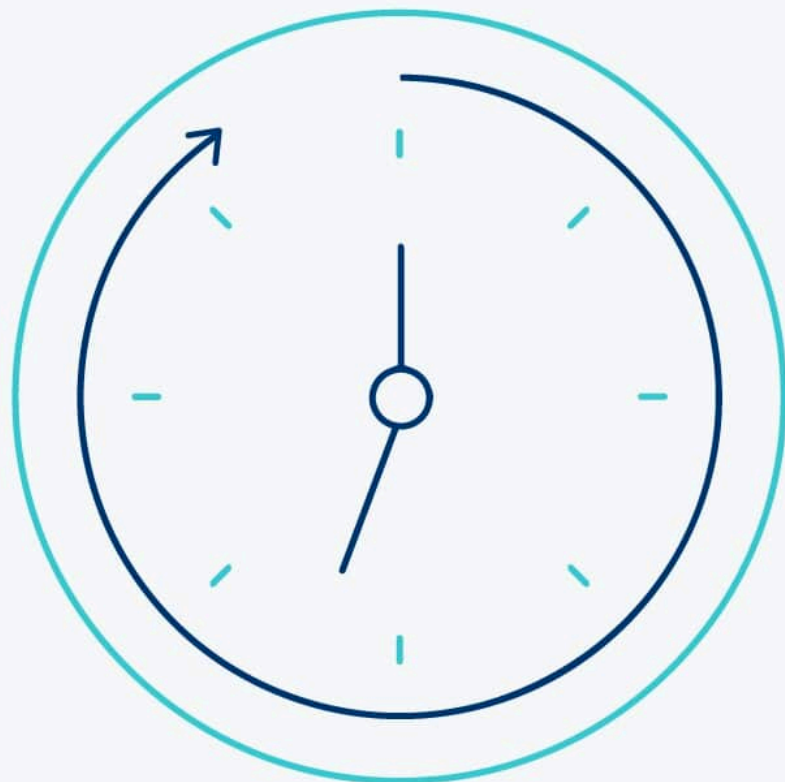
65%

of podcast listeners tune in using portable devices such as smartphones and tablets.

(Edison Research, 2019)



Podcast Statistics: Time Spent



82.4%

of podcast listeners
spend more than
seven hours a week
listening to podcasts.

(Discover Pods, 2019)



Where Podcasts Are Consumed

90%

of podcast listeners
listen to podcasts
from the comfort of
their own home.

(Edison Research, 2019)





Covid-19 - LIVE

Perkembangan terbaru terkait situasi COVID-19 di Indonesia

Tren Yogyakarta

1 #umyogya 

2 #UMYMengabdi 

3 Hai R
13,4 rb Tweet



Kolaboratif



Beranda

Jelajahi

Notifikasi

Pesan

Marah

Daftar

Profil

Selengkapnya

Tweet

Jejaring



#kknumy



Populer

Terbaru

Orang

Foto

Video

Orang



KKN UMY

@kknumy Mengikuti Anda

Mengikuti

Official twitter account of Community Services, Universitas Muhammadiyah Yogyakarta

Lihat semua

KKN IT 02 UMY @02_kknUmy · 14mnt

Selanjutnya berlangsung Seremoni Penerimaan KKN Reguler IT 2020 Universitas Muhammadiyah Yogyakarta.

Yuk pantengin live nya youtube Official KKN UMY

@UMYogya @kknumy

#UMYMengabdi

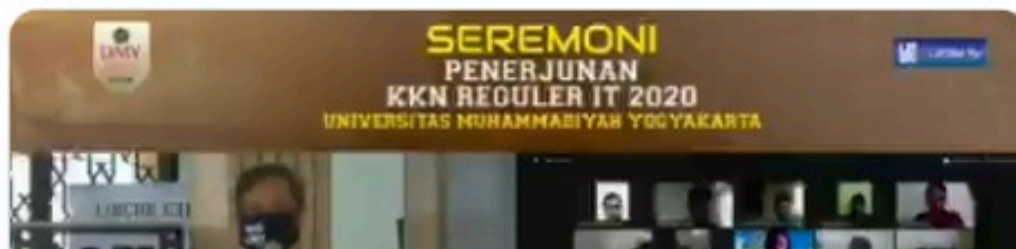
#UMYBergerak

#KKNONLINEUMY

#KKNUMY

#umyogya

#kknit02_2020



Penyaring pencarian

Orang

Dari siapa pun

Orang yang Anda ikuti

Lokasi

Di mana pun

Dekat Anda

Pencarian lanjutan

Tren Yogyakarta

1 · Populer

#kknumy

2 · Populer

Hai R

13,1 rb Tweet

3 · Populer

#ExaARMY

3,54 jt Tweet

4 · Populer

#WayV_BadAliveENGver

33.7 rb Tweet



**Puas =
Rekomendasi**

User Testimonials

“ AirBed & Breakfast
freaking rocks!

Josue F, Washington DC

“ A complete success! It
is easy to use and made
me money.

Emily M, Austin TX

“ It's about the ideas, the
interactions, the
people. You don't get
that in a hotel room.

Dan A, Ontario, Canada.



“ We’ve found that our growth is driven substantially by word of mouth. When someone sees the ease of use, the fact that they press a button on their phone and in under 5 minutes a car appears, they inevitably become a brand advocate. ”

*-Max J Crowley
Business Development-Uber*



Word of Mouth

Viral



PENDIDIKAN KABAR KAMPUS BERITA

Berkemajuan, Ilmu Komunikasi UMY Rilis Jurnal Mahasiswa Pertama di Indonesia

14/03/2020

Share



Home > Vol 1, No 1 (2020)

<https://menara62.com/indeks-berita/>



Latest article

Wabah Masih Meningkat, Muhammadiyah Luncurkan Program Mentari Covid-19

06/08/2020



Provinsi Sulawesi Tenggara Ditetapkan Menjadi Tuan Rumah Rangkaian Peringatan



Next



Kelola website

1 minggu minimal 1 berita



Kelola Media Sosial

Interaktivitas



Libatkan

Dosen, tendik, mahasiswa, alumni



Template

Kami sediakan



Gunakan dan Kembangkan

Template dari kami