

ABSTRACT

This study aims to explore how Indonesiana TV applies an omni-channel communication strategy through social media to convey cultural messages to the public. Managed by the Cultural Media Centre under the Ministry of Culture, Indonesiana TV utilizes various digital platforms Instagram, TikTok, Facebook, X, and Website to engage audiences, particularly the younger generation. Using a qualitative case study approach, data were collected through in-depth interviews, observation, and documentation. The research examines the integrative processes across platforms and the meanings constructed through the communication practices of Indonesiana TV's media team. The findings reveal that the omni-channel strategy not only serves as a content dissemination method but also functions as a narrative-building process that fosters emotional engagement between the institution and its audience. Content coordination, use of analytics, and the positioning of social media as an educational space are key elements of this strategy. Despite facing technical and organizational challenges, Indonesiana TV has successfully transformed social media into a dynamic and inclusive platform for cultural dialogue.

Keywords: Culture, Digital communication, Indonesiana TV, Omni-channel, Sosial media.