

ABSTRAK

Perkembangan teknologi telah mendorong lahirnya media informasi lokal non-jurnalistik berbasis platform sebagai alternatif dari media arus utama. @jogja.vibes merupakan salah satu entitas di Yogyakarta yang menerapkan pola tersebut untuk mempertahankan keberlanjutan operasionalnya. Penelitian ini bertujuan untuk mengidentifikasi dan mendeskripsikan model bisnis yang dijalankan oleh media tersebut. Menggunakan pendekatan kualitatif deskriptif, pengumpulan data dilakukan melalui wawancara mendalam, observasi, dan dokumentasi. Analisis data dieksekusi menggunakan kerangka model bisnis media digital Van Tassel & Poe-Howfield yang mencakup empat pilar utama. Hasil penelitian menunjukkan bahwa, *pertama*, dari segi model konten, @jogja.vibes mengombinasikan *Content Aggregation*, *Audience Aggregation*, dan *Audience Segmentation Model* dengan menjadikan *User-Generated Content* (UGC) sebagai basis utama kurasi informasi guna menekan biaya peliputan. *Kedua*, pada model distribusi, diterapkan *Cross-Media Model* untuk memperluas jangkauan lintas platform secara simultan sekaligus membangun infrastruktur situs web mandiri. *Ketiga*, model pemasaran dijalankan melalui perpaduan *Traditional*, *Spiral*, *Viral*, dan *Affinity Model* yang berfokus pada interaksi aktif komunitas dan pendekatan afinitas kedaerahan. *Keempat*, dari segi model pendapatan, entitas ini tidak hanya bergantung pada iklan, melainkan mengombinasikan *Ad-Supported*, *Licensing Fees*, dan *Multiple Revenue Stream Model* dengan melakukan diversifikasi pemasukan melalui lini bisnis agensi kreatif, produksi *podcast*, dan lokakarya edukasi. Secara keseluruhan, strategi keberlanjutan @jogja.vibes ditopang oleh perpaduan identitas ganda, yakni prinsip media partisipatoris pada ranah produksi konten dan implementasi model bisnis *creative agency* pada ranah komersial.

Kata Kunci: Model Bisnis, Media Informasi Lokal *Non Jurnalistik*, Media Digital, @jogja.vibes, Van Tassel & Poe-Howfield

ABSTRACT

The development of technology has driven the emergence of platform-based non-journalistic local information media as an alternative to mainstream media. @jogja.vibes is one of the entities in Yogyakarta that applies this pattern to maintain its operational sustainability. This study aims to identify and describe the business model run by the media. Using a descriptive qualitative approach, data collection was carried out through in-depth interviews, observations, and documentation. The data analysis was executed using the Van Tassel & Poe-Howfield digital media business model framework which encompasses four main pillars. The results show that, first, in terms of the content model, @jogja.vibes combines the Content Aggregation, Audience Aggregation, and Audience Segmentation Models by using User-Generated Content (UGC) as the main basis for information curation to reduce coverage costs. Second, in the distribution model, the Cross-Media Model is applied to expand cross-platform reach simultaneously while building an independent website infrastructure. Third, the marketing model is carried out through a combination of Traditional, Spiral, Viral, and Affinity Models focusing on active community interaction and a regional affinity approach. Fourth, in terms of the revenue model, this entity does not solely rely on advertising but combines Ad-Supported, Licensing Fees, and Multiple Revenue Stream Models by diversifying income through creative agency business lines, podcast production, and educational workshops. Overall, the sustainability strategy of @jogja.vibes is supported by a combination of dual identities, namely the application of participatory media principles in the content production domain and the implementation of a creative agency business model in the commercial domain.

Keywords: *Business Model, Local Information Media Non-Journalistic, Digital Media, @jogja.vibes, Van Tassel & Poe-Howfield*