



The Communication Style of News Presenter in Building Audience Image and Trust on The Live Streaming Website Inewstv South Sumatra

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Abstract

Audience trust in news media is a crucial factor in building loyalty and credibility. The emergence of live streaming as a primary medium for news broadcasting has changed audience expectations, requiring news presenters to adopt effective communication styles that enhance trust and engagement. This study aims to analyze the communication styles employed by news presenters in establishing audience trust during live-streaming broadcasts on the Inewstv south sumatra website. Using a qualitative approach, this research employs in-depth interviews with news presenters and audience members, as well as direct observations of presenters' verbal and non-verbal communication styles during live broadcasts. Interpersonal communication theory and media image theory provide a framework for understanding how communication styles influence audience perception of credibility and trust. The findings reveal that an effective communication style characterized by clear language, expressive body language, appropriate tone modulation, and a balance between professionalism and relatability plays a significant role in shaping audience perception. Presenters who exhibit warmth, confidence, and interactivity are more trusted than those who appear rigid or overly formal. Integrating interactive elements in live streaming, such as real-time audience engagement, further enhances the perception of authenticity and transparency in news delivery. The implications of this study are expected to provide valuable insights for the broadcasting industry on improving communication quality and strengthening audience relationships through digital media. By understanding the role of communication style in fostering trust, news media can refine their strategies to deliver credible, engaging, and audience-centered content in an evolving digital landscape.

Keywords: Communication Style; Image; Audience Trust

Introduction

As technology develops, it is very easy to get information from various sources, whether through print media, television, radio, or via the internet. Television is a medium that can provide audio and visuals so that it is easy for people to receive and record all information from television (Morissan, 2018). Traditional television broadcasting is no longer the sole medium through which audiences receive news, as online platforms and live streaming have gained prominence. Live streaming allows audiences to access real-time news from anywhere, enhancing immediacy and interactivity in news consumption. This shift is particularly relevant in south sumatra, where iNewsTV south sumatra has adopted live streaming as a key strategy to maintain audience engagement and expand its reach beyond conventional television viewership.

Along with development of technology, it appears new media that combines audio, audio-visual, and print media. In the current era, we are required to be able to keep up with developing innovations to make it easier for us to access information. With the emergence of this new media, it makes it easier for everyone to access all kinds of

information or news quickly. Apart from that, new media allows us to enjoy a variety of information, both global and local. This makes it easier for us to access any information or find out about events that are far from our reach. Today's television media cannot be separated from utilizing new media to maintain its existence amidst the large number of audiences who use the internet as the main source of information which is considered efficient and practical to use anytime and anywhere.

The development of digital technology has had a significant impact on the broadcasting industry, especially television media. One of the big changes is the increasing use of live streaming as a platform for broadcasting news content in real-time over the internet. In Indonesia, INewsTV as one of the national news television stations, has utilized this technology to reach a wider audience through live streaming broadcasts on their website, especially regional news programs such as INews sumsel. INewsTV south sumatra serves a diverse audience with varying levels of media literacy and trust in news institutions. Understanding audience demographics helps contextualize how different communication styles resonate with viewers.

The transition to digital platforms in south sumatra reflects broader trends in media consumption, where audiences increasingly rely on online news sources rather than traditional television. By utilizing live streaming on the INewsTV website, viewers are not limited by geographic location and can access news anytime and anywhere. This presents a challenge for news presenters to be able to adapt to changes in communication technology, as well as adjust their communication style to remain relevant and attractive in the eyes of digital audiences. In the context of digital broadcasting, live streaming journalism presents new challenges and opportunities for news presenters, who are now required to adapt their communication styles to cater to digital audiences.

Unlike traditional television, live streaming enables direct audience interaction through comments and engagement features, making the communication style of presenters a crucial factor in shaping audience perception and trust. Effective communication styles ranging from formal, and conversational, to interactive approaches can influence how audiences perceive credibility, professionalism, and relatability in news delivery. However, limited research has explored how regional news presenters adapt their communication styles in a live streaming context and how these adaptations impact audience trust.

To analyze these aspects, this study integrates several theoretical frameworks, including interpersonal communication theory, audience engagement theory, and media credibility theory. Interpersonal communication theory Berlo (1960) explains how verbal and non-verbal cues affect the audience's perception of presenters. Audience engagement theory Mollen and Wilson (2010) highlights the role of interactivity in enhancing audience involvement and trust in media content. Meanwhile, media credibility theory Meyer (1988) provides insights into how the authenticity, professionalism, and transparency of news presenters shape audience trust. By combining these perspectives, this study aims to provide a comprehensive understanding of how communication style impacts trust in live-streamed news broadcasts.

The communication style of a news presenter plays a very important role in building the audience's image and trust in broadcast media. In the current digital era, news broadcasting is no longer limited to conventional television broadcasts but has also expanded to online platforms, such as live streaming, which are increasingly being used by television stations. One station that uses the live streaming platform effectively is iNews sumsel, which uses the INewsTV website to broadcast news directly to its audience. News presenters, as transmitters of information, are not only tasked with conveying facts but must also be able to build emotional relationships with the audience

through the communication style they use. Verbal and non-verbal communication styles, as well as the use of visual technology in live broadcasts, can influence the audience's perception of the credibility of the news conveyed.

This phenomenon can also be seen in the communication practices of news presenters abroad, such as what happens on international news networks. For example, in the United States, the success of CNN and the BBC in maintaining their image of credibility is greatly influenced by the way their news presenters communicate with their audiences. Research by Tsftati, Stroud and Chotiner (2017) shows that the way a presenter delivers news can influence audience trust, with a more informal and humanist communication style tending to be more trusted by the audience than a communication style that seems formal and stiff.

In addition, a study conducted by Mulligan, Salwen and Clevenger (2015) revealed that the use of non-verbal elements in broadcast communication, such as facial expressions and body language, can strengthen the message conveyed and increase the level of audience trust in the media. Therefore, understanding the communication style used by South Sumatra iNews news presenters in the context of live streaming is very important to identify the factors that build the audience's image and trust. In the world of broadcasting, effective communication is a key element that determines the success of a program, especially in the realm of news delivery.

The role of a news presenter is very crucial in conveying information to the public, especially in the current digital era where news can be accessed via various platforms, including live streaming on websites. Through the right communication style, a news presenter is not only tasked with conveying information but also building a professional image of the media he represents and creating audience trust in the information conveyed. This phenomenon is increasingly relevant in line with the high level of competition in the media industry, where audiences have many choices in accessing news. Today's audiences tend to be more critical and choose the media that is considered the most trustworthy.

On digital platforms, such as live streaming, viewers could interact directly with the broadcaster or presenter, which means that the presenter's communication style must be able to build a strong emotional connection with the audience to maintain trust and form a positive image of the media. However, there is not much research that specifically discusses the role of news presenters' communication styles in the context of live streaming, especially in building the audience's image and trust. Therefore, it is important to carry out this research to understand more deeply how the communication style of iNews South Sumatra news presenters on the live streaming platform of the iNewsTV website contributes to building the image and trust of the audience.

This research has a significant relationship with previous research which discussed the communication style of television presenters and its influence on audience perceptions. Anjani and Pratama's research (2019) revealed that a persuasive and friendly communication style was able to increase the audience's emotional attachment, which ultimately strengthened trust in the news content. In addition, the research highlights the role of verbal elements, such as intonation and word choice, in creating a relationship between the presenter and the audience, especially on digital platforms such as live streaming that demand dynamic interaction. These findings provide a theoretical basis for this research, although the approach used is different, namely this research uses qualitative descriptive methods to dig deeper into this phenomenon.

Regional factors also play a crucial role in shaping audience preferences. In South Sumatra, cultural values emphasize respectful and engaging communication, making conversational and interactive styles more effective in maintaining audience trust.

Handayani's (2020) research which discusses news presenters' non-verbal communication in building an image of professionalism also has relevance to this research. Although Handayani's research focuses on non-verbal aspects, this research broadens the scope of analysis by focusing on verbal communication, such as the style of delivering news and the use of language in the context of live streaming. This study contributes to the understanding of digital communication by analyzing how regional news presenters utilize communication styles in live streaming to build audience trust.

It expands existing research by incorporating regional perspectives and highlighting cultural preferences in news consumption. The findings provide practical recommendations for news organizations seeking to enhance credibility and engagement in the digital age. This study categorizes and analyzes the specific communication styles employed by iNewsTV south sumatra news presenters formal, conversational, and interactive. It assesses the effectiveness of these styles in shaping audience perception of credibility and trust. The study also explores how live streaming fosters audience engagement compared to traditional television broadcasting. By understanding this aspect, it is hoped that it can provide deeper insight into effective communication strategies in the digital era, especially in delivering news via streaming platforms.

Method

This research is qualitative research which aims to analyze the communication style of INews south sumatra news presenters in building the image and trust of the audience. Data was collected through interviews with presenters and audiences, direct observation of the presenters' verbal and non-verbal communication styles, as well as documentation in the form of live streaming recordings available on the INewsTV website. Research informants were selected based on their involvement in live streaming and interaction with the broadcast. The instruments used include interview guides, observation notes, and document analysis. Data was obtained through interviews to explore audience perceptions, observation to analyze the presenter's expressions, intonation, and body language, as well as documentation to identify broadcast elements such as word choice and news delivery style. Data analysis was carried out descriptively and qualitatively, aiming to present findings systematically and comprehensively regarding the influence of the presenter's communication style on the image and trust of the audience.

Results and Discussion

INewsTV is a broadcast media that focuses on delivering news information with an interactive and modern approach. In this research, focus is given to the communication style of news presenters as an important element in building the audience's image and trust. This research was conducted on the live-streaming platform of the INewsTV south sumatra website. To systematically analyze the impact of communication styles on audience perception, the findings are organized into three main themes, communication style, audience image, and trust. Each theme is supported by qualitative data from in-depth interviews and observations.

This research focuses on the communication style of news presenters on the live-streaming platform INewsTV south sumatra, which has an important role in conveying information to the audience. This platform is part of INewsTV, a news television network that focuses on delivering the latest news with a modern and interactive approach. In the context of south sumatra, INewsTV strives to provide relevant local news, thereby attracting the attention of local audiences. As live platform streaming, InewsTV south sumatra combines digital technology with the concept of attractive news presentation.

News presenters, as the main face of the program, are required to have good communication skills to create a professional and trustworthy image. Their communication style is an important element in attracting attention and building trust in audience, especially in an era where information can be accessed quickly through various media.

News presenters at INewsTV south sumatra are not only tasked with conveying information but also building emotional relationships with the audience. This is done through voice intonation, facial expressions and body language that support the message conveyed. The use of technology such as direct interaction with the audience through the live chat feature is also part of the strategy to build audience engagement. Through this research, focus is given to analyzing how news presenters use their communication style to shape image and trust in the eyes of the audience. The combination of verbal and nonverbal elements in presenting news is the main key to creating a strong relationship between the presenter and their audience. This research aims to understand more deeply these dynamics in the local context of South Sumatra.

1. News Presenter Communication Style in Building Image

The communication style of a news presenter contributes significantly to building an image in the eyes of the audience. The concept of the image itself refers to the mental image that a person or group has about something, which can be formed through verbal and non-verbal communication processes. In mass communication, media images or individual images are often built and influenced by various factors, such as images, words, communication tone, and the impression produced by the media. Several types of images that are often studied in communication theory include aspects of social image, mirror image, brand image, and organizational image by collecting data through interviews with 4 informants as follows:

- a. Mr A as a presenter on InewsTV Sumsel
- b. Mr HN is the producer in charge of preparing news and managing presenters
- c. Mr H as a viewer of INewsTV sumsel (TVRI worker)
- d. Mrs. Z as a viewer of INewsTV sumsel (TCRI worker)

Style of live streaming news presenter INewsTV south sumatra plays a strategic role in building a positive image in the eyes of the audience through communication style as a news presenter. Based on image theory, the four main elements that support image formation are Social Image, Mirror Image, Brand Image, and Organizational Image.

a. Social Image

Social image or social image presenter news is formed through their interaction with the audience, either directly or through the media. Based on interviews with various parties, the south sumatra iNews TV news presenter succeeded in building a positive social image through a combination of professionalism, friendliness, and a communicative communication style. The producer of iNews TV sumsel emphasized the importance of balancing professionalism and a friendly approach to create trust, while viewers appreciated the relaxed and simple communication style that strengthens personal relationships with the audience. This approach is by social image theory which emphasizes that positive relationships and the ability to interact effectively increase positive perceptions in the eyes of the audience.

Further interview results show that south sumatra iNews TV presenters, such as mr. a, consistently apply a friendly attitude, simple language, and clear articulation to make it easier for the audience to understand information. This approach not only reflects empathy for the audience but also strengthens the emotional connection, which is key in building a strong social image on live-streaming platforms. In the Social Image aspect,

South Sumatra INews TV news presenters are required to have friendly, communicative communication and be able to create emotional closeness with the audience. Presenters who interact casually but remain professional give the impression that they care about the audience. This is supported by the findings of Sepriansyah and Sukmawati (2024) who stated that an empathetic communication style can improve the relationship between the presenter and the audience in live-streaming media.

b. Mirror Image

Mirror image in the context of news presenters describes their ability to reflect the expectations and values of the audience through professionalism, empathy, and an appropriate communication style. Based on interviews with various informants, the South Sumatra iNews TV presenter has succeeded in representing the audience's expectations by adjusting his dress, intonation, and word choice to be in line with the audience's needs. This is reinforced by the statement of the producer of iNews TV sumsel, mr. hn, who emphasizes the importance of courtesy, confidence, and professionalism as a reflection of what the audience wants in the news. Viewers like mr. h from TVRI Palembang appreciated the balance between seriousness and friendliness shown by the south Sumatra iNews TV presenter because it reflected concern for the audience.

This finding is in line with the mirror image theory which emphasizes the importance of representing societal values in creating a harmonious relationship between the communicator and the audience. Through this approach, presenters can build stronger and more credible relationships with the audience. Citra cermin aspect, south Sumatra INewsTV presenters reflect the values and expectations of the audience through their polite appearance, clear way of speaking, and use of language that is relevant to local culture. The audience feels more appreciated when the presenter can adapt to local values, such as inserting expressions typical of South Sumatra or discussing issues that are relevant to the local community. This finding is following image theory which states that a positive image is formed when individuals can reflect the expectations and needs of their audience.

c. Brand Image

Brand image is the audience's perception of a brand which is formed by its representative elements. In the context of INewsTV, news presenters are an important component that represents the identity, value, and credibility of a television station. Based on interviews, mr. a, as the south Sumatra INewsTV news presenter, stated that he maintains INewsTV's image as a trusted media through a firm but humanistic communication style. This is reinforced by mr. hn, producer of INewsTV sumsel, who emphasized that the presenter's professionalism and communication style reflects the organizational values held by INewsTV.

Viewers, such as mrs. z, revealed that presenters with a friendly and firm attitude were able to increase trust in INewsTV's credibility as a reliable news channel. Elements such as professionalism, consistency, and the presenter's ability to represent organizational values play an important role in building and strengthening INewsTV's image. This finding is in line with the brand image theory, which states that a brand image is formed through representative elements that reflect the brand's values and identity while building a strong emotional connection with the audience.

In terms of brand image, the south Sumatra INewsTV news presenter is the main face that reflects INewsTV's identity as a modern and professional news platform. Consistence in delivering news, from voice intonation to language style, strengthens audience trust in brand credibility. TVRI Palembang producers emphasized that presenters must embody the television station's values, such as integrity and objectivity, to maintain the brand image.

d. Organizational Image

Organizational image or organizational image describes how the public views the values, culture, and identity of an organization based on its representative elements. In the context of INewsTV, news presenters play an important role in reflecting organizational values, such as professionalism, objectivity, and respect for the audience. Based on interviews, mr. a, INewsTV sumsel news presenter, stated that he always conveys news honestly and objectively, which is supported by the views of INewsTV sumsel producer, mr. hn, that the presenter's communication style must represent the organization's values.

Viewers also assessed that the INewsTV presenter's communication style reflected the organization's reputation as a modern and professional media, as stated by Mrs. Z and Mr. H from TVRI palembang. A simple but still professional delivery style strengthens INewsTV's image as an organization that focuses on information quality. This is consistent with organizational image theory, which emphasizes the importance of the behavior of representative elements in building a positive image of an organization in the eyes of the public. The Organizational image aspect reflects the values of the INewsTV organization such as honesty, professionalism, and independence in conveying information. Sepriansyah and Sukmawati's (2024) research shows that a communication style that reflects organizational values can increase the audience's positive perception of the credibility of a television station. Thus, the INewsTV south sumatra live-streaming news presenter directly contributes to building a strong image through the news presenter's communication style because the news presenter's communication style plays a crucial role in building an image in the eyes of the audience.

2. News Presenter Communication Style in Building Audience Trust

In this research, persuasive communication theory is applied. Persuasive communication is a form of communication that aims to influence or change the attitudes, behavior, or opinions of individuals or groups regarding an issue, product, or idea. Berlo's communication model (1960), it is known that communication consists of 4 main processes, namely SMCR (source, message, channel, and receiver). This analysis is based on interview data with the same four informants, linked to persuasive communication theory consisting of source, message, channel, and receiver as follows:

a. Source

In the Source aspect, the south sumatra INewsTV news presenter shows credibility through mastery of news material, firm intonation, and professional attitude. Audiences trust presenters who can deliver news accurately and with confidence. This follows research by Sepriansyah and Sukmawati (2024), which confirms that the expertise and honesty of the presenter increase the audience's level of trust in the information conveyed. In persuasive communication theory, source credibility or source plays an important role in building audience trust, which consists of elements of expertise (skill), trustworthiness, and charisma (personal attraction).

In the context of INews TV south sumatra news presenters, mastery of the material and the ability to convey information clearly and easily understood are the keys to building credibility. According to mr. a, INews TV sumsel presenter, it is important to ensure that the information conveyed is accurate and conveyed in polite and easy-to-understand language. This is supported by mr. h, a viewer who is also a producer for TVRI palembang, stating that the presenters' ability to explain news in detail and easily understood showed their expertise. Apart from that, mr. hn, producer of INews TV sumsel, emphasized the importance of mastery of material and a confident attitude in building audience trust. These findings indicate that a presenter's communication style

that reflects their expertise, confidence, and professional attitude increases their credibility, thereby strengthening the audience's trust in the information presented.

b. Message

The message in persuasive communication plays a key role in building audience trust, with elements such as clarity, relevance, accuracy, intonation, and tempo of delivery influencing the effectiveness of the communication. Mr HN, producer of INews TV sumsel, emphasized that messages must be conveyed in clear and easy-to-understand language so that audiences from various backgrounds can understand and believe them. The south sumatra INews TV news presenter also highlighted the importance of choosing relevant and accurate words in conveying news, as well as maintaining tempo and intonation so that the message is conveyed correctly. This is in line with persuasive communication theory which states that messages that are well structured and delivered in an appropriate manner will increase the audience's acceptance and trust in the information. Based on interviews with all informants, it can be concluded that clear, relevant, and accurate messages play an important role in building strong relationships between presenters and audiences, as well as strengthening the image and credibility of a television station. In the message aspect, INewsTV south sumatra presenters convey news in simple but accurate language. Audiences appreciate a straightforward communication style, as it helps them understand information better. In the context of live streaming, presenters also often use interactive features such as comment columns to clarify the message conveyed. These findings indicate that relevant and easy-to-understand messages strengthen audience trust, as stated in persuasive communication theory.

c. Channel (Media)

Media or channel in persuasive communication it plays an important role in conveying messages to the audience, with interactive media such as live streaming increasing the effectiveness of communication. According to mr. hn, producer of INews TV sumsel, live streaming allows presenters to interact directly with the audience, which creates a more personal connection and increases trust. This is supported by viewers such as mr. h and mrs. z, who feel more confident in the information conveyed because of the transparency and real-time experience provided by live streaming. The INews TV sumsel news presenter also revealed that live streaming can create emotional closeness between them and the audience, strengthening the sense of involvement.

Based on these findings, it can be concluded that live streaming as a medium provides advantages in building audience trust through transparency, interactivity, and personal connections, following persuasive communication theory which emphasizes the importance of media that allows direct and transparent communication. In the channel aspect, the use of live streaming by INewsTV sumsel provides transparency in delivering news. This media allows the audience to see the presenter delivering the news directly without excessive editing, thus creating an impression of honesty and openness. The interactivity of live-streaming media also allows viewers to participate, such as providing comments or asking questions directly, which creates a sense of closeness between the presenter and the audience. Research by Sepriansyah and Sukmawati (2024) supports that media that allows two-way communication is more effective in building audience trust.

d. Receiver (Message Recipient)

The success of communication in the context of delivering news depends greatly on the presenter's ability to understand the characteristics and needs of the audience. A relevant and interesting communication style can build audience trust. For example, mr. h, a viewer of INews TV sumsel, expressed his preference for presenters who deliver news in a relaxed but polite style, because this makes him feel closer and easier to understand. This approach is also supported by INews TV sumsel presenters who adapt

news delivery to the audience, such as using analogies to explain complex topics. Apart from that, Mr. Hn, producer of INews TV Sumsel, emphasized the importance of adapting news delivery to the audience's level of understanding. These findings are in line with persuasive communication theory, which states that understanding the audience and relevant delivery can strengthen relationships and build trust.

Message recipients emphasized the importance of the presenter's understanding of the audience's needs. INewsTV South Sumatra presenters often use analogies or examples that are relevant to the daily lives of the people of South Sumatra to make the news easier to understand. Audiences feel appreciated when the presenter conveys information that is relevant to them. This finding is in line with persuasive communication theory, which states that understanding the audience increases communication effectiveness and trust in the presenter. With this approach, the INewsTV South Sumatra live-streaming news presenter succeeded in building strong trust with the audience and strengthening the emotional connection between the presenter and the audience.

The findings align with the theoretical framework, particularly media credibility theory Meyer (1988) and audience engagement theory (Mollen and Wilson, 2010). Presenters who use conversational and interactive styles tend to foster a stronger sense of trust and engagement, confirming the premise that audience perception is shaped by both verbal and non-verbal communication cues. Moreover, findings indicate that regional audience preferences must be considered when designing communication strategies for live streaming. In South Sumatra, where personal engagement is highly valued, news presenters who integrate cultural and linguistic nuances in their communication style are perceived as more trustworthy.

Table 1. A Summary of Audience Preferences For Each Communication Style

Communication Style	Perceived Impact
Formal	High credibility, low engagement
Conversational	Balanced credibility and engagement
Interactive	High credibility, perceived authenticity

Conclusion

The research results show that the communication style of news presenters has a significant influence in building a positive image and audience trust in INewsTV South Sumatra live streaming. The presenter creates a good social image through friendly, conversational, and relevant communication with the audience. In addition, a delivery style that reflects the values and expectations of the audience strengthens the presenter's mirror image, while professionalism and organizational values such as honesty and objectivity strengthen the INewsTV brand image. From a persuasive communication perspective, the presenter's credibility as a source of information is a key element in building audience trust. Clear, accurate, and easy-to-understand messages, coupled with the transparency and interactivity of live-streaming media, strengthen emotional connections with the audience. Understanding audience needs and expectations also increases the effectiveness of information delivery, which ultimately supports audience trust and loyalty to INewsTV.

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