

Linking the Utilization of Clickbait Headlines and News Marketing Communication Strategy in Online Media

Rahma Santhi Zinaida¹, Siti Tanti Hardiyanti², Zaid Amin³

¹ORCID iD: 0000-0002-1900-2394, Universitas Bina Darma, Jl. Jenderal Ahmad Yani No. 3, Palembang, South Sumatra 30111, Indonesia

²ORCID iD: 0009-0009-3018-2507, Universitas Paramadina, Jl. Raya Mabas Hankam, Cipayung, Jakarta 13880, Indonesia

³ORCID iD: 0000-0001-5223-3058, Universitas Bina Darma, Jl. Jenderal Ahmad Yani No. 3, Palembang, South Sumatra 30111, Indonesia

*Corresponding author, e-mail: rahmasanthi@binadarma.ac.id

Abstract

Introduction: The competition in the news industry makes online media portal companies constantly bombard consumers with persuasive news, not a few online media use clickbait on news titles to attract readers to click the news. It turns that, click bait is also linking with the online media marketing communication strategy. The aimed of this research was to know the linking utilization of click bait headline as and marketing communication strategies in tribunsumsel.com.

Methods: The method used was a qualitative descriptive method, data collection techniques by observations, interviews and documentations. Key informants are the Company Leader, Online Manager and the Digital Advertising Supervisor in Online Media.

Findings: The results of this research was the utilization of Click bait Headlines on tribunsumsel.com portal which become a strategy that being used as an interesting diction chosen to attract visitors and also to accelerate the amount of traffic statistics that had a very significant impact on the amount of advertisement, as one of the income source.

Originality: Originality of this research shown by the relational between clickbait headlines and marketing communication strategy which can be both negative and positive. The novelty is where other research about news online portal mostly focuses on news content, journalism etiquette, but this study looks at the other side of clickbait as a new wave phenomenon that online media marketers use to generate revenue. The other point of view from clickbait in Indonesia is interesting to discuss in further research.

Keywords: Clickbait Headline, Marketing Communication, News, Online Media.

Introduction

The quick extension of digitalization has quickened the move from composed news sources to the computerized world. Currently, the use of communication and information technology is inevitable (Ayşe Geçkil, Ahmet Anıl Müngen, 2019; Luca Greco, Pierluigi Ritrovato, Alessia Saggese, 2016). With information communication technology, it is easier for people to access information. This is also due to the increasingly massive use of smartphones, laptops and PCs according to data from 'We Are Social', internet users in the world have reached 4 billion out of a total population of 7 billion. As quoted on the Kominfo website, the figure that applies to everyone who accesses the internet at least once every month puts Indonesia in the 6th largest ranking in the world in terms of the number of internet users (Hidayat, 2014).

The increasing number of Internet users has changed people's habits of reading newspaper articles. Today, more news and articles are published and read on the internet than in physical newspapers (Kuiken et al., 2017). While within the past, individuals utilized to purchase daily papers, examined them cover to cover whereas checking the

features, and studied articles they found curiously. Regularly, somebody peruses articles since they are shared by clients on social media or other web stages (Kuiken et al., 2017). News is a form of information about a particular issue that happens and published through print media, electronic media, the internet or it could also spread through the word of mouth by the public (Mansur & Harsono, 2020; Sepúlveda-Torres et al., 2021).

Due to the changing habits of society in obtaining information, from conventional media to new media, many media companies in Indonesia have also adapted. This is done in order to continue to survive in the increasingly competitive media business (Leppanen, et al, 2016), so don't be surprised if there are print media that also make an online version of the media. This socialization through digital platform needs good communication strategy to attract people's attention perfectly, it must not only compile all information in brief but also in attractive appearance but not ignoring the media ethics (Zinaida & Havivi, 2019; Zannettou, Limassol, et al., 2018).

Media ethics is closely related to accuracy. Media with a lot of inaccuracies in the news are considered to have ethical issues. Previous study about inaccuracy news (Emeraldien et al., 2021) describe that it is not only high in grammatical errors, online media in Indonesia is also high in presenting imbalanced news. The awesome points of interest they offer such as boundless simple communication and moment news and data, they can moreover have numerous impediments and issues. One of their major challenging issues is the spread of fake news, clickbait headlines, and many other negative issues (Hemang Thakar & Brijesh Bhatt, 2024; Aïmeur, E., Amri, S. & Brassard, 2023).

Another previous study related to clickbait in Youtube (Zannettou et al., 2018), indicates YouTube recommendation engine does not take into account the clickbait problem in its recommendations. In expansion, there are untrustworthy strategies such as anticipating the advertisement from entering the location without observing the advertisement or indeed clicking, and permitting it to tap unnoticed (Momchil Hardalov, 2016; Anand et al., 2017) this fact indicates that a more effective journalistic media verification mechanism is needed for online journalism even always a competitive competition in media business industries.

Competitive competition makes a company constantly bombard consumers with persuasive messages in creating, strengthening or changing attitudes and behavior. Therefore, it is in the company's interest to understand persuasive communication efforts in an effective way (Dewi, 2015). This is related to the increasing number of online media portals that produce news or similar information. In addition, they not only create content on their own online media, but also social media versions. The goal is to increase traffic or visits on their main online media sites which will later make advertisers want to place ads on web portals that have a lot of visitors (Kertanegara, 2018).

According to the definition in the 2016 Oxford dictionary, clickbait is defined as any content on the internet whose main purpose is to attract and encourage visitors to click through to a particular web page. Mark Bulik, senior editor of The New York Times, implied that there was a change in the title-making strategy in entering the digital age. However, for The New York Times, Bulik cautioned that the title that appeared readers did not feel cheated (Zaenudin, 2018). Clickbait titles are a type of writing that uses a leading narrative strategy to provoke curiosity and then delay about the content of the story so that visitors click on the web page and read the content (Pengnate, 2016). Online media plays role to overcome the clickbait headline to make sure the relations between headline and the news content (Sepúlveda-Torres et al., 2021; Stiff & Mongeau, 2016).

One of the online news portal in Palembang, South Sumatera is Tribun Sumsel. The

daily newspaper Tribun Sumsel which is published every day in South Sumatra is part of the Tribun Network. This newspaper was first published in 2012 and has its head office in the Palembang area. This daily newspaper that reports on music, national, sports and others has opened a daily online news portal on the internet as well, which is a sub-portal of www.tribunnews.com which is the parent of more than 20 regional sites including the Tribun Network, namely the South Sumatra Tribune. The online news portal Tribun News is one of the most popular news portals in Indonesia according to a survey conducted on one of the websites www.alex.com in 2018. Nowadays, Tribunsumsel.com become one of the most popular online media in Palembang, tribunsumsel.com is portion of the Tribun Arrange, a major media bunch in Indonesia beneath Kompas Gramedia. This association gives the stage with solid branding, assets, and validity. The stage gives news and stories that are exceedingly important to the neighborhood group of onlookers in Palembang and South Sumatra, covering nearby occasions, culture, and issues. too Wide Scope It conveys national and worldwide news, giving perusers a blend of localized and worldwide points of view. As portion of a trustworthy media bunch, the stage is seen as a dependable and dependable news source, guaranteeing group of onlookers maintenance and believe, so this online media is pivotal in arrange to preserve their reputation by not employing a clickbait feature.

The Tribun News portal is one of the portals that apply clickbait headlines. There are two examples of clickbait headlines used by the Tribun Sumsel news portal media. The *first* example, as seen in the news dated 31/7/2018. By loading the headline, “*Dibongkar Aurel Hermansyah, begini wajah asli Nissa Sabyan Tanpa Make Up*” (Aurel Hermansyah dismantled, this is Nissa Sabyan's real face without make-up).

The *second* example, as seen in the news on 21/7/2018 By loading the headline, “*Tak hanya Deddy Corbuzier, Ini Deretan orang yang bela aksi stuntman Jokowi, ada Artis Hollywood*” (Not only Deddy Corbuzier, this is a row of people who defend Jokowi's stuntman, there are Hollywood artists). This news explains that at the opening of the 2018 Asian Games, a video was played that told the journey of President Joko Widodo's entourage to the Gelora Bung Karno Main Stadium to open the Asian Games event, but the journey was hampered by a group of supporters who filled the road, the President decided to ride a motorbike belonging to the President. ‘Paspampres’ to break through congestion in the capital. However, there were acrobatic actions, such as jumping over crowds of supporters on motorbikes in slow motion, winding down narrow alleys and so on. The acrobatic action was not carried out by the President himself but was demonstrated by a stuntman.

Clickbait features are planned to be provocative, shocking, or curiosity-inducing. They regularly utilize passionate triggers, misrepresentation, or inadequate data to create clients inquisitive sufficient to tap. its related to powerful strategy by Snatching consideration is the primary step in any powerful communication demonstrate, such as AIDA (Consideration, Intrigued, Want, Activity). Clickbait serves as the ‘hook’ to lock in the group of onlookers. Persuasion is a communicative process of altering the beliefs, attitudes, intentions, or behaviour of another by the conscious and unconscious use of words and nonverbal messages (Stiff & Mongeau, 2016; Derin et al., 2020). The existence of equal opportunities to influence each other, inform the audience about the purpose of persuasion, and consider the audience's presence. The term persuasion comes from the Latin, which means to persuade, invite or seduce. Persuasion can be done rationally and emotionally, usually touching aspects of affection, namely matters relating to emotional life, usually touching aspects of affection, namely matters relating to one's

emotional life. Through emotional means, aspects of one's sympathy and empathy can be aroused.

Persuasion is communication, which means the messages sent are expected to change the attitudes, beliefs, and behavior of the recipient (Anholt, 2007). Simons (Simons, 1976) defines that persuasion is a form of human communication designed to influence others by changing their beliefs, values, and attitudes (Ma'arif & Nurbaya, 2010). There are several things that become criteria that a communication can be said to be persuasive according to (Kafie, 1993) so that messages can arrive optimally and are able to change one's attitudes and behavior, one of which is the persuasive method itself. Persuasive communication can be done by several methods, *first*, association method, is the presentation of communication messages by superimposing on an actual event, or is attracting the attention and interest of the masses. *Second* is the integration method, which involves the communicator's ability to unite with the communicant in the sense of communicative self-unification, so that it appears to be one or in the sense of togetherness, a feeling of sharing the same fate with the communicant, both verbally and non-verbally

Third is the pay-off and fear-arousing methods, namely the activity of influencing others by describing things that make them happy and pleasing to their feelings or giving hope (imagingizing), and vice versa by describing things that are scary or presenting bad or bad consequences or unpleasant feeling. The *last* is, the icing method, which is to make something beautiful, so that it is attractive to anyone who accepts it. The icing method is also called the sweetening method or this persuasion activity by arranging communication messages with emotional appeal in such a way that the communicant becomes more interested (Kafie, 1993).

Through persuasion techniques, there will be a great possibility to change the attitudes and behavior of a society because persuasion techniques have very strong elements to engineer compliance when viewed from some of the techniques contained therein. This is where the role of persuasive communication will be able to realize the purpose of communication, in this case to attract potential visitors to click and read the news that has been presented by tribunsumsel.com.

The term strategy comes from the Greek word *Strategia* which means the science of war or warlord. Based on this understanding, strategy is an art of designing operations in war such as ways to organize an event or events. In general, it is often stated that strategy is a technique used to achieve a goal. In the field of administration, strategy is defined as an effort that is macro, comprehensive in the long term and based on reasoning decisions. Strategy is also interpreted as the main task of the top-level system layer. In its development, the word strategy is used in almost all disciplines, including in the realm of culture and language (Effendy, 2011). Understanding communication strategy is a guide from communication planning and communication management to achieve a goal. To achieve this goal, the communication strategy must be able to show how its implementation can be carried out operationally, in the sense of the word that the approach can be effective from time to time depending on the situation and conditions (Effendy, 2011). According to Effendy, the communication strategy consists of two aspects, namely: macro (planned multi-media strategy) and micro (single communication medium strategy). Both aspects have a double aspect, namely disseminating communication messages that are informative, persuasive, and instructive systematically to the target to obtain optimal results. Bridging the cultural gap (damaging culture) due to the ease with which it is obtained and the ease with which the mass media can be operated, which is so powerful, and if left unchecked, will destroy cultural values.

The relationship between clickbait features in online media, persuasive communication, and promoting technique by marketing communication lies in their shared reason like affecting group of onlookers behavior to attain particular objectives, such as expanding engagement, driving activity, or advancing a item or benefit. Marketing communication is a communication activity carried out by buyers and sellers, and is an activity that helps in making decisions in the field of marketing and directs exchanges to be more satisfying by making all parties aware to do better. So that marketing communication is a two-way exchange of information between parties or institutions that are seen in marketing (Swastha, 2001). Marketing communication is a means by which companies try to inform, persuade, and remind consumers directly or indirectly about the products and brands being sold. Marketing communications also perform many functions for consumers, as previous research done by (Aulya & Zinaida, 2022). In addition to the most effective sales promotion, advertising is also influential in coffee shop marketing communication strategy by publishing the content of their activities as well as possible on Instagram social media.

Marketing communications can tell or can show consumers how and why the product is used, by what kind of people, and where and when. Marketing communications allow companies to connect their brands with people, places, events, brands, experiences, feelings, and other things. They can contribute to brand equity, by embedding brands in memory and creating their image, as well as driving sales, and even influencing share value (Kotler & Keller, 2009).

Currently, one strategy that is intensively carried out by online media news producers for the benefit of social media is to create striking and sensational headlines. This strategy relate also with marketing strategy to sell the news. Coupled with visual images that are also attractive, it is hoped that these social media users will be interested in reading news content in online media. The interactivity and cooperation conceivable outcomes of the Web offer significant potential for net media as journalistic offerings. Be that as it may, journalistic online offerings are beneath financial weight (Ralf Spiller, 2024). Online media earn income from advertising by increasing visitor traffic on the website (Arnaud et al., 2022).

Unique visitors are visits in 1 month made by computers with the same IP address and browser. Meanwhile, pageview is an estimate of the number of pages viewed by visitors. Medium, length of visit is an estimate of how long a visitor visits a site. In short, the more people visit a news site and linger there doing 'click' activity, then that is the advantage of the media in business. That traffic is offered to advertisers to place ads. Usually, according to Dhanang, news sites use traffic counting engines such as google analytics (www.google.com/analytics), comscore (www.comscore.com), or effective measure (www.effectivemeasure.com) as traffic indicator engines on their websites.

Traffic intersects with editorial and journalism in the *first* way, of course, traffic is obtained by the allure of a news site to its readers. The allure may be the credibility of the news site. Due to the credibility of the information submitted, many readers come to visit the site. *Second*, traffic is also generated from the interactivity space provided by a news site. Regarding news, for example, traffic is generated from the discussions that take place on the comments pages. Not a few readers open a story many times because they follow the discussions that take place on the comments page. Traffic is also generated from other interactivity services outside of news. For example, forums, games, or commerce provided by certain news sites.

Interactivity of readers on online news sites is indeed the nature or characteristics

of the internet as a new medium and the dynamics of forums is something to be pursued. It is at this point that the newsroom meets the business interests of the media as an industry. In the newsroom, traffic is obtained as a result of news production made by journalists. News readers click on will generate pageviews. More and more the news that is clicked the greater the pageviews obtained. The greater the pageview, the greater the business potential that can be achieved.

Nowadays, the term is common speech among social media clients and nearly synonymous with online virality. For case, (A Bazaco, M Redondo, 2019) term clickbait as 'a technique of viral journalism.' BuzzFeed, a major player in computerized substance, frequently related with clickbait, is additionally routinely credited for having broken the equation for shareable substance and viral news, CoSchedule, a well known feature optimizing benefit utilized broadly by bloggers, online writers, and advanced marketers, too declares that clickbait is shared more. All of this recommends the common (Mukherjee, et al, 2022).

According to Loewenstein's information gap theory quoted in the Journal of We Used Neural Networks to Detect Clickbait (Anand et al., 2017) about a person's curiosity will peak into attention when there is a gap in knowledge. This information gap generates feelings of curiosity or curiosity. This curiosity then motivates individuals to get the missing information (Blom & Hansen, 2015).

The characteristic feature of news headlines or clickbait articles. It is to use the word 'here' or 'this is it' and the most frequently encountered is the title by using pointers and exclamations and hiding facts or contents. in the title section. In practice this clickbait title is done by several elements, *first* is sensational titles like 'yellow papers' or model journalism got (gutter journalism). The title is in the form of a question sentence, for example: "*What does Dewi Sandra say about the Jilboobs phenomenon? This is the answer.*" In some issues, their using the demonstrative words like 'this', or 'this is it' or using interjections like: Wow!, Cool!, Duh!, Gosh! For example "*Wow! Returning from Umrah Father Reports Son...*" (JPNN) or "*Great, New York Mayor Takes Off...*" (Daily Rises) (Blom & Hansen, 2015).

Here are some examples of clickbait news titles in online media that use clickbait: "*Named as Suspect for Stadium Construction, YAS commented like this*" (Tribun Jabar) or "*Ridwan Kamil Dismissed This Official Because He Was Involved in Corruption*" (Aceh Daily). "*It's fun, school students in New York can take a day off*" (Tribunnews).

According to (Sardoschau, 2017) says that in the new media economy, the currency is clicks. Changes in the editorial process are related to changes in the structure of economic incentives. In the new media economy, almost any news website can penetrate the market but its success and survival will be determined by the amount of traffic it can generate. With every click, online outlets can secure valuable advertising funds (Jang et al., 2022).

Pew Research Center describe that in 2015, USD 59.6 billion was spent on digital advertising, including search engines, social media, news, or other types of websites and accounted for a third of overall advertising spending. Competition for advertising funds is tough. News websites are faced with an ever-increasing number of competitors including big players like Facebook and Google. The financing model has shifted from a long-term financial feasibility model, supported by loyal readers, subscriptions, reputation and accountability, to a short-term viral news model, where the clickability of an article is important. The research objectives is to find out the linking utilization of click bait headline as and marketing communication strategies in tribunsumsel.com.

Meanwhile, originality of this research shown by the relational between clickbait headlines and marketing communication strategy which can be both negative and positive. The novelty is where other research about news online portal mostly focuses on news content, journalism etiquette, but this study looks at the other side of clickbait as a new wave phenomenon that online media marketers use to generate revenue. The other point of view from clickbait in Indonesia is interesting to discuss in further research.

Methods

In this study, researchers used descriptive qualitative research methods. Subjective investigate draws from interpretivist and constructivist standards, looking for to profoundly get it a inquire about subject instead of predict results, as within the positivist worldview (Norman K. Denzin, 2011). Interpretivism looks for to construct information from understanding individuals' special perspectives and the meaning joined to those perspectives (Creswell, 2018). By using narrative study, the story approach centers on the meaning an person connects to an encounter through the method of narrating (C Esin, M Fathi, 2014) and uncovered a relationship between the words inside one or different writings, and a relationship between content and social reality (Herman & Vervaeck, 2019).

The data collected is in the form of words, pictures, and not numbers. This is due to the application of qualitative methods. In addition, all that is collected is likely to be the key to what has been researched (Moleong, 2014). In this study, key informants consisting of four person: editor-in-chief, reporter, sales marketing, and one of the readers of tribunsumsel.com. The data were obtained by using primary data collection techniques through the interview process and secondary data from the literature study. The data analysis technique used a qualitative research approach with trustworthiness, testing the truth and honesty of the research subject in revealing reality (Kriyantono, 2014). Researchers need to do triangulation to strengthen data to make researchers believe in the truth and completeness of data and to test credibility in research, for this research, using data collection techniques and triangulation, a combination of observation, interviews and documentation collection.

Results

The feature of a news article is planned to compactly summarize its substance, giving the peruser with a clear understanding of the news thing. Tragically, within the post-truth period, features are more centered on drawing in the reader's consideration for ideological or commercial reasons, hence driving to mis--or disinformation through wrong or mutilated features (Robiert, et al, 2021). In advanced situations where significant sums of data are shared online, news features play basic parts within the choice and dissemination of news articles. A few news articles pull in group of onlookers consideration by appearing overstated or deluding features. This consider addresses the feature ambiguity issue, in which a news feature makes claims that are either disconnected or inverse to the substance of the comparing article (Kunwoo Park, Taegyun Kim, Seunghyun Yoon, 2020).

Clickbait features are planned to be provocative, shocking, or curiosity-inducing. They regularly utilize passionate triggers, misrepresentation, or inadequate data to create clients inquisitive sufficient to tap. its related to powerful strategy by Snatching consideration is the primary step in any powerful communication demonstrate, such as AIDA (Consideration, Intrigued, Want, Activity). Clickbait serves as the 'hook' to lock

in the group of onlookers. Clickbait features have considerable manipulative potential and are of viable intrigued (Natalya F. Krylova & Dybys S. Tashimkhanova, 2020).

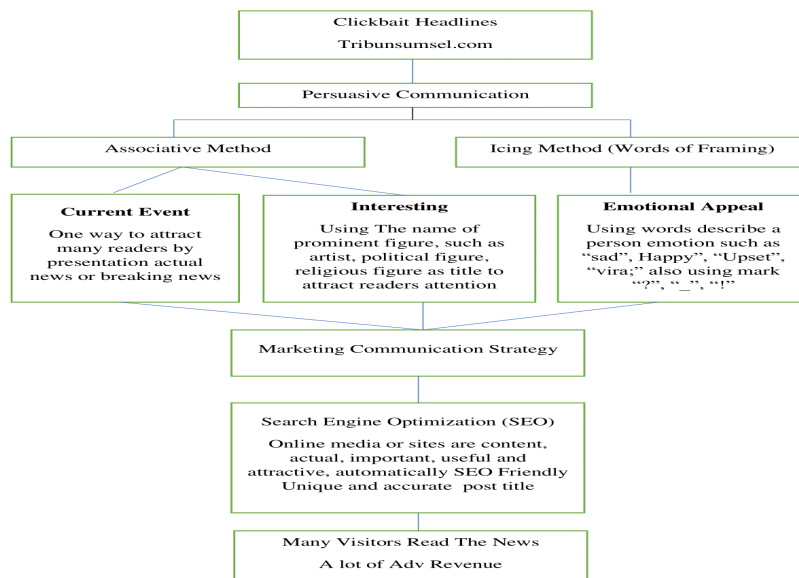
Based on the results of the research that the authors have described above, the researchers will discuss the use of clickbait headlines as a news marketing communication strategy, the authors describe the use of clickbait as one of *tribunsumsel.com* strategies to attract readers to visit online news portals seen from the Writing and Selection Techniques. The News Title uses the Associative and Icing method of Persuasive Communication theory as the theoretical basis for the research entitled "*The Use of Clickbait Headlines as a News Marketing Communication Strategy on the tribunsumsel.com Portal.*" *Tribunsumsel.com* use a hyperbolic words and invite a curiosity like what (Kate Scott, 2023; Zheng et al., 2021) said that Clickbait headlines typically use hyperbolic language to create curiosity gaps, enticing readers to click on the content.

Persuasive communication according to Larson cited in (Maulana & Gumelar, 2013) is that there is an equal opportunity to influence each other, inform the audience about the purpose of persuasion, and consider the audience's presence. The term persuasion comes from the Latin, persuasion, which means to persuade, invite or seduce. Persuasion can be done rationally and emotionally, usually touching aspects of affection, namely matters relating to emotional life, usually touching aspects of affection, namely matters relating to one's emotional life. Through emotional means, aspects of one's sympathy and empathy can be aroused. Interview result by the four informant said that Clickbait in *tribunsumsel.com* has two unequally obvious elucidations, where the primary elucidation is untrue with regard to the article substance, whereas the moment elucidation is adjust content-wise, but significantly less self-evident, like what (A & Orlov, 2022) said that two unequally conspicuous interpretations, where the first interpretation is false and the second is correct content.

Based on the Persuasive Communication Theory that researchers found out that from persuasive communication methods, namely the Association and Icing method, *tribunsumsel.com* uses a title selection technique that can attract the attention of readers as a strategy to visit the *tribunsumsel.com* news portal. The researcher also saw and confirmed that the news rubric that was most visited was especially the Celebrity news which mostly used titles that used clickbait headlines as a creative and interesting choice of diction for readers. The reason of clickbait is to bring an engaging connect before clients. Clickbaits seen within the shape of headlines impact individuals to urge pulled in and inquisitive to studied the interior substance (Talwar et al., 2019; Davies, H., I. Wolzh, J. Leppanen, F. Fernandez, U. Schmidt, 2016).

In any case, there's no brief definition of feature quality. consider features as tall quality in case they are appealing to perusers, and exceedingly related to the article substance (Amin Omidvar, Hossein Pourmodheji, 2021). Choosing a creative title is one of the news marketing communication strategies, but there are other strategies that have been explained by *tribunsumsel.com* such as the selection of articles that are timeless, meaning that they can be useful at any time and not stale, the second is using social media as a branding tool to reach social media users. to be interested in reading the *tribunsumsel.com* portal through highlighting news posts on Insta Story, Uploading photos and videos about news on the portal on Instagram, Facebook and Twitter accounts, as well as actual news coverage such as Breaking News. Headline title in *tribunsumsel.com* plays a big role in attracting readers to klicking the full news. Headline offer assistance perusers to discover, among the huge number of accessible writings, the

content they truly need to perused. As an entrance to the content, headline work as a go between between peruser and content. But features may moreover be perused as independent writings--regularly, perusers are substance with looking over through them, getting a handle on a essential understanding of what's modern.



Picture 1. General Result Cllickbait Headline in tribunumsel.com (source: Processed Results of Researchers)

The researcher concludes the results from interviews and observations on the tribunumsel.com news portal that the news titles and articles made by tribunumsel.com are proven to be actual and interesting with the selection of creative dictions. By using the association method, namely the presentation of communication messages by laying on an actual event, or is attracting the attention and interest of the masses (Kafie, 1993). Tribunumsel.com is always fast in providing information such as actual breaking news. In addition, it uses the names of famous figures such as artists, political figures, religious figures and others to complete a title even though the core content is not the character but there is still a connection with the character chosen in the title (Zannettou, Chatzis, et al., 2018; Margianto & Syaefullah, 2012).

Researchers have also confirmed that TribunSumsel.com news that occupies the top 10 positions with the most Hit numbers and sorted from highest to lowest is Celebrity news, followed by News, Palembang, Super Ball, South Sumatra, Video, Lifestyle, United South Sumatra Forward, National, and Techno. The use of names of figures who are currently viral or prominent figures such as artists and political figures by associating them even though the news is not about them. As an example of the news entitled “Mandala Shoji, Vanessa Angel's Ex-Girlfriend Sentenced to 3 Months in Prison for Distributing Umrah Coupons” which was published on Wednesday, January 23, 2019 at 07:47. The news uses the character 'Vanessa Angel' who is currently viral about online prostitution. However, the news tells about Mandala Shoji who was sentenced to 3 months in prison, but because Mandala is the ex-lover of Vanessa Angel, tribunumsel.com uses Vanessa's name to attract readers. The novelty is that other research about news online portal mostly focuses on news content, journalism etiquette, but this study looks at the other side of clickbait as a new wave phenomenon that online media marketers use to generate revenue, specially in Palembang can be both negative and positive impact related to marketing communication strategy to sell the news.

Discussion

Online media in Indonesia practice a distinctive news writing style, namely piecemeal news updates or broken news. Some say online news is four-paragraph journalism because one story contains only four paragraphs. There is an argument that states that piecemeal news is of an online nature because online news must be fast and is a series of developments over an event. But, from a business perspective, this piecemeal news is profitable because it can multiply pageviews. We will see later how the news of this model comes into conflict with the principles of journalistic ethics. News is also not primarily about important issues, but interesting, or at least given an interesting title. An unattractive title won't generate a lot of clicks (Margianto & Syaefullah, 2012).

This headline news which is not consistent with the content is then referred to and is better known as the Clickbait Headline. Simply put, Clickbait Headlines are headlines that are able to make those media viewers click on the news link on social media to their main site. The use of clickbait headlines has become unavoidable in the midst of increasingly fierce online media competition today. There are two sides of the coin of this phenomenon of using clickbait headlines. On the one hand, media owners demand that reporters or news makers not only produce articles that get high Key Performance Indicators (KPI) for the sustainability of their business. On the other hand, reporters are also required to meet the standards of the Journalistic Code of Ethics (Kertanegara, 2018). Clickbait phenomenon make the readers (internet users) click on the news title or open it. Mostly, after the news link is clicked (opened), it turns out that the content of the news is not as expected or expected. Clickbait is usually done by adsense (online advertising) which is based on the number of clicks and page views. With the expansion of online substance, the competition for readers' consideration is fierce. In this setting, online distributors frequently utilize a strategy called clickbait to initiate perusers to tap on their substance. Coined by a blogger this term alludes to features that trap the client to tap on their web joins since of the way they are stated.

This investigate analyzes the pivotal part of news headline within the choice and dispersal of news articles, especially in settings where considerable sums of information are shared online. It highlights the marvel of feature uncertainty, wherein headline may make claims that are either disengaged from or opposite to the substance of the comparing articles. The consider centers on clickbait features, which are outlined to be provocative and curiosity-inducing, regularly utilizing passionate triggers, distortion, or fragmented data to lure clients to lock in with the substance.

The inquire about advance talks about the application of clickbait features as a news promoting communication methodology utilized by *tribunsumsel.com*, analyzing their composing and choice methods. Clickbait is situated as a 'hook' to lock in gatherings of people, and the consider distinguishes the Acquainted and Icing strategies of Enticing Communication as the hypothetical system directing this investigate. Influential communication, as characterized by (Maulana & Gumelar, 2013) includes common impact and advising the gathering of people approximately the reason of influence, regularly engaging to both levelheaded and passionate viewpoints.

Through the focal point of Influential Communication Hypothesis, the investigate demonstrates that *tribunsumsel.com* viably utilizes title selection techniques that pull in peruser consideration, especially within the domain of celebrity news, which transcendently utilizes clickbait features. The consider attests that high-quality features are those that charm perusers whereas remaining profoundly pertinent to the article

substance (Omidvar et al., 2021). Furthermore, the investigate distinguishes different news promoting procedures utilized by tribunsumsel.com, counting the determination of ageless articles and leveraging social media stages for branding, such as utilizing Instagram Stories and locks in substance on Facebook and Twitter to draw intrigued towards its news entry.

Both the advantages and disadvantages of this method are demonstrated by tribunsumsel.com, a well-known regional online media platform in Indonesia, which uses clickbait headlines as part of its news marketing communication strategy. The main conclusions of the study are summarized here, along with their ramifications for audience engagement, marketing communication strategies, and ethical issues. Clickbait's Function in tribunsumsel.com's Approach a crucial component of Tribunsumsel.com's marketing arsenal because of their captivating and frequently overstated wording. By stimulating interest and encouraging clicks, they want to increase reader engagement. According to the study, clickbait has a major positive impact on social media engagement and web traffic, two important indicators for the survival of online media.

Long-term audience commitment is called into question by this strategy, though. Although clickbait may encourage initial clicks, if the content falls short of the headline's claims, it may cause dissatisfaction or disappointment. This discrepancy can undermine confidence and discourage return visits, making it difficult for the platform to strike a balance between getting clicks and upholding credibility. The audience of Tribunsumsel.com responded in a variety of ways, according to the survey. Some readers worry about sensationalism and the dearth of meaningful material, while others value clickbait's approachable and captivating style. This will make an Effect on Perception and Audience Engagement. These conflicting viewpoints highlight the necessity of audience segmentation and focused tactics that accommodate various reader preferences.

Though they may result in shorter time-on-page measurements, clickbait titles frequently increase click-through rates, suggesting that users may not be deeply engaged with the content. According to this research, clickbait may not necessarily result in meaningful audience interaction or content consumption, even though it is good at attracting readers.

This issue of clickbait also related to Credibility and Ethical Issues of tribunsumsel.com, The journalistic integrity of the platform may be jeopardized by excessive clickbait, especially if the content is thought to be deceptive. Sensationalism above veracity in headlines raises ethical questions and may damage the platform's reputation. Tribunsumsel.com, a news organization, needs to carefully tread these moral lines in order to maintain public confidence and accomplish its commercial goals. Last but not least, combining with more comprehensive marketing communication technique according to this research data, clickbait headlines complement tribunsumsel.com's more general digital marketing tactics, which include targeted advertising, social media campaigns, and search engine optimization (SEO). The platform may improve its clickbait tactics to maximize success and satisfy audience expectations by utilizing data analytics and insights into user behavior. For example, clickbait can be combined with excellent content that fulfills the promise of the headline to increase credibility and engagement. In a similar vein, adding user feedback tools can assist the platform in modifying its tactics to better suit the demands of its audience.

Conclusion

The use of clickbait headlines in *tribunsumsel.com*'s news marketing communication strategy illustrates the intricate relationship between journalistic integrity, digital marketing objectives, and audience engagement. Clickbait works well for attracting traffic and initial reader interaction, but when headlines don't match the content, the audience may become suspicious, which could threaten its long-term viability. Because audience impressions are greatly influenced by ethical issues, *tribunsumsel.com* must set clear rules for creating headlines. The study also shows that clickbait's efficacy can be increased by combining it with more comprehensive marketing techniques like SEO, social media campaigns, and data-driven content optimization. *Tribunsumsel.com* may optimize interaction while maintaining its reputation and journalistic standards by concentrating on providing readers with value and matching clickbait with audience expectations. In summary, clickbait is a potent tool in online media, but its effectiveness depends on how it is used carefully and strategically to draw readers in and build enduring loyalty and trust.

Conflict of Interest

We certify that there is no conflict of interest with any financial, personal, or other relationships with other people or organization related to the material discussed in the manuscript.

Acknowledgements

The authors wish to extend their profound appreciation to the General Manager, Head of the News Room, and journalists of *Tribun Sumsel* and *Sriwijaya Post*, part of the Kompas Gramedia Group. Our special acknowledgment goes to the news editor of *tribunsumsel.com* for their exemplary support and for providing the essential data utilized in this research.

References

- A, V. A., & Orlov, A. (2022). *Journal of Pragmatics*, 195, 91–108.
- Aïmeur, E., Amri, S. & Brassard, G. (2023). *Social Network Analysis and Mining*.
- Amin Omidvar, Hossein Pourmodheji, A. A. & G. E. (2021). A Novel Approach to Determining the Quality of News Headlines. *Natural Language Processing in Artificial Intelligence—NLPinAI 2020*, 227–245. https://link.springer.com/chapter/10.1007/978-3-030-63787-3_8
- Anand, A., Chakraborty, T., & Park, N. (2017). We used neural networks to detect clickbaits: You won't believe what happened next! *European Conference on Information Retrieval*, 541–547.
- Anholt, S. (2007). What is competitive identity? In *Competitive identity* (pp. 1–23). Springer.
- Arnaud, M. P. D. S. D. B., Details, P. author, & . (2022). Did clickbait crack the code on virality? *Journal of the Academy of Marketing*, 50(3), 482–502.
- Aulya, D., & Zinaida, R. S. (2022). Strategi Komunikasi Pemasaran Z Coffee Shop Palembang dalam Upaya Menciptakan Brand Awareness. *Jurnal Pendidikan Dan Konseling*, 4(4), 4659–4666.
- Ayşe Geçkil, Ahmet Anıl Müngen, E. G. & M. K. (2019). No Title. *Lecture Notes in Social Networks, Putting Social Media and Networking Data in Practice for Education, Planning, Prediction and Recommendation*, 199–211.

- Bazaco, A., M Redondo, P. S.-G. (2019). Clickbait as a strategy of viral journalism: conceptualisation and methods. *RLCS, Revista Latina de Comunicación Social*, 74, 94–115.
- Blom, J. N., & Hansen, K. R. (2015). Click bait: Forward-reference as lure in online news headlines. *Journal of Pragmatics*, 76, 87–100.
- C Esin, M Fathi, C. S. (2014). *The SAGE Handbook of Qualitative Data Analysis*. Sage Publications Sage UK: London, England.
- Creswell, P. (2018). *Qualitative Inquiry and Research Design: Choosing Among Five Approaches* (fourth edi). Sage Publications Sage UK: London, England. [https://books.google.co.id/books?hl=en&lr=&id=DLbBDQAAQBAJ&oi=fnd&pg=PP1&dq=Creswell+%26+Poth,+2018&ots=-iq57gEQRs&sig=wTJ_ydwzjS-v13h6F_TvAwew7OE&redir_esc=y#v=onepage&q=Creswell %26 Poth%2C 2018&f=false](https://books.google.co.id/books?hl=en&lr=&id=DLbBDQAAQBAJ&oi=fnd&pg=PP1&dq=Creswell+%26+Poth,+2018&ots=-iq57gEQRs&sig=wTJ_ydwzjS-v13h6F_TvAwew7OE&redir_esc=y#v=onepage&q=Creswell%26Poth%2C2018&f=false)
- Davies, H., I. Wolzh, J. Leppanen, F. Fernandez, U. Schmidt, K. T. (2016). Facial expression to emotional stimuli in non-psychotic disorders: A systematic review and meta-analysis. *Neuroscience & Biobehavioral Reviews*, 64, 252–271.
- Derin, T., Nursafira, M. S., Yudar, R. S., Gowasa, N. S., & Hamuddin, B. (2020). Persuasive Communication: What Do Existing Literature Tells Us About Persuasive Communication Among Students? *Utamax: Journal of Ultimate Research and Trends in Education*, 2(1), 12–18.
- Dewi, I. C. (2015). Pengantar psikologi media. *Jakarta: Prestasi Pustaka*.
- Effendy, O. U. (2011). Ilmu komunikasi: teori dan prakteknya. *Bandung: Remaja Rosdakarya*, 16.
- Emeraldien, F. Z., Sugihartati, R., & Rahayu, T. P. (2021). Inaccuracy within Online Journalism in Indonesia. *Jurnal The Messenger*, 13(2), 179. <https://doi.org/10.26623/themessenger.v13i2.1011>
- Hemang Thakar & Brijesh Bhatt. (2024). Fake news detection: recent trends and challenges. *Social Network Analysis and Mining*, 14, 176.
- Herman & Vervaeck. (2019). *Handbook of Narrative Analysis* (second edi). University of Nebraska.
- Hidayat, W. (2014). Pengguna internet Indonesia nomor enam dunia. Retrieved from *Kompas. Com Website: Htps://Kominfo. Go. Id/Content/Detail/4286/Pengguna-Internet-Indonesia-Nomor-Enam-Dunia/0/Sorotan_media*.
- Jang, J., Cho, Oon-Sik, M. K., & Kim, M. (2022). Detecting incongruent news headlines with auxiliary textual information. *Expert Systems with Applications*, 199. <https://www.sciencedirect.com/science/article/abs/pii/S0957417422003141>
- Kafie, J. (1993). Psikologi dakwah. *Surabaya: Indah Surabaya*.
- Kate Scott. (2023). “Deceptive” clickbait headlines: Relevance, intentions, and lies. *Journal of Pragmatics*, 218, 71–82.
- Kertanegara, M. R. (2018). Penggunaan clickbait headline pada situs berita dan gaya hidup muslim dream. co. id. *MediaTor: Jurnal Komunikasi*, 11(1), 31–43.
- Kotler, P., & Keller, K. L. (2009). *Manajemen pemasaran*. edisi.
- Kriyantono, R. (2014). *Teknik Praktis Riset Komunikasi*. Kencana.
- Kuiken, J., Schuth, A., Spitters, M., & Marx, M. (2017). Effective headlines of newspaper articles in a digital environment. *Digital Journalism*, 5(10), 1300–1314.
- Kunwoo Park, Taegyun Kim, Seunghyun Yoon, M. C. & K. J. (2020). BaitWatcher: A Lightweight Web Interface for the Detection of Incongruent News Headlines. *Lecture Notes in Social Networks*, 229–252.

- https://link.springer.com/chapter/10.1007/978-3-030-42699-6_12
- Luca Greco, Pierluigi Ritrovato, Alessia Saggese, M. V. (2016). *Proceedings of the IEEE Conference on Computer Vision and Pattern Recognition (CVPR) Workshops*, 58–65.
- Ma'arif, B. S., & Nurbaya, N. S. (2010). *Komunikasi Dakwah: Paradigma Untuk Aksi*. Simbiosis Rekatama Media.
- Mansur, S., & Harsono, S. A. (2020). Press Release by Medco E&P Malaka on Serambi Indonesia Online News Coverage. *Jurnal The Messenger*, 12(1), 14–29.
- Margianto, J. H., & Syaefullah, A. (2012). Media online: Pembaca, laba, dan etika. *Jakarta: Aliansi Jurnalis Independen Indonesia*.
- Maulana, H., & Gumelar, G. (2013). Psikologi komunikasi dan persuasi. *Jakarta: Akademia Permata*, 113.
- Moleong, L. J. (2014). Metode penelitian kualitatif edisi revisi. *Bandung: PT Remaja Rosdakarya*.
- Momchil Hardalov, I. K. & P. N. (2016). In Search of Credible News. *Artificial Intelligence: Methodology, Systems, and Applications*, 172–180. https://link.springer.com/chapter/10.1007/978-3-319-44748-3_17
- Natalya F. Krylova & Dybys S. Tashimkhanova. (2020). Clickbaiting: Special Features of Advertising Communication. “*Smart Technologies*” for Society, State and Economy, 1424–1431. https://link.springer.com/chapter/10.1007/978-3-030-59126-7_156
- Norman K. Denzin, Y. S. L. (2011). *The SAGE Handbook of Qualitative Research*. Sage Publications Sage UK: London, England.
- Pengnate, S. F. (2016). *Measuring emotional arousal in clickbait: Eye-tracking approach*.
- Ralf Spiller, M. D. & T. D. (2024). *Online Media/Net Media as Journalistic Offerings* (Handbook o. springer nature. <https://link.springer.com/referencework/10.1007/978-3-658-39909-2>
- Sardoschau, S. (2017). *Migration and Globalization: What's in it for Sending Countries?*
- Sepúlveda-Torres, R., Vicente, M., Saquete, E., Lloret, E., & Palomar, M. (2021). HeadlineStanceChecker: Exploiting summarization to detect headline disinformation. *Journal of Web Semantics*, 71.
- Simons, H. W. (1976). *Persuasion : Understanding , practice , and analysis . Reading , MA : Addison- Wesley .*
- Stiff, J. B., & Mongeau, P. A. (2016). *Persuasive communication*. Guilford Publications.
- Swastha, B. (2001). Irawan, 2006, Manajemen Pemasaran Modern, Liberty, Yogyakarta. *Dinarty Manurung*.
- Talwar, S., Dhir, A., Kaur, P., Zafar, N., & Alrasheedy, M. (2019). Why do people share fake news? Associations between the dark side of social media use and fake news sharing behavior. *Journal of Retailing and Consumer Services*, 51, 72–82.
- Zaenudin, A. (2018). Clickbait, Jebakan Judul Berita yang Menipu Pembaca. *Tirto. Id*.
- Zannettou, S., Limassol, C., Sirivianos, S. C., & Papadamou, M. K. (2018). The Good, the Bad and the Bait: Detecting and Characterizing Clickbait on YouTube. *2018 IEEE Security and Privacy Workshops (SPW)*, 63–69. <https://doi.org/10.1109/SPW.2018.00018>
- Zheng, J., Yu, K., & Wu, X. (2021). A deep model based on Lure and Similarity for Adaptive Clickbait Detection. *Knowledge-Based Systems*, 214. <https://doi.org/10.1016/j.knosys.2020.106714>

Zinaida, R. S., & Havivi, S. L. (2019). Understanding the Communication Strategy of Women's Rights Protection in the Digital Era through Website. *Jurnal The Messenger*, 11(2), 244–256. <https://doi.org/10.26623/themessenger.v11i2.1194>