

ABSTRACT

In the era of digital disruption, television media is required to innovate in order to remain relevant amid the audience shift toward digital platforms. NET TV, which targets the younger generation, introduced Workshop Cantik Bareng NET as a corporate communication strategy and product development initiative beyond the screen. This study aims to analyze the communication strategies implemented in the program to strengthen the brand and empower the audience. The research uses a descriptive qualitative method, with data collected through interviews, observation, and documentation. Paul A. Argenti's theory serves as the framework to evaluate communication functions such as information dissemination, motivation, education, and program development. The findings show that NET TV combines digital and community-based strategies, disseminating information via social media and utilizing local communication channels such as WhatsApp and community figures. The program provides education and motivation through beauty training and women's empowerment initiatives. In conclusion, an integrated and participatory communication strategy is key to building loyalty and a positive image for NET TV amid intense media industry competition.

Keywords: *Communication Strategy, NET TV, Product Development, Public Relations, Workshop Cantik Bareng NET.*