



## The Communication Style of the Host on Meet Nite Live Program

Pagi Muhamad<sup>1</sup>

<sup>1</sup>Bhayangkara Jakarta Raya University, Bekasi, Indonesia, [pagi.muhamad@dsn.ubharajaya.ac.id](mailto:pagi.muhamad@dsn.ubharajaya.ac.id)

Corresponding Author: [pagi.muhamad@dsn.ubharajaya.ac.id](mailto:pagi.muhamad@dsn.ubharajaya.ac.id)<sup>1</sup>

**Abstract:** This study explores the communication style of Valentinus Resa, the host of the Indonesian infotainment program Meet Nite Live, and its impact on audience engagement and the perception of news content. The program blends critical news commentary with humor and satire and uses a distinctive communication approach to attract and engage a younger, digitally savvy audience. Research highlights how Resa's informal, conversational style contrasts with traditional formal news delivery, fostering greater viewer relatability and engagement. Through qualitative content analysis, this study examines Resa's verbal and nonverbal communication techniques, including humor, tone, body language, and audience interaction via social media. Findings indicate that these techniques enhance audience connection, making serious news topics more accessible and engaging without diminishing their credibility. Humor and satire, especially in political commentary, encourage critical thinking and facilitate viewer reflection on social and political issues. The research further demonstrates the effectiveness of media convergence, where interactive and rich media environments strengthen audience participation. The results offer insights into how modern infotainment balances entertainment and information, underscoring the importance of adapting communication styles to contemporary media consumption patterns.

**Keyword:** Communication Style, News, Infotainment

### INTRODUCTION

Meet Nite Live is a late-night news and infotainment show on Metro TV, one of Indonesia's leading television networks. The program, which first aired on February 20, 2024, is an evolution of the earlier Midnight Live format. Hosted by the charismatic Valentinus Resa, the program offers a fresh approach to presenting news, blending critical commentary on current affairs with light hearted humour and satire. This blend of entertainment and news positions Meet Nite Live as a unique offering in the Indonesian media landscape, particularly appealing to a younger audience accustomed to more interactive and digitally driven forms of content consumption.

The host plays a central role in the show's success. Valentinus Resa's communication style is marked by energy, confidence, and a departure from the traditional formalities of news anchors. This departure is significant as it allows him to deliver news content humorously and in a relatable, conversational tone, significantly enhancing the program's engagement with viewers, especially younger generations. This communication style is crucial for maintaining viewer interest in a late-night news program that combines serious topics with entertainment.

Resa's style reflects a broader trend in television news where anchors are expected to blend professionalism with approachability, creating a more personal connection with the audience.

The importance of a host in infotainment programs like Meet Nite Live cannot be overstated. In traditional news formats, anchors are often seen as the authoritative voice delivering information in a formal and neutral tone. However, infotainment shows require hosts to engage the audience differently, merging news delivery with entertainment to maintain viewer interest. The host's role extends beyond simply delivering information; they must also be seen as a relatable figure who can foster audience interaction and engagement. In this sense, Meet Nite Live exemplifies the role of the host as both an entertainer and an information provider, a dual role that is becoming increasingly important in modern media environments where audience engagement is key to a program's success. The audience, therefore, plays a crucial role in the success of infotainment shows, their interaction and engagement being integral to the show's popularity.

Media communication styles, especially in infotainment programs, directly impact how news is perceived and consumed. In infotainment, where news is often presented alongside humour, entertainment, and personal commentary, the tone and style of the host can either enhance or undermine the credibility of the news content. As (Bradshaw.et.al, 2005) highlighted, anchors' communication style influences the audience's trust and engagement. In the case of Meet Nite Live, Resa's blend of humour, satire, and casual delivery allows the program to present serious news topics in a manner that feels more accessible and less intimidating to viewers, especially those who might typically avoid traditional news formats. This approach makes the content more engaging and allows a more diverse audience to consume news in a way that fits their preferences.

The growing trend of media convergence, where traditional news formats blend with entertainment and digital platforms, has further emphasized the importance of the host's role in shaping audience engagement. Meet Nite Live capitalizes on these trends by encouraging audience interaction through social media, where viewers can actively engage with the program and the host. This interactivity fosters a stronger connection between the host and the audience, contributing to the show's popularity and ability to reach a wider, more diverse demographic. (Tanner & Smith, 2007) noted that media convergence had shifted the way content is produced and consumed, requiring anchors to adapt their communication styles to suit multiple platforms and interact with audiences in real-time. This adaptability of anchors in the face of media convergence reassures the audience of infotainment shows' continued relevance and effectiveness.

In this context, the host's role in balancing news delivery with entertainment is more important than ever. As the media landscape evolves, understanding how Meet Nite Live engages its audience through its host's communication style can offer valuable insights into how infotainment shows shape public perceptions of news. The program's ability to maintain credibility while entertaining highlights the evolving nature of television news and underscores the importance of effective communication in modern broadcasting. By examining how Valentinus Resa's communication style impacts audience engagement, trust, and perceptions of news, this research aims to explore how infotainment shows can successfully balance entertainment with information in a way that resonates with today's media consumers.

## **METHOD**

This research will use a qualitative content analysis approach to explore the communication style of the host on Meet Nite Live and its impact on audience engagement and the perception of news content. Content analysis is particularly suitable for this study because it systematically examines the host's communication techniques, how they are incorporated into the show, and their effects on audience engagement. Through content analysis, this research

will identify patterns in the communication style of the host and how these patterns contribute to the program's overall impact.

### **Research Design**

The study will adopt a descriptive content analysis design, focusing specifically on episodes of Meet Nite Live. By analysing the program's content, particularly the host's communication style, this approach will uncover how the host engages the audience through verbal and nonverbal communication techniques. The aim is to identify the dominant communication strategies used by the host and evaluate how these strategies affect the delivery of news content in a way that appeals to the audience.

The primary data for this study will be collected through content analysis of selected episodes of Meet Nite Live. The episodes will be selected based on their relevance to the themes of audience engagement, the presentation of news, and entertainment. The content analysis will focus on the following elements:

The analysis will examine the host's language choices, tone, and use of humour. Specifically, it will analyse how the host uses conversational language, humour, and satire to make news topics more accessible and engaging to the audience. Research has shown that the informal and conversational tone used by hosts in infotainment programs can increase the relatability of news content and foster greater audience engagement (Wang, 2024).

The content analysis will also examine non-verbal cues, such as body language, facial expressions, and gestures, which are crucial in enhancing communication. These non-verbal cues can significantly influence how the audience interprets the host's message and how engaged they feel with the content (McQuail & Deuze, 2020).

The program's interaction with the audience, particularly through audience reactions in the studio or via social media mentions, will also be analyzed. The host's ability to connect with the audience is key in infotainment programming, as it directly influences how viewers engage with the show (Tanner & Smith, 2007).

The content analysis will identify recurring themes in the host's communication style. The data will be coded to classify the various communication techniques the host uses to engage with the audience, such as humour, tone, and non-verbal cues. Each episode will be reviewed multiple times to ensure a comprehensive understanding of the host's style and its effects on the audience's engagement.

The analysis will be guided by a thematic analysis framework, where patterns and recurring themes in the host's communication will be identified and categorized. These themes will then be interpreted for their impact on the overall viewer experience and the perception of the news content. The thematic analysis provides an in-depth understanding of the host's communication strategies and valuable insights into how these strategies contribute to the program's success (Braun & Clarke, 2006).

### **Theoretical Framework**

This section will delve into the theoretical underpinnings of communication styles, focusing on the key concepts of Formal vs. Informal Communication, Conversational Communication, Verbal and Nonverbal Communication, and Humour and Satire in Media, particularly Political Satire. These theories will form the foundation for understanding how the host's communication style on Meet Nite Live impacts audience engagement, trust in news content, and the program's overall success.

### **Communication Styles**

Communication style refers to the unique way in which individuals express themselves through verbal and non-verbal means. It encompasses the tone, language, delivery methods,

and interaction techniques a speaker or host employs to convey messages. In television broadcasting, especially in infotainment formats like Meet Nite Live, the host's communication style plays a pivotal role in shaping how the audience perceives news and entertainment.

Research has shown that effective communication style can significantly influence how viewers engage with content, affecting their emotional response, understanding, and retention of information. As (McQuail & Deuze, 2020) point out, the communication style in media settings varies widely based on context, audience expectations, and content delivery type. In infotainment, where news and entertainment converge, the host's style must balance maintaining the seriousness of the information and engaging the audience with humour, relatability, and personality.

### **Formal vs. Informal Communication**

Formal communication is characterized by structure, adherence to established norms, and a professional tone, often used in business, academia, and news broadcasts. It typically involves clear, concise language that conveys information straightforwardly and unambiguously. In contrast, informal communication is more spontaneous, relaxed, and flexible. It often uses colloquial language, humour, and a more personal tone to create a comfortable, approachable atmosphere. In the context of Meet Nite Live, the host, Valentinus Resa, employs informal communication techniques to make the news more engaging and accessible to a broader audience.

The shift from formal to informal communication in infotainment is particularly significant because it reflects a changing media environment where audiences are no longer passive recipients of information. Instead, they are active participants who seek both entertainment and information. By adopting an informal communication style, Resa fosters an environment where the audience feels more connected to the program, thus enhancing engagement and increasing the likelihood of the audience returning for future broadcasts (Wang, 2024).

Communication studies have well-documented the impact of informal communication on audience engagement. Research indicates that informal communication can increase audience satisfaction by creating a more personable and relatable connection (Bergström, 2018). This is particularly relevant in the infotainment genre, where blending serious news with humour and conversational delivery helps make the content more digestible without diminishing its informational value (McQuail & Deuze, 2020).

### **Conversational Communication**

Conversational communication is a dynamic and interactive form of communication that mirrors natural dialogue. It involves a two-way exchange of ideas, where the speaker responds to the audience and adjusts their delivery based on the feedback received. This communication style contrasts with the one-way communication typical of traditional news broadcasts. In Meet Nite Live, Resa employs conversational communication to engage directly with the audience, often using humour, rhetorical questions, and interactive segments to involve viewers in the dialogue.

According to (Pask, 1975), conversational communication fosters a deeper connection between the communicator and the audience by creating an illusion of intimacy and immediacy. This is particularly effective in infotainment, where the host's ability to converse naturally and relatable can humanize news presentation and make the audience feel more engaged. Using conversational techniques, Resa invites the audience to consume information and actively participate in the narrative, enhancing their emotional connection to the content (Ruggerio, 2000).

## Verbal and Nonverbal Communication

Verbal communication refers to the use of words and language to convey messages. In television programs, this includes the host's choice of words, tone, pitch, and speech patterns. In *Meet Nite Live*, Resa's verbal communication is characterized by a casual yet articulate delivery. He often uses humour and light hearted language to make complex topics more accessible to viewers. This style aligns with the principle of Media Richness Theory (Daft & Lengel, 1986), which posits that richer media (those that convey more information through multiple cues, including verbal and nonverbal elements) are more effective in engaging the audience and fostering understanding.

Nonverbal communication, on the other hand, encompasses facial expressions, gestures, body language, and posture. Resa's nonverbal communication complements his verbal messages in *Meet Nite Live*. His expressive facial expressions, hand gestures, and eye contact help emphasize points, convey emotion, and build rapport with the audience. According to Mehrabian's (1971), nonverbal cues account for a significant portion of communication, influencing how messages are interpreted and received. In infotainment, nonverbal communication enhances the program's entertainment value while reinforcing the seriousness of the presented news.

Resa's verbal and nonverbal communication helps create a dynamic interaction between the host and the audience, making the news more engaging and easier to digest (Bergström, 2018). This verbal and nonverbal cues integration ensures that the content resonates emotionally with the audience, increasing viewer retention and satisfaction.

## Humor and Satire in Media

Humor and satire are powerful media tools, particularly in infotainment, where they entertain and inform. Humour can alleviate tension, make the content more accessible, and maintain viewer interest. In *Meet Nite Live*, Resa uses humour strategically to balance the delivery of serious news with lighthearted commentary, ensuring that the audience remains engaged without feeling overwhelmed by the gravity of the topics discussed.

Political satire plays a key role in infotainment, as it allows for critical commentary on political issues while maintaining an entertaining format. Political satire has increased political awareness and engagement among audiences by providing a humorous yet insightful critique of current affairs (Morreall, 2009). In *Meet Nite Live*, Resa frequently uses satire to comment on political events and social issues, allowing viewers to reflect on the news in a more relaxed, approachable context. According to (Morrell, 2009), satire in media allows audiences to engage with important political issues in a less confrontational and more digestible way, enhancing viewer understanding and fostering a deeper connection with the content.

Humour and satire are tools for engagement and fostering critical thinking. By presenting political and social issues in a satirical format, *Meet Nite Live* encourages viewers to question the status quo and consider alternative perspectives. This aligns with the Uses and Gratifications Theory, which suggests audiences actively seek media to fulfil their entertainment and information needs (Katz, Blumler, & Gurevitch, 1973). In this case, the audience's need for humour and critical engagement with political issues is satisfied simultaneously, making the program more compelling and thought-provoking.

## RESULTS AND DISCUSSION

Valentinus Resa, the host of *Meet Nite Live*, employs a communication style that combines conversational delivery, humor, and informal news presentation, making the program distinct and engaging. This section analyses key elements of his communication style and how this impact audience engagement and the delivery of news content.

Resa's use of a conversational tone is central to his communication style. He speaks in a manner that resembles everyday dialogue, making his delivery more accessible and relatable to viewers. According to (Katz, Blumler, & Gurevitch, 1973) Uses and Gratifications Theory, audiences seek media content that resonates with their experiences and expectations. Resa's conversational tone fulfils this need by breaking down the formality typically associated with news programs. This technique helps foster a sense of intimacy, as viewers feel they are part of the conversation rather than passive recipients of information. In doing so, Resa aligns with (Pask's, 1975) theory of conversational communication, where an interactive and natural exchange of ideas drives engagement.

Humour and satire are critical components of Meet Nite Live. Resa skilfully integrates humour into the news presentation, using satire to highlight the absurdity of certain events, particularly political and social issues. Humour bridges the seriousness of the news and its entertainment value, making it more palatable to the audience. This use of satire aligns with (Morreall's, 2009) assertion that humour in media facilitates critical thinking by presenting issues less threateningly. Through his comedic delivery, Resa makes complex and often dry topics more accessible, encouraging viewers to reflect on them while enjoying the lighter, more humorous aspects of the show.

In the context of political satire, Resa's use of humour entertains and informs. By presenting political issues through satire, the host invites viewers to engage critically with the content, prompting reflection on the political landscape while maintaining an enjoyable viewing experience. This approach has been shown to increase political awareness and civic engagement (Morreall, 2009), making it an effective strategy in infotainment formats.



Figure 1 AAUWW! Liga Korupsi Makin Ramai – May 29, 2024

In this episode Resa approach the news by saying “Our first news tonight comes from the Ministry of Research and Technology for 2019 to 2022, which wants to advance technology education. But the ones who advance are the private pockets of rogue elements who like to play tenders. Yes, if the audience is stuck playing Tinder. Yes, I cheated again, fooled by the same photo. I’m not going to stop. Instead of fighting for children to learn for a bright future, this is about adults learning to find loopholes.”

Another defining feature of Resa's communication style is his dynamic delivery. Throughout Meet Nite Live, Resa engages with the audience through rhetorical questions, direct addresses, and interactive elements. He frequently breaks the fourth wall, speaking directly to the camera and, by extension, the viewers at home. This style fosters a two-way relationship, allowing the audience to feel more involved in the program. Research by (Ruggerio, 2000)

suggests that such interaction is crucial for building loyalty and engagement, as viewers are more likely to stay invested in content that feels personalized and responsive to their input.

Resa also uses dynamic pacing and tone shifts, modulating his delivery based on the emotional or comedic tone of the segment. This flexibility keeps the audience engaged by ensuring that the program does not become monotonous, allowing it to maintain viewer attention throughout its entirety. His ability to switch between serious and light-hearted tones without losing the program's momentum makes him particularly effective at engaging a diverse audience.



Figure 2 AAUWW! Liga Korupsi Makin Ramai – May 29, 2024

Resa said “Initially, I wanted to buy a Windows laptop, but I suddenly changed it to a Chromebook. It's just like promising to go to the movies instead of watching Netflix at the boarding house. No popcorn, no popcorn. Just water from the tap again. And the laptop costs Rp10 million apiece. It's like telling your mother to ask for a god-spec laptop so you can work while studying. But she bought a second laptop. I can't even open Microsoft Word. Yes. The rest of the money was for a party at Senopati. Yes. Velocity.”

Resa's ability to present serious news topics informally is a key strength of his communication style. By adopting an informal, relatable approach to discussing complex or sensitive issues, he makes them more digestible for the average viewer. This informal style does not detract from the seriousness of the topics; instead, it softens their delivery, making them more approachable without reducing their importance. This technique aligns with Media Richness Theory (Daft & Lengel, 1986), which suggests that richer media, incorporating multiple forms of communication (like humour, tone, and facial expressions), are more effective in delivering complex information in a way that is engaging and easier to understand.

Resa's informal presentation allows for greater audience connection, especially with younger viewers who may find traditional, formal news formats less relatable. By using humour, personal anecdotes, and a conversational tone, he successfully navigates the fine line between maintaining the credibility of the news and making it approachable to a broader audience.

Visual and physical communication are also integral to Resa's style. His body language, facial expressions, and hand gestures are crucial in how the audience perceives the content. Nonverbal communication adds depth to the verbal messages, enhancing their emotional impact. Research by (Mehrabian, 1971) suggests that nonverbal cues constitute a large portion of communication, often conveying emotions and intentions more effectively than words alone. Resa uses his facial expressions to emphasize the humour or seriousness of a segment, and his body language helps to reinforce the message being conveyed.

His expressive use of nonverbal communication also creates a more engaging and livelier atmosphere, which is critical in maintaining audience interest throughout the program. By balancing verbal and nonverbal communication, Resa ensures that the audience understands and feels emotionally connected to the content.

Resa's ability to engage the audience directly relates to his communication style. By using a conversational tone, humour, and interactive elements, Resa creates a dynamic viewing experience that encourages active participation. As (Katz, Blumler, and Gurevitch, 1973) discussed, audience engagement is driven by the active gratification of personal needs whether those are for information, entertainment, or social interaction. Resa's approach satisfies these needs, particularly for a younger, more digitally savvy audience that values interactivity and relatability in media.

Through humour and informal communication, Resa creates a space where viewers feel comfortable engaging with the content without the typical barriers posed by formal news broadcasts. This increased engagement is reflected in the show's popularity and ability to attract a loyal audience over time.

The informal, humorous delivery of serious topics significantly impacts how the audience perceives the news. By presenting news relatable and entertainingly, Resa makes the content more accessible without compromising its informative value. The conversational style helps humanize the news, making it more relatable to the audience and less distant than traditional news broadcasts, which often have formal and impersonal tones. This approach may lead to a more positive perception of news content, as it appeals to viewers who might otherwise feel disconnected from more conventional news formats (McQuail & Deuze, 2020).

Resa's communication style also encourages interaction on social media platforms. By presenting the content in an engaging, informal manner, he invites viewers to share their opinions and participate in ongoing discussions about the topics covered on the show. Social media platforms have become crucial spaces for audience interaction, where viewers can express their thoughts, provide feedback, and engage in discussions about the program. Resa's interactive communication style contributes to developing a community around the show, increasing its visibility and extending its reach beyond traditional broadcasting (Tanner & Smith, 2007).

One of the challenges of infotainment programs is maintaining trust while entertaining the audience. Resa's communication style successfully balances entertainment with credibility by using humour and satire without compromising the integrity of the news. The informal delivery allows Resa to engage with the audience in an authentic way while presenting accurate and informative content. The result is a program that builds trust and credibility with its audience, particularly through its transparent and relatable communication style.

However, it is important to note that there is a fine line between maintaining credibility and entertaining the audience. Over-reliance on humour and satire may risk diminishing the perceived seriousness of specific topics. Nevertheless, Resa manages to maintain a strong sense of trust by ensuring that the content, while delivered informally, remains grounded in factual reporting.

## CONCLUSION

This study explored the communication style of Valentinus Resa, the host of *Meet Nite Live*, and examined how his approach influences the program's success. The key findings demonstrate that Resa's communication style significantly contributes to audience engagement and how news content is perceived. Resa's conversational and relatable tone breaks away from the formality typically associated with news broadcasts, creating a more accessible and engaging experience for viewers. His informal style fosters a sense of intimacy, which is crucial in appealing to a younger, more digitally savvy audience. Humour and satire also play central

roles in the show's success. By integrating humour into serious news topics, Resa entertains and encourages viewers to think critically about political and social issues. This use of satire aligns with the Uses and Gratifications Theory (Katz, Blumler, & Gurevitch, 1973), where viewers seek content that provides both entertainment and information, and Media Richness Theory (Daft & Lengel, 1986), which emphasizes the importance of rich media in engagingly delivering complex information.

Resa's dynamic delivery, characterized by interactive elements and rhetorical questions, further enhances the show's ability to connect with its audience. His active engagement with viewers through conversational techniques ensures that the program remains lively and relevant, reinforcing that media content should inform and involve the audience in an ongoing dialogue. The informal presentation of serious topics is another key feature of Resa's communication style, allowing the program to make complex and sensitive issues more approachable without diminishing their significance. This informal approach aligns with Media Richness Theory, which suggests that more interactive and expressive forms of communication are more effective in delivering complex information.

Nonverbal communication, including facial expressions, gestures, and body language, also plays a vital role in Resa's delivery, enhancing the emotional impact of the content. His ability to use verbal and nonverbal cues effectively makes the show more engaging and ensures that the audience remains connected to the presented material.

The impact of Resa's communication style on the audience is multifaceted. His approach not only fosters greater audience engagement but also influences news perception. By presenting news more relatable and less intimidatingly, Resa helps viewers connect emotionally with the content while maintaining its integrity. Additionally, his interactive communication style encourages social media interaction, allowing the audience to actively participate in discussions surrounding the news. This engagement builds community around the program, extending its reach beyond traditional broadcast formats. Furthermore, Resa's informal and relatable communication helps build trust and credibility, especially with viewers who may find traditional news formats too formal or distant. His ability to balance humour and credibility ensures that the audience remains entertained and informed.

Considering these findings, this study has significant implications for media and communication studies, particularly infotainment and news media. The research highlights the importance of adapting communication styles to meet the evolving needs of audiences, especially in a media landscape where entertainment and information are increasingly intertwined. Future research could explore similar communication styles in other television formats or regions, examining how the balance between entertainment and news affects audience engagement across different cultural contexts. Additionally, further studies could investigate the role of emerging media platforms in shaping communication styles and how these platforms influence the interaction between media hosts and their audiences. Finally, examining humour and satire in other infotainment programs could shed light on its broader impact on political awareness and civic engagement.

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