

Presenter Communication Style in Event Programs Meet Nite Live From Metro TV

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Abstract

The development of the television broadcasting industry in Indonesia encourages television stations to present innovative program formats to attract audience attention. Metro TV, as one of the news television stations, presents the news talk show program Meet Nite Live, which combines elements of information and entertainment in conveying current issues. This program is hosted by Valentinus Resa, who is known for his relaxed, humorous, and interactive communication style, thus different from the communication style of presenters on other news talk shows that tend to be formal. This study aims to analyze the communication style of the presenters in the program Meet Nite Live and how this communication style affects the delivery of information to the audience. This study uses a qualitative approach with a descriptive analysis method of the program Meet Nite Live. Data were obtained through observations of several program episodes and documentation studies. The results of the study indicate that the communication style of the presenters in this program combines elements of informative communication with an entertainment approach through the use of everyday language, humor, light intonation, and interaction with the audience. This approach makes the delivery of news issues more communicative, easy to understand, and interesting for the audience. Thus, the communication style of the presenters in the program Meet Nite Live can be an effective media communication strategy in packaging news information to be closer to the audience in the modern media era.

INTRODUCTION

Since TVRI was founded in 1962, the Indonesian television industry has experienced significant growth. The emergence of RCTI as the first private television station in 1989 ushered in an era of competition and diversification of broadcast programs. In 2000, Metro TV, Indonesia's first news television station, emerged in this dynamic. With its slogan "Knowledge to Elevate", Metro TV is known as a television station that prioritizes programs that are full of information and focus on political, economic, and social issues, and is aimed at the audience segment that is hungry for insight (About Metro TV, 2025). Along with changing audience tastes and needs, the station began developing entertainment programs that still contained informative and educational value. The program Meet Nite Live is one of the

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innovations initiated by Metro TV.

Amidst the fierce competition in Indonesia's television broadcasting industry, Metro TV, as a leading news station, has developed various talk show formats that combine journalistic elements with the dynamics of mass communication. Programs such as Q&A, Hoot Room, and Visi Negarawan are examples of news talk shows that emphasize in-depth discussions of current issues, politics, and national policies. However, the program Meet Nite Livestands out through its unique presenter communication style, which distinguishes it from similar shows such as Q&A, Hoot Room, and Visi Negara. In Q&A, the presenter's communication style is formal and journalistic, with the moderator acting as a neutral examiner with structured questions that emphasize factual analysis, creating a one-way interaction with minimal entertainment elements (Metro TV, 2022). In contrast, Hoot Room uses a dynamic and contradictory approach, with the presenter acting as a facilitator of political debate who uses rational and argumentative language to control the pace of the discussion, without the casual personal touch (Metro TV, 2021). Meanwhile, Visi Negarawan displays a formal communication style, where the presenter tends to conduct monologue interviews with state figures, focusing on the topic being discussed (Metro TV, 2021).

In contrast to the three events, which are elite-oriented, structural, and tend to be formal, Meet Nite Live utilizes a relaxed communication style with everyday language, light humor, and interactive elements such as live chat or social media polls, thus making the discussion of news issues feel more connected to the audience. This approach reflects the evolution of mass communication in the digital era, where the integration of entertainment has become an effective strategy for increasing audience engagement, as explained in McQuail's persuasive communication theory, which emphasizes the adaptation of messages to the audience's context (McQuail, 2010). Therefore, the differences in communication styles in this program are the main basis for this research.

Meet Nite Live is a news talk show that has been broadcast since February 20, 2025, and is hosted by news presenter Valentinus Resa. This television program is an evolution of the much-loved Midnight Live program of the early 2000s. Meet Nite Live. This program combines live interviews with field coverage, discussing current issues and trends in societal behavior in a sharp and entertaining way. One of the unique features of Meet Nite Live is a more relaxed news presentation, different from other official news programs. This program is packaged using comedy and satire.

Researchers saw that the program Meet Nite Live This program is engaging because it combines informative and entertaining elements. Valentinus Resa's communication style, distinct from that of most presenters, is the main draw of this program. He not only delivers the news but also crafts messages with a light intonation, humor, comedy, and wit, creating a more relaxed atmosphere than the typical formal news experience. In Meet Nite Live, the presenter uses his expertise to transform serious topics into understandable and entertaining content. This aligns with the idea that communication in modern media must be relevant to the audience's lifestyle and the ever-changing social context (Rakhmat, 2021). One of the most striking differences between presenters Meet Nite Live and other news talk show programs on Metro TV is the way the presenter conveys the message, for example in the news talk show program Visi Negarawan which is also presented by Valentinur Resa as presenter but uses formal language, serious intonation, different from Valentinus Resa on Meet Nite Livespeaking in a more interactive, humorous, witty way and even containing satire

By looking at this phenomenon, the presenter's communication style in the program Meet Nite Live is an interesting aspect to study further, especially in the

context of how news messages can be packaged in an informative and entertaining manner without losing their journalistic value. Therefore, this study focuses on analyzing the communication styles used by Valentinus Resa as a presenter in the program. The formulation of the problem in this research is how the presenter's communication style in the program is. Meet Nite Live of Metro TV, and how these styles play a role in conveying information to the audience. This study aims to understand the characteristics of the communication styles used by presenters and how these styles shape the delivery of messages that are more communicative and engaging for the audience. Furthermore, this study is expected to provide academic benefits in the development of communication studies, particularly in the fields of mass communication and television broadcasting, and practically serve as a reference for media practitioners in developing more effective and adaptive communication strategies to the needs of audiences in the modern media era.

METHODS

This research uses qualitative approach with analysis method head (content analysis) to understand the meaning contained in a communication phenomenon in depth, not in the form of numbers, but in the form of descriptions. The data sources in this study involve primary data sources from program broadcasts. Meet Nite Live. The data from Metro TV programs, accessed through the official Metro TV website and Metro TV YouTube channel, were selected based on the programs that reached the largest audience. These programs served as the primary data for analyzing the presenters' communication styles. Secondary data included news articles, Metro TV social media documentation, and other references discussing the program. Meet Nite Live and the presenter's communication style. In addition, researchers also used books, journals, and previous research as a theoretical basis and supporting material in the data analysis process (Ardianto et al., 2017; Effendy, 2017; Shannon & Weaver, 1949; Morissan, 2013; Engkizar et al., 2025; 2026; Mulyana, 2015).

The data collection technique in this study was carried out through documentation and non-participant observation. The data analysis technique in this study uses the content analysis method. (content analysis) with a qualitative approach. In this study, the researcher interpreted the content of the broadcast based on Robert Norton's (1978) Communication Style theory, which divides communication styles into ten dimensions, namely dominant, dramatic, contentious, animated, impression-leaving, relaxed, attentive, open, friendly, and precise. Through this theory, researchers identified the communication styles that emerged from presenters during the event. The analysis process was carried out through several stages: Data Reduction, Classification and Categorization, Data Interpretation, and Conclusion Drawing (Purba & Karyadi, 2025; Mola, 2025; Engkizar et al., 2026; Efendi et al., 2026; Pananto et al., 2025; Novalika et al., 2026).

RESULT AND DISCUSSION

Meet Nite Live is a nightly talk show broadcast by Metro TV, a private news television station owned by Surya Paloh. The program premiered on February 20, 2025, and airs from midnight to 1:30 a.m. (Wikipedia, 2025). This program is an evolution of the program Midnight Live. A program combining live interviews with live coverage of trending issues, the show was already popular on the station in the early 2000s. Conceptually, Meet Nite Live aims to present the latest information in a reflective and entertaining manner. The event Meet Nite Live is hosted by a presenter named Valentinus Resa Iriawan, who is familiarly called Resa, born in Manado, Sulawesi, on October 21, 1986, and raised in Jakarta. He was born into a family with a career background in journalism.

Resa's professional career began in 2011 at the age of 25 when she joined Metro

TV as research staff for the program "Mata Najwa". 2014 marked a pivotal point in Resa's career, when she successfully passed the casting selection to become a sports presenter and made her debut at the 2014 Brazil World Cup. Her light and engaging communication style made her increasingly popular with viewers. In 2019, she was transferred to Metro TV's regular division as a permanent presenter. The peak of her career was reached in 2025, when she was trusted as the main host of the program "Meet Nite Live", giving Resa the opportunity to showcase her unique style of presentation, combining elements of satire, humor, and social criticism. With this approach, Resa is able to deliver an innovative viewing experience that differs from conventional news programs.

Communication style focuses on how someone communicates information in a conversation. According to Robert Norton, communication styles are divided into several types, namely: dominant, friendly, relaxed, attentive, animated, impression, dramatic, precise, open, and controversial. It reflects an individual's personality and strategy in building relationships with the interlocutor or audience. In the context of television media, the presenter's communication style plays a crucial role in determining the atmosphere and direction of the conversation within the program. Valentinus Resa, as presenter of Meet Nite Live on Metro TV, is known for his distinctive style. Therefore, this section will describe five videos. Meet Nite Live, which was selected as a data source based on the largest audience on the YouTube platform, was then analyzed for the presenter's communication style based on Robert Norton's classification.

Table 1. Selected Videos of the Meet Nite Live program on the Metro TV website

No	Video Title	Views	Time	Date
1	Valentinus Resa Cooking "Opposition Hero" Eh "Hero Adding Position"	1.059.225	16:05	3April 2025
2	"AAUWW... Get Ready, Online Shop Sellers Will Be Taxed	944.958	13:51	June 27, 2025
4	"Animation 'Red and White' Draws Criticism, Netizens: IDR 6.8 Billion But Looks Like a School Assignment?"	798.383	11:58	12 August 2025

The following are the research results of the analysis of Valentinus Resa's communication style in the program Meet Nite Live from Metro TV:

Valentinus Resa Cooks Up "Opposition Champion" Oh, "Good at Increasing Positions" | Meet Nite Live



Fig 2. Valentinus Resa Cooking "Opposition Champion" Eh "Good at Increasing Positions" | Meet Nite Live

Episode ke-17 Meet Nite Live, which aired on April 3, 2025, was hosted by Valentinus Resa and co-host Otonk Setia Budi, dominated by humorous gimmicks without the presence of a guest speaker. The program opened with formal greetings interspersed with light interactions and language games by Otonk to lighten the mood before entering the news segment. In the first news, Resa discussed the financial condition of Garuda Indonesia, which, despite recording an increase in revenue, still experienced losses due to operational expenses and old debt. The second news reviewed the sudden strengthening of the IHSG movement after Eid, which Resa responded to with social and political analogies to emphasize that green market indicators do not necessarily reflect the real economic health of the community. In the third news, Resa highlighted the phenomenon of dual positions with the example of Fahri Hamzah, who now holds strategic positions in the government and state-owned enterprises, despite previously vocally opposing the practice. The fourth news discussed the remission policy for corruption convicts, which is considered problematic from a public justice perspective, especially since corruptors often receive repeated sentence reductions. The episode closed with a light summary and an invitation to participate in the next segment. The news is delivered with satire and jokes, ranging from hypothetical solutions to humorous slogans, maintaining the character Meet Nite Live as a program that combines socio-political criticism, satire, and entertainment in one package.

AAUWW..... Get Ready, Online Shop Vendors Will Be Taxed



Fig 3. AAUWW..... Get Ready, Online Shop Vendors Will Be Taxed

Episode 44 Meet Nite Live, which aired on June 27, 2025, opened with Valentinus Resa's signature humorous and satirical style, greeting "Aumania" viewers while also inserting Islamic New Year greetings and criticism of corruption. In the first news, Resa examines the unemployment problem in Indonesia with a humorous yet sharp analogy, likening the difficulty of finding work to the condition of single people in their 40s. In the second news, Resa discusses the low realization of national tax revenues, which is considered a serious signal for sustainable development. Overall, this episode emphasizes criticism of the country's economic management, which is considered not in favor of the people and fails to address structural issues of employment and taxation.

"The 'Red and White' Animation Draws Criticism, Netizens Ask: "Why Does It Cost Rp 6.8 Billion and Look Like a School Assignment?"



Fig 4. "The 'Red and White' Animation Draws Criticism, Netizens: Why Does It Look Like a School Assignment for Rp. 6.8 Billion?"

Program Meet Nite Live August 12, 2025 edition discusses the controversy surrounding animated films Red White One For All. Promoted as a nationalist work to commemorate Indonesia's 80th anniversary of independence, it has instead drawn public criticism. In his opening remarks, Valentinus Resa highlighted how the film's nationalistic spirit was deemed inconsistent with the artistic and technical quality displayed. He reviewed various aspects of the production, from the poster design and graphic quality to the dubbing, which were deemed to fall short of modern animation standards. Through critical narrative and incisive imagery, Resa emphasized the disparity between the film's claim to be a monumental project and the final product, which was deemed unfit for screening in national cinemas. Overall, this screening reflects a critique of the practice of symbolic nationalism in the creative industry that lacks a commitment to the quality and integrity of the work.

Presenter Communication Style on Meet Nite Live Program

First, friendly style. A friendly communication style describes the communicator's behavior that demonstrates warmth, openness, and attentiveness, both verbally and nonverbally. This communication style is often found in the use of friendly words, warm greetings, and compliments. The tone and intonation used in this style are friendly, gentle, and non-contradictory. In the three videos analyzed, researchers found 12 instances of this communication style. Friendly communication is used consistently by presenters as a primary strategy in building emotional closeness with the audience. In the overall analysis of the first video, Resa was found to use this type of communication nine times, including during the opening of the event, post-Eid greetings, expressions of respect, empathy for the airline, interactions with the audience, and appreciation for the government. In the overall analysis of the second video, Valentinus Resa used a friendly style. During the opening of the event, he delivered humor and Islamic New Year greetings. In the third video, Valentinus Resa used a friendly style in an effort to lighten the mood through humor.

Practice friendly style. The presenter's style aligns with Norton's theory, which states that a friendly style is used to build rapport with the communicator, demonstrate a friendly attitude, and elicit positive responses. This style is reflected through warm greetings at the beginning and middle of the program, the use of humor, direct interaction with the audience, and the delivery of empathy, hope, and appreciation for various parties, such as the government and public institutions. Here, presenter Valentinus Resa strives to position himself not only as a presenter but also as a relatable figure, so that the issues presented can be easily accepted in a relaxed manner.

Second, Contentious Style (controversial style). Contentious style is a communication style in which the communicator reflects a tendency to argue, challenge, test, question the truth, and show strong assertiveness when conveying views. In the three video data sources, Valentinus Resa was found to use this style to satirize, criticize, be skeptical, and use satirical analogies. In the first video analysis,

Valentinus Resa generally used Contentious Style when criticizing the airline, being skeptical of economic reality, alluding to officials' statements, criticizing, highlighting shortcomings, and using analogies of circumstances to criticize those holding dual positions. Similar to the second analysis video, Valentinus Resa consistently uses contentious style to criticize and offend the government, be critical of e-commerce tax policies, and be skeptical by questioning the government's optimism. And in the third analysis video, in the title of this news, contentious style is very dominant; Valentinus Resa often uses contentious style to satirize, criticize, use satirical analogies, and be skeptical of the film "Red and white".

In analyzing these three videos, researchers found that contentious style appeared 37 times, indicating that contentious style is the dominant and consistent communication style used by presenter Valentinus Resa in his program Meet Nite Live as the primary means of conveying social, political, and public policy criticism firmly. This style is manifested through the use of sharp satire, rhetorical questions, satirical analogies, cynical humor, and skeptical statements that directly challenge the official narratives of the government, public officials, state institutions, and even national films. The contentious practice style used by the presenter is in line with Norton's theory, which uses contentious style to criticize, question, challenge, and satirize something. Based on an analysis of the form of speech and the presenter's communication goals, this communication practice is more appropriately categorized as contentious style. Compared to other communication styles, this is demonstrated by the dominance of criticism, satire, rhetorical questions, and skepticism that directly challenge the policies and social realities discussed. These characteristics align with the indicators of contentious style in Norton's communication style theory, which emphasizes the communicator's tendency to criticize, question, and challenge an issue argumentatively. Thus, the classification of findings into contentious style has a clear empirical and theoretical basis.

Third, dramatic style (dramatic style). The dramatic style is a communication style in which the communicator tends to try to attract attention through expressions, hyperbolic sentence choices, exaggerated analogies, the use of humor, playing with tone, and the use of exciting words and language to liven up the atmosphere. In the three videos analyzed, this type of communication emerged.

In the first video, Valentinus Resa uses an overall dramatic style. During the opening of the news, he used drama with his co-host. Valentinus Resa often conveyed information using metaphors related to everyday life, such as about exes, installment plans, or romantic dramas. This was done as a way for the presenter to make the critical news feel light, understandable, and entertaining, without having to be overt. On both occasions, dramatic style was used to explain complex economic and tax issues in a more relaxed manner. Valentinus Resa frequently uses humorous stories, hyperbole, and extreme comparisons, such as comparing tax policy to a toxic relationship or the difficulty of finding a job with comedic scenes. Meanwhile, in the third analysis video, a dramatic style is used to reinforce criticism of the quality of animated works. The presenter utilizes hyperbolic analogies, metaphors, and exaggerations to highlight the weaknesses of the films being discussed. Comparisons with other animated works are also presented dramatically to make the striking differences feel very clear.

In analyzing these three videos, researchers found that dramatic style appeared 29 times and was used by presenter Valentinus Resa on the program Meet Nite Live. This study shows that dramatic style is used intensively and consistently by presenters as a strategy to bring messages to life, capture the audience's attention, and simplify complex issues to make them easy to understand and entertaining. Based on an analysis of the way messages are delivered, the use of analogies, hyperbole, and the play of intonation and humor, this communication practice is more appropriately categorized

as dramatic style compared to other communication styles. This is because the presenter emphasizes dramatic expression to bring the message to life, capture the audience's attention, and simplify complex issues through entertaining metaphors. These characteristics align with the concept of dramatic style in Norton's theory of communication styles, which emphasizes lively, theatrical, and emotionally charged communicative expressions. Thus, the grouping of findings into dramatic style has a strong empirical and theoretical basis.

Fourth, Precise Style (Precise Style). In the Precise Style, communicators tend to discuss content precisely and accurately in oral communication. This style emphasizes the communicator's attention to precision, accuracy of information, and clarity. In the first video, precise style. This characteristic arose when Valentinus Resa delivered important information requiring clarity and precision. This was evident when discussing the Deputy Speaker of the House of Representatives' statement, the President's plans regarding the stock market, Fahri Hamzah's appointment at BTN, and Erick Thohir's official response. In these sections, the presenter reduced the humor and focused on delivering facts directly, coherently, and easily understood. This style maintained a serious and credible tone in the program's relaxed format.

In the second video, a precise style is used when presenters present economic data and figures. Information regarding tax revenue, the state deficit, and tax policy is presented clearly, citing figures, percentages, and official sources. Meanwhile, in the video third, precise style used to strengthen arguments and criticism. The presenter introduces the news topic directly, then builds on the explanation with concrete examples from other animated films for comparison. The film titles are mentioned sequentially to demonstrate evidence. This clear and focused style makes the criticism seem more coherent and easier to accept, supported by concrete facts and examples.

In the analysis of these three videos, researchers found that precise style appeared 10 times used by presenter Valentinus Resa in Meet Nite Live. Precise style is used by presenters in an effort to maintain the accuracy, credibility, journalistic function of the program, and clarity of information. This style appears when presenters convey economic data, official statements from officials, statistical figures, and quotations from institutions. Based on an analysis of the information delivery structure, clear language choices, and systematic use of data and facts, this communication practice is more appropriately categorized as precise style compared to other communication styles. This is evident in the presenter's efforts to convey information clearly, focused, and fact-based, emphasizing the accuracy and credibility of the message. These characteristics align with the concept of precise style in Norton's communication style theory, which emphasizes accuracy, clarity of information, and structured message delivery. Thus, the classification of findings into precise style has a strong empirical and theoretical basis.

Fifth, Animated Style. Animated style describes the communicator's tendency to be nonverbally active, such as elements of facial expression, body gestures, and tone of voice. In the first video, it's clear that Valentinus Resa uses body language and expressions to clarify his message. When discussing the condition of Garuda Indonesia, he uses gradual hand movements like steps to illustrate the rise and fall due to financial problems. At the end of the program, his signature gesture of the letter "L" accompanied by a wide smile symbolizes the energetic closing of the program. This style makes the presentation feel more lively. In the second video, the presenter uses the "L" symbol towards the camera while mentioning the program's identity. Meanwhile, in the third video, the animated style. The tone isn't overly dominant, but it's still felt through the presenter's expressive demeanor. Facial expressions, intonation, and gestures are used to emphasize key points when delivering criticism. This adds a vibrant visual tone to the critical message.

In the analysis of these three videos, researchers found that animated style

appeared 3 times and was used by presenter Valentinus Resa in the program Meet Nite Live. Although the analysis results were found only 3 times, animated style is often implied in every action and word of the presenter. Based on an analysis of the use of nonverbal communication, body expressions, and visual movements that accompany the delivery of the message, this communication practice is more appropriately categorized as animated style compared to other communication styles. This is evident in the use of gestures, facial expressions, visual symbols, and energetic intonation, which serve to bring the message to life and visually reinforce the meaning. These characteristics align with the concept of animated style in Norton's communication style theory, which emphasizes active, dynamic, and expressive communicative expression through verbal and nonverbal elements. Thus, the classification of findings into animated style has a clear empirical and theoretical basis.

Sixth, Impression Style (Effective Style). Impression Style, or Memorable Style, is a communication style in which the communicator leaves a strong, memorable, and striking impression. In the first video, impression style can be seen from the use of the slogan "Aaaauwwww" uttered by Valentinus Resa and the audience. This slogan appeared in several parts of the event and became a trademark. Meet Nite Live in each episode. In the second video, impression style is displayed through expressive sounds such as "Ui aaa, ui uu, e o". This sound is used to add an element of humor when delivering criticism.

In the analysis of these three videos, researchers found impression style appeared 5 times by presenter Valentinus Resa on Meet Nite Live. The analysis concluded that impression style used by presenters consistently to build a program identity and create a strong impression that is easily remembered by the audience. Based on an analysis of the use of distinctive slogans, expressive exclamations, and repeated non-literal sounds in the presentation of the program, this communication practice is more appropriately categorized as impression style compared to other communication styles. This is because the focus of communication is not on conveying information, but rather on creating an impression, strengthening the program's identity, and building the audience's memory of the presenter's character and the program. These characteristics align with the concept of impression style in Norton's communication style theory, which emphasizes the formation of communicative impressions and easily recognizable images. Thus, the classification of findings into impression style has a clear empirical and theoretical basis.

In the ten theories of communication styles put forward by Robert Norton, namely dominant style, dramatic style, contentious style, animated style, impression style, relaxed style, attentive style, open style, friendly style, and precise style. However, in the findings of this study, the researcher found that not all communication styles emerged empirically, but only six communication styles emerged and were predominantly used by presenter Valentinus Resa in his program. Meet Nite Live on Metro TV, namely contentious style, dramatic style, friendly style, precise style, impressionistic style, and animated style.

The six dominant communication styles used by presenters cannot be separated from their characteristics. Meet Nite Live is a news program that combines information and entertainment functions. Therefore, communication styles that are argumentative, expressive, and humorous are more relevant to use. This condition explains that styles such as relaxed, attentive, open style, and dominant style did not appear significantly in the findings of this study, because these communication styles were less in line with the needs of informative and entertaining programs.

Researchers found that contentious style emerged as the most dominant style in practice; this communication style was found 37 times in the three videos analyzed. According to Norton, contentious style is characterized by a tendency to express opinions firmly, critically, skeptically, and challenge the facts presented. In the context

of the Meet Nite Live program, the use of contentious style by presenter Valentinus Resa consistently displays an argumentative attitude through statements using a sarcastic, critical, and skeptical tone, not as a means of arguing, but rather to strengthen the impression of the message so that the audience becomes critical of the news conveyed.

Besides contentious style, dramatic style is also dominantly used by presenters in delivering news on the program Meet Nite Live. According to Norton, dramatic style is characterized by the communicator tending to exaggerate, using things that contain figures of speech, metaphors, fantasy, and sound plays. In the findings of this study, presenter Valentinus Resa used dramatic style. This is in terms of playing with intonation and emphasizing the voice to make it seem dramatic, using excessive analogies, using metaphorical sentences, and even funny humor to make the atmosphere seem lively. Dramatic style was found 29 times in the three videos analyzed. Presenters tended to use dramatic style after using contentious style, so that the message is balanced between critical and entertaining.

Friendly style was also found as one of the communication styles that presenters often use in Meet Nite Live, according to Norton. Friendly style is a communication style in which the communicator delivers a message in a friendly manner and attempts to build closeness. In the findings of this study, presenter Valentinus Resa used friendly style. This is to build a friendly impression on the audience, with efforts such as warm greetings, congratulations, expressions of appreciation, showing empathy and concern. Friendly style: Found to appear 13 times in the three videos analyzed, this style aligns with the informative and entertaining nature of live meet-night programs, creating a friendly impression with their audiences. This finding aligns with Norton's theory that a friendly style is often used to create a safe and comfortable atmosphere, making it easier for audiences to accept sensitive messages.

Precise style: It is an important part of the program as a stable element that maintains the journalistic function. Although the frequency of precise style is lower compared to contentious and dramatic, precise style appears consistently when presenters quote official data, statements from officials, economic figures, and other facts. In the context of a news program that continues to prioritize the informative function, the use of precise style. Presenter Valentinus Resa's role is to maintain clarity of message amidst the dominance of critical and dramatic styles, so that the news delivery remains focused. Thus, precise style serves as an informative foundation in the program. Meet Nite Live.

Impression style appear in communication style Presenter Meet Nite Live as an effort to create branding and an impression of the program. Through language choices, message emphasis, delivery style, and program slogans, Valentinus Resa consistently uses slogans. Aaaaauuuuuu!!” And “Ui A U E O.” In several segments, the effort is to add a sense of excitement to the news being delivered, strengthen the program's identity, and serve as a marker of atmosphere or peak humor. This creates an impression and branding for the program. As stated in communication style theory, Robert Norton states that impression style it's a communication style that stimulates others, making it memorable and memorable. This aligns with Valentinus Resa's consistent efforts in delivering news, incorporating slogans and a distinctive style.

Animated style also appears as visual complements that reinforce verbal messages. Hand gestures, voice intonation, and facial expressions support the dramatic impression, as well as the symbol "L" as a program identity, showing the important role of nonverbal elements in building the presenter's performance. In Norton's theory, animated style reflects that someone is actively communicating using nonverbal language. This research found that presenters use this style to support dramatic and critical impressions, as well as to build comedic momentum.

Dominant pattern analysis reveals that friendly, dramatic, and contentious.

Impression-animated becomes the main characteristic of the presenter's communication style on the program Meet Nite Live. These three styles form a narrative structure that emerges consistently: establishing a friendly relationship at the beginning, presenting the news topic in a lighthearted manner, followed by sharp satirical criticism, and concluding with a closing interspersed with the presenter's distinctive and memorable style. This pattern allows the delivery of political or economic criticism to remain acceptable to the audience without eliciting resistance. Meanwhile, the presence of precise dan animated serves as a balance between the accuracy of information and the reinforcement of verbal messages, while impression strengthens memory and becomes a symbolic identity of the program Meet Nite Live.

In the event program Meet Nite Live, combining information and entertainment with satirical comedy, the presenter's communication is highly influential; satire, analogy, hyperbole, and wordplay are used to criticize public policy without coming across as negative. In the structure of the event program, style is friendly in opening and closing, dramatic during transition, precise for the information segment, contentious on policy criticism, animated while bringing news, and impression as a branding tool for the program. Dramatization and humor add to the entertainment, while the precise style maintains clarity and accuracy in the information. Content that contains skepticism aims to help the audience think critically about the public issues presented, whereas impression and animated make the event more memorable and impressive.

CONCLUSION

Researchers found that the presenters of Metro TV's Meet Nite Live used diverse and flexible communication styles in conveying information. Valentinus Resa delivered the information with humor, satire, and a light hearted style. The analysis revealed six communication styles emerging from the ten communication styles outlined in Robert Norton's theory: friendly style, contentious style, dramatic style, precise style, impressionistic style, and animated style. Of the six styles that emerged and were used by presenters, contentious style and dramatic style are the dominant styles used by presenter Valentinus Resa. This style is evident in his critical, skeptical, sarcastic attitude and use of humor when discussing social, political, and economic issues.

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