

Music And Local Information As Influential Broadcast Radio Content

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Abstract. Management of radio broadcasts that are not based on audience behavior research causes convergence strategies cannot build listeners' awareness and engagement with the radio which ultimately results in very low listenership. This article aims to find out what broadcast content is appropriate to the character of the radio and the needs of the audience. This study uses a qualitative approach using survey methods in 270 Ponorogo people. From the survey that was carried out, the researchers obtained some data that showed that music (69%) and local information (27%) were content that should have a great influence on listenership because both content was the listener's first choice when accessing the radio. Entertaining music characters are very compatible with auditive and personal radio characters. But in presenting music must first be arranged according to the audience segmentation. While local information is also very closely related to the radio because the proximity value is high. Local information can be excellent content because the community's need for that information is very high while its media competitors are relatively small.

Keywords: Radio, Local Content, Music, Radio Convergence

1. Introduction

Nowadays, audiences are turning to accessing new media rather than radio, making the radio industry continue to decline. In the past, radio competitors were televisions with audio-visual power, so in this era, new media became a giant competitor that was very difficult to conquer. From the media habit data released by Nielsen it can be seen that the trend of listening to the radio continues to fall even in 2015 at 15.77%, inversely proportional to the internet trend that broke at 37,845%. The presence of the internet has also continued to erode radio ad spending. Social media that we are witnessing today is another development of new internet-based media. In 1978, a bulletin was found to upload or download information, including allowing users to use electronic mail, although still using a modem. Its development is increasingly rapid with the discovery of Geocities, Friendstrer, LinkedIn, including Facebook. Internet-based media platforms continue to evolve and the most phenomenal is the social media platform that even changes the current social order.

The development of information media is due to the continued development of information technology. This is a challenge for mainstream media both paper and electronic based. The ability of broad reach, through space and time as well as high speed owned by radio in fact is no longer a helper for the radio industry in the era of new media (new media) because radio also has weaknesses that are only auditory while the public is now more interested in complete information that is audio, visual as well and can be accessed anytime, anywhere. Another weakness of the radio is the character of the radio message that is fleeting, not detailed and detailed becomes an obstacle in the industry including the noise factor because signal interference becomes the complaint of the audience which ultimately decides to leave the radio. The presence of new internet-based media causes mainstream media business managers to think of new strategies for survival. Kompas newspaper transforms itself using a media convergence strategy called 3M, namely multimedia, multichannel, multiplatformz in accordance with the characteristics of convergence itself (Sugiya, 2012)

Therefore, facing the new media era, radio is demanded to be creative and innovative. So synergy and integration become the choice of the radio industry rather than moving away or hostile to new media. Radio currently chooses to do media convergence, that is, to integrate with new media in all forms of radio broadcasting. Media convergence has been carried out by many radios especially in big cities and has a significant impact on expanding the audience market and radio advertising spending. In several radios that have been studied, namely Swaragama FM, Geronimo Fm and Prambors FM radio, it is known that the reach of these three radio audiences extends to foreign countries, namely Europe, America, Russia, Hong Kong and Thailand. (Trinoviana, 2017). Radio Suara Surabaya also converged media by combining three concepts at once in the broadcast, namely On air, Online and Non air (Asy'ari, 2016). In other studies, it is known that the Solo Pos convergence strategy is News Gathering Convergence (Prihartono, 2016)

Konvergensi media radio tidak hanya dilakukan radio-radio besar di perkotaan namun juga radio-radio di daerah termasuk Ponorogo. Sekitar 90% rata-rata radio resmi di Ponorogo telah melakukan konvergensi media. Beberapa new media yang digunakan dalam rangka Konvergensi adalah website, radio streaming, aplikasi android, youtube dan media sosial. Namun penerapan konvergensi tersebut tidak berdampak banyak pada awareness dan willingness masyarakat Ponorogo untuk mendengarkan radio (Asy'ari, 2020). Hal ini ditengarai karena kurang sensitifnya pengelola radio atas kebutuhan audiencenya sehingga dalam aktifitas penyiarannya tidak dapat menghadirkan pengaruh yang berdampak pada loyalitas khalayak mendengarkan radio. Maka artikel ini akan menghadirkan analisa hasil penelitian terkait konten-konten siaran yang bermanfaat dan berpengaruh berdasarkan hasil penelitian hibah Ristekdikti 2019.

2. Methodology

This research is a descriptive research design that analyzes the convergence of radio media using a questionnaire that takes place from May to June 2019 in Ponorogo. Data collection in this study used a questionnaire with 29 questions. The question illustrates the behavior of the respondents including the type of media used and views on radio in the digital age. To

simplify the process of distributing questionnaires, this study uses a Google form and printed questionnaire in order to cover respondents as a whole.

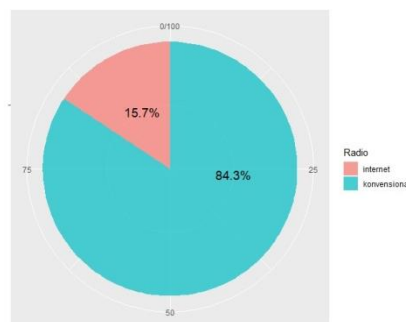
Researchers chose the Ponorogo community of various ages as respondents. In this study set for 95% confidence interval given the value, the expected proportion is, and the tolerable error limit of 6%. Then the number of samples needed by 267 respondents was selected by the convenient random sampling method where respondents were chosen randomly and voluntarily filled out the questionnaire

3. Results and discussion

Low Awareness As A Reason For Low Listenership

Radio di Ponorogo telah banyak yang melakukan konvergensi media dengan menghadirkan platform radio streaming, video streaming dan media social (Asy'ari and Luthfi, 2018) To find out the response of the Ponorogo community, a survey of 270 radio listeners was conducted. From the survey results it is known that 226 people (84%) still access analog radio instead of internet-based radio as a medium of listening to the radio even though they have a device that is connected to the internet. Brand awareness is a condition where consumers can recognize a brand in different circumstances where it can happen when the brand is continuously introduced and reminded again in the minds of consumers (Saputri, 2017), then when radio listeners do not access internet-based radio it is known that Ponorogo community knowledge is relatively low. In other words the brand awareness of radio convergence products has not yet achieved the expected results. This will affect the brand image expected by the radio. Converged radio brand image is very important to be built because with this image the public knows that radio can be heard in various ways and that the characteristics of radio information are more balanced so that a higher degree of trust is the choice for people who want reliable information.

Diagram 1. The most widely used radio device Ponorogo community to access the radio



Source: Researcher Processed

Furthermore, data findings related to the accessibility of convergence media platforms owned by radios in Ponorogo show figures that are also not very satisfying. 74% of respondents said

they did not access streaming radio, 91% did not access video streaming 91% did not access Youtube radio and 85% did not access social media radio. If media convergence is assumed to be an attempt to increase storefronts to display radio products, then the intended storefront has not provided the expected contribution because these storefronts have not been able to attract the attention of consumers.

But for people who claim to access radio streaming, video streaming and social media, there is a good impression that is conveyed regarding the ease of access to the new media platform rather than analog radio. 85% of respondents said it was easier to get information via radio streaming whenever and wherever, 97% of respondents said the same thing when accessing video streaming. Including people who use YouTube, 91% find it easy and fun to access radio through YouTube..

There are three main characteristics in media convergence, namely multimedia, multichannel and multiplatform. Multimedia is the provision of information in various formats, including photos, text, graphics, audio and visual or video. By applying this multimedia concept it is expected to meet the needs of the audience so that the audience is interested in following and using the media. Multichannel is the use of various methods and tools in the delivery of information digitally. With the multichannel concept, information is expected to be obtained not only in the form of audio but also in digital form (internet). Because of the ease of access to information supported by the many channels, it is important to consider factors of accuracy, completeness and speed. Meanwhile, Multiplatform uses different tools to get information, for example via smartphone, PC or tablet

The high rate of change in information technology causes the media industry must prepare to face it. The media industry is expected to be ready to face changes in people's culture by starting to implement a code of ethics for media business people.

The challenge paradigm should also be able to be turned into a business opportunity because the media industry is possible to expand its industrial capacity by increasing the efficiency and effectiveness of work as a result of the development of information technology.

Ideally, the presence of information technology will make it easier for the mainstream media to broaden their wings and make it easier to spread information so that it can ultimately strengthen the influence of the media. Then came the phenomenon of the many collaborations between the mainstream media and new media, commonly referred to as media convergence.

Media convergence is a new idea how to convey information to the mass media. Print and electronic media are combined and the content is a combination of text, audio and video that is united on one internet media technology using a satellite network.

Convergence is an absorption word from the English language that is "convergence" which means it is the act of meeting or uniting in a place, or it can also be interpreted as focusing on eye sight to a place that is very close. While the media is something that is used to connect information and delivery of entertainment from the sender of information to the recipient of information.

Media convergence is the integration or merging of existing media to be directed and used into a single point of destination, where media convergence is caused by the development of digital

communication technology which causes efficient telephone, video and data communication in a network (network convergence).

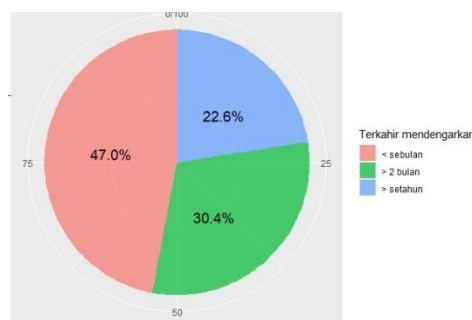
So it can be concluded that media convergence is a phenomenon of the joining of various media which were previously considered different and separate which includes print and electronic media (for example television, radio, newspapers, and computers) into one single media.

Convergence provides a new opportunity for the public to expand media access options according to their tastes. In terms of the media economy, convergence means new opportunities in the world of the communications industry. From this it can be interpreted that convergence should be able to strengthen the bond (engagement) between producers and consumers in economic terms, the needs of both parties are met by the presence of media convergence.

In the context of the radio industry, engagement can be seen from radio listenership or media habits of the radio listeners themselves. The higher listener listenership indicates that the radio has a strong influence on the listener so that it binds the listener to always listen or access the radio. People's behavior in accessing media (media habit) is a reflection of the success of the radio strategy in carrying out its broadcast program.

From questionnaires distributed to 270 people of Ponorogo, it is known that 98.5 percent of Ponorogo people know about radio. However, although the level of public knowledge about radio is still quite high, their closeness to radio is still quite lacking. The last Ponorogo community to access the radio was quite far in time. 47% claimed to listen to the radio more than a year ago, 30.5% listened to the radio more than two months ago and the rest only 22.6% claimed to listen to the radio less than a month ago. It is a concern considering that in one day the community could repeatedly access cellphones while accessing radio less than a month ago only 22.6%.

Diagram 4. The last time Ponorogo people listened to the radio



Source: Researcher Processed

From these data an understanding can be drawn that the people of Ponorogo are less tied to their needs with radio. Society no longer makes radio as the main reference in accessing information and entertainment. If information and entertainment are assumed to be people's

daily needs while the time span of people accessing radio is very far away, it can be said that people choose to access other media rather than accessing radio. In other words, as the media of radios in Ponorogo, they are considered less influential on people's daily lives.

The ideals of radio convergence to return the community to return to listening to the radio were not as expected. According to Errol Jonathan, Managing Director of Suara Surabaya, convergence is essentially aimed at returning people to listen to the radio (Asy'ari, 2018) however, the results of a survey of 270 people showed that 62.2% of the people of Ponorogo did not want to listen to the radio despite the availability of various convergence media platforms.

Music And Local Content As Influential Broadcast Content

To find out what things that satisfy the listener (audience) first need to know beliefs in the audience. In Phillip Palmgreen's expectancy - value theory which is still a derivative of Uses & Gratification explained that satisfaction (gratification) sought from the media is determined by the behavior of the audience in the media. The audience's belief or expectations are very closely related to what the media can provide to the audience. For example, when the audience believes that the drama is a representation of real life and by seeing the drama the audience feels they have the benefit (entertainment or wisdom of life), the audience will look for satisfaction by watching the drama, otherwise if the audience believes the drama as something that will only drain emotions and time then he will stay away from it (Rosalia, 2009).

Radio as a medium of mass communication must be able to understand the wants and needs of its audience. This is important as a basis for determining broadcast program policies. In her writings, Rosalia states that the audience actively chooses media that they deem appropriate and goal-oriented, the audience is responsible for choosing the media to meet their needs, this condition is called the Uses and Gratification theory (Rosalia, 2009). So even though the media has a great power to influence the audience, the audience remains the determinant of what broadcast products they will choose and follow. From this explanation, it is known that it is very important for the radio to review the radio characters again as the radio's attraction in attracting audiences.

Some radio characteristics include; 1) Auditory. Radio is a voice to be heard because the content of the broadcast is cursory and cannot be repeated. 2) Transmission. The process of dissemination or delivered to the listener through transmission (transmission). 3) Theater of mind. The radio creates a picture in the listener's imagination with the power of words and sound. 4) Identical to music (Sari, 2014). Terkait dengan karakter keempat yaitu musik, Perebinossoff mengatakan bahwa "produk utama dari stasiun radio adalah music " (Rosalia, 2009) .

Music is an art that depicts human thoughts and feelings through the beauty of sound. Just as humans use words to transfer concepts, music uses sound compositions to express inner feelings. Like other arts, music is a reflection of individual or community feelings so that it can be said that music is the result of human creativity and sense of life (Feriyadi, 2012).

Music is the unity of a collection of sounds of melody, rhythm, and harmony that can arouse emotions. Music can change human feelings to be happy or vice versa suddenly become sad. Even humans do not realize that they have been influenced and directed to do things they don't want through music. Music therapy helps people who have emotional problems get their

feelings out, make positive changes with mood, help solve problems and fix problems (Larasati, 2017).

Because the nature of music that is believed to affect human feelings such as feelings of loneliness, shock and other feelings of heart, began many studies that take music as the object of research. Many studies recommend music to be used to stimulate nerve cells to achieve the goal of strengthening or weakening human feelings. In addition, music is recommended as a therapeutic tool and healing process because it has an influence on the sensory and motor nervous system.

The data that the writer obtained in this study shows that the highest motive of the people of Ponorogo to listen to the radio is because of music. Then the radio station should pay more attention to music management on the broadcast. The results showed that 69% of the reason that people in Ponorogo listened to the radio was music, 27% was information and the rest were interested in announcers. Then these three factors should be the basis of the radio station in Ponorogo for the management of broadcast content.

Table 1. Reasons Ponorogo people listen to the radio

Variabel	Frekuensi	Prosentase
Informasi	74	27.50
Musik	185	68.77
Penyiar	10	3.71

Source: Researcher Processed

In addition to music the manager of a radio station in Ponorogo needs to also consider strengthening its broadcast by raising local Ponorogo news. This is related to research data which shows that from 27% of the people who chose information as the reason for radio turned out to be looking for information that is local.

All broadcast activities are local in nature and both factual and non-factual programs, which include events, issues, background stories, and human resources, in the context of developing the culture and potential of the local area. this is in accordance with the Indonesian Broadcasting Commission (KPI) in the Broadcasting Behavior Guidelines (P3) and Broadcast Program Standards (SPS). More clearly chapter XII Article 52 in the Broadcast Program Standards on Local Programs in the Network Station System explains that: a) Local broadcast programs must be produced and broadcast with a minimum duration of 10% (ten percent) of the total duration of networked broadcasts per day. b) Local broadcast programs as referred to in paragraph (1) of at least 30% (thirty percent) of them must be aired at prime time local time. C) Local broadcast program as referred to in paragraph (1) must be gradually increased to 50% (fifty percent) of the total duration of networked broadcasts per day. (Mazdalifah, 2015)

The rules regarding local content when viewed from the perspective of audience behavior can actually be a powerful strategy in regional radio broadcasts. Because the success of the media is largely determined by how the media understands the needs and wants of the audience, the media are expected to understand the audience because in the eyes of marketing science it is believed that the audience is the consumer and the broadcast program is analogous to the product (Dewi Sri Ratna Sari and Ismail, 2016).

In the context of local media content, it is expected to be keen to understand the needs of the local community, both information and music choices offered in their broadcast programs. Evidenced by the results of research that shows information data which is sought by radio listeners when accessing information either through social media radio or listening directly to the radio is local information.

Table 2. Types of information sought by the Ponorogo community when accessing social media radio

Variable	Frequency	Percentage
International News	5	10.20
Local News	27	55.10
National News	1	2.04
Entertainment News	16	32.65

Source: Researcher Processed

4. Conclusions

Ponorogo's low public awareness of the convergence strategy carried out by linear radio managers with low radio listenership in Ponorogo. Several factors cause it is the low sensitivity of the radio manager to the wants and needs of the listener. Broadcast radio managers only rely on instincts without research related to audience behavior. Broadcast content that has no effect has an impact on broadcasts that have no effect which ultimately does not become a reference for the public in accessing information. The results show that the reason Ponorogo people access the radio is because of local music and information. Understanding the needs of listeners is the most important factor radio can be liked by the community, so it is important to follow up on research data that shows that music and local information are the strength factors of regional radio. Entertaining music characters are very compatible with auditive radio characters. But in presenting music must first be arranged according to the audience segmentation. While local information is also very closely related to the radio because the proximity value is high. Local information can be excellent content because the community's need for that information is very high while its media competitors are relatively small.

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