DIGITAL MEDIA CONVERGENCE OF BROADCAST RADIO

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KEYWORDS
Broadcast Radio; Convergence; Digital Media; Public Relations Strategy

ABSTRACT
The existence of media convergence is an effort to adapt radio to the digital era. Although many people think that radio will no longer survive in the midst of technological and information developments, in fact, many radios still survive and have loyal listeners and partnerships to use radio advertising services. This form of research aims to find out the application of media convergence carried out by Shelter 95.6 FM Radio’s public relations to maintain its existence amid the presence of various new media as competitors and the development of technology and information. This research uses qualitative research methods and data collection by interviewing 2 sources with public relations and broadcasters and descriptive observations and data collection techniques through previous literature studies, strengthened by the Media Convergence theory developed by Henry Jenkins through the 3C approach (computing, communication & content). Some of the applications made by Shelter FM to compete with other media are the application of computing convergence media Shelter FM has adapted by broadcasting Shelter FM outside with only a laptop, microphone, and audio mixer and the application of communication convergence media live radio broadcasts and also streaming Shelter FM radio in the Shelter FM application and content convergence media by delivering information and broadcasting using digital technology, namely social media to expand networks and audiences.

INTRODUCTION
In the current era of technological advances and the presence of the rapidly growing internet, mass communication media, one of which is radio, has shifted significantly. This is also reinforced by facts that prove that the competition experienced by mass communication media, especially radio, needs to be considered and fought for in the midst of competition between radio species and other music platforms (LIONO, 2022).
According to the data in the figure above, the number of radio listeners in Indonesia has continued to decline in the last decade, radio no longer seems to be a favorite information and entertainment platform to enjoy. Although radio content has begun to adapt to the development of information technology, it is still unable to restore the prestige and glory of radio as in its time. This can be seen from data released by We Are Social in January 2024.

Based on the data table above, it can be seen that broadcast radio is in a situation that is less attractive to listeners. However, with the development of technology, many radio stations have begun to change the style of broadcasting on two platforms, namely frequency waves and the internet, as well as radios that have changed broadcasts completely through internet digital media.

With the emergence of various digital media platforms that are increasingly no less innovative and can provide convenience in providing information and entertainment, radio must have strategies to maintain its existence and get income so that it can still meet operational costs. Therefore, changes in broadcast radio need to be made to adjust to public needs. In its implementation, the role of public relations is needed in building a mature strategy in order to provide entertaining broadcast products that are still informative and educative (Hendrarto & Ruliana, 2019).

Digitalization seems to be impacting changes such as the transition from modern to post-modern, intensifying the process of globalization, and the transition from industrial to post-industrial era based on information (Imawan & Sari, 2019).
The presence of the internet today encourages mass media to apply the concept of media convergence such as online media, e-papers, e-books, streaming radio, and social media, which are combined with other media by combining old and new media. The first media convergence was published by Nicholas Negroponte in 1979 by explaining that media convergence is the intersection of the Computer Industry, Broadcast and motion picture Industry, and Print and Publishing Industry. Henry Jenkins in the book "Convergence Culture: Where Old Media and New Media Collide" defines media convergence as the flow of content across multiple media platforms, the industrial cooperation of multiple media, and the migration behavior of media audiences (Mauludin, 2020).

Media convergence comes as a form of effort to maintain the existence of radio in the era of digital media convergence (Kansong, 2009). Anticipating the arrival of the internet can also be done with convergence by transfiguring media technology to increase the number of radio listeners. Media convergence can be a solution for broadcast radio to survive because it is a mass media development that involves many technological facts in it (Prasmesti, 2023).

Then the focus of this research is the low percentage of radio listeners in the last decade in Indonesia. Therefore, this research aims to be able to see and analyze the strategies that exist at Shelter 95.3 FM radio station with the aim of clearly describing the form of broadcast radio adaptation and facing digital media convergence carried out by Shelter FM. In this research, there is a problem formulation, namely how Shelter FM Radio continues to grow by applying Henry Jenkins' 3C (computing, communication & content) media convergence theory. From this analysis, this research will rely on the use of Henry Jenkins' media convergence theory, which focuses on the application of public relations strategies to the stakes of broadcast radio in digital media convergence (Derviana & Fitriawan, 2019).

METHOD RESEARCH

This research was made using a qualitative approach also called naturalistic because the research was conducted in natural conditions with descriptive research methods. Descriptive research is described in words based on informant statements, as it is based on questions from researchers, to be further analyzed using words about what is the background of informant behavior, reduced, triangulated, concluded, and verified (Usman & Akbar, 2017).

The object of this research is the role of public relations in maintaining the existence of radio in digital media convergence, then the subjects of this research are key informants from as many as 2 sources, namely public relations and broadcasters from Shelter 95.3 FM.

The theory used in this research is the Media Convergence Theory. With the 3C approach, namely Computing, Communication, and Content. Convergence theory states that media convergence is a process that occurs in accordance with cultural developments in society (Jenkins, 2006).

Then in collecting data in this study using interview techniques, observation and supplemented by documentation and literacy studies through previous journals (1) Research conducted by Diah Ayu in 2023 with the title Media Convergence of Radio Shelter 95.3 FM in the Digital Age. This research uses qualitative research methods reinforced by media convergence theory. The result of this research is that Radio applies three dimensions of convergence according to Rich Gordon. The three dimensions are tactical convergence,
structural convergence & storytelling convergence. (2) The research conducted by Sarinah, Miftahul & Viro in 2021 with the title Communication Strategy of Radio Citra FM Kendal in Increasing Listener Interest, where researchers used qualitative research methods and Post-positivist theory. The results of this study are in the implementation of its communication strategy, in this case, program planning, making production which is a skills program combined with the insights, skills, and abilities of its workers in operating production equipment. (3) Research conducted by Eli Tiara in 2021 with the title PR Strategy of Radio Dahlia in Facing Competition in the Industrial Age where researchers use qualitative research methods and data triangulation theory. The results of this study are in facing competition, Radio Dahlia conducts market analysis, planning, and evaluating all programs once a month., (4) Furthermore, research conducted by Mohammad Ismed in 2021 with the title Changes and Innovations in Radio Media in the digital era. This research uses qualitative research methods and mass media communication theory. The result of this research is that the current radio changes are referred to as Tri-O, namely OnAir, OffAir, and Online. This is what radio does as an innovation to survive. & (5) Research conducted by Meda Sandena Liono in 2022 with the title Strategy of radio broadcasting institutions to maintain listeners amid the development of Spotify paid music streaming. Using Qualitative research methods and New media theory. The results of this study are strategies carried out such as professional broadcasters, interaction through social media, and up-to-date songs that are not reliable enough to be used to face competition with Spotify.

RESULTS AND DISCUSSION

Radio Shelter 95.3 FM is a broadcast radio located in Cirebon, West Java since September 2013 that features music, information, news, and entertainment, from within the country and abroad. Shelter has a fairly wide broadcast range covering the Ciayumajakuning region to the Brebes region.

"In the development of technology in the era of digital media convergence, Shelter FM radio is very involved in keeping up with existing technological developments because actually at the beginning of its establishment, September 2013, Shelter FM radio was already well prepared for the digital world by using a Client Base Server which indirectly predates the pandemic era, WFH and WFA. However, the terms WFH and WFA themselves only began to be heard during the pandemic era. So, Shelter FM radio only continues the system. In terms of branding activities, Shelter follows the development of existing digital media, because not a few assume that radio in the current era can die, but in fact, it does not. (interview Eko Deni:
Therefore, radio must be able to keep up with technological developments and carry out an innovation strategy in order to survive in the digital media era. A form of convergence for media workers is required to have the ability to present information tailored to its market, where the use of videos and images in various digital media so that the freedom of the audience in obtaining information can be fulfilled.

Media convergence theory is used in this research to find out the strategies carried out by Shelter 95.3 FM radio in facing digital media convergence.

Convergence theory states that media convergence is a process that occurs in accordance with the cultural development of society (Jenkins, 2006). This media convergence brings together the 3Cs, namely Computing (entering data through computers), Communication (communication), and Content (material/content). Media convergence implies that mass media
can be used as a business profit center, where there are four forms, including chains, broadcast networks, conglomerates, and vertical integration (Rachmaria, 2018).

Computing is a digital media convergence device that functions as a provider, processor, data, and information presenter. Since the establishment of this commercial radio in 2013, Shelter has become a radio in Cirebon that has adapted to media convergence, where the use of two broadcast system mechanisms, namely through frequency waves streaming applications and social media. Through media convergence, Shelter FM provides convenience for its listeners to be able to listen to the radio no longer in the car or at home, Shelter created a broadcast application as a way to make it easier for listeners to enjoy radio anytime and anywhere, and can re-listen to broadcasts that have been done, through the Shelter FM application.

In addition to making it easier for listeners to listen to the radio, the Shelter 95.3 FM application is also designed with the aim that broadcast operations can work anywhere, anytime, and can also manage broadcast playlists, broadcast times, broadcast programs digitally even in broadcast conditions from outside the studio, with the convergence of media making it easier, especially Shelter FM itself to broadcast outside with only a laptop, microphone, and audio mixer.

The existence of media convergence also provides convenience to Shelter FM itself in terms of operational costs much more affordable, because it does not require a lot of broadcast equipment and employees, in the application of media convergence at Shelter FM requires its employees to be multitalented in work in order to maintain its position in the digital media era now by continuing to exist.

"I myself dare to declare that Shelter is the first digital radio through its system, the way it works and also listens to it is digital and we are the first radio that already has its own application, Shelter FM. Through media convergence, we can work anywhere at any time, we can manage the broadcast playlist and broadcast time of the broadcast program digitally, even in the condition of broadcasting from outside the studio, if in the past we had to need a radio car, there was an antenna and so on, with the convergence of media, it makes it easier, especially Shelter FM itself, to broadcast outside with only a microphone & audio laptop and Shelter itself has 2 broadcast models, namely for live and streaming Shelter FM radio" (Interview Eko Deni: 07/03/2024).

"Shelter FM doesn't have a lot of staff because we have to be able to do everything in the sense that broadcasters must be able to create scripts for them to present during broadcasts or broadcasters must be able to act to create content on social media. Shelter FM has a job as a music director who is in charge of curating the songs in the playlist to be handed over to the broadcasters which is used as an advantage of Shelter FM because we think about the psychology of listeners so that they don't get dizzy listening from one song to another." (Interview Eko Deni: 07/03/2024)

With the computing system which is a media convergence device used by digital media, Shelter FM has been using the media convergence system since the establishment of Shelter FM in the form of arranging broadcast playlists and broadcast program broadcast times digitally which proves that the media convergence system is very much used in the modern era. Shelter FM has adapted by broadcasting via internet technology and the broadcast system now uses a frequency wave and streaming system. Shelter FM also has a broadcast application...

that can be downloaded through Playstore as a form of media convergence to be able to reach listeners widely and spoil listeners to still be able to listen to radio with internet access.

Communication is the communication of broadcasters and listeners, functioning to channel information through individuals through network connections via cables or satellites so that they can connect with each other. Shelter FM is active in social media as an interaction carried out by Shelter FM because Shelter FM no longer uses the audience call program as is done on other radios, this is done because it wants to pay more attention to the psychological side of the listener to avoid random callers or callers who can bore listeners. Therefore, Shelter FM optimizes interaction through chat via WhatsApp and interaction through the Instagram and Tiktok social media comment fields, as well as through the room chat feature in the Shelter FM application as a means of interacting with fellow listeners during on-air through the broadcast chat room. Another advantage is that Shelter has active listeners who have loyalty such as song requests, and interactions with broadcasters. Talk radio is more than a mere outlet for opinions. It is a medium for interpersonal communication. The results of an earlier demographic study 75% of those people interviewed listened to talk radio every day. Very simply, these people use two-way radio as a window into the world to acquire information about important political and social events (Price & Association, 1977).

"As long as there is a human touch, it will be one of the stimuli for people to listen to the radio. Especially in digital streaming music media such as Spotify, and JOOX there is no human touch, they cannot give a touch of flavor from the broadcaster, unlike radio where the broadcaster or radio content itself can give flavor to the listener through the broadcaster." (Interview Eko Deni: 07/03/2024)

From our findings, Shelter FM has converged communication where Shelter FM has implemented virtual communication through various social media platforms as a form of interaction between broadcasters and listeners and Shelter FM closes the communication channel by direct call without reducing the human touch to give a warm feeling to the audience. This can be seen from Figure 5 where the audience can request songs directly through the
Shelter FM radio streaming application in the chat room feature section.

Content is Shelter FM's broadcast content, serving to provide content for internet media needs such as news, information, commerce, or games. Shelter FM media content through social media for branding in the form of Shelter FM content is active in several types of content in the form of news, music, broadcasts, or content that Shelter FM creates itself.

![Shelter Instagram and Tiktok content](Source: Instagram & Tiktok @shelterfmcirebon)

The picture above is an example of the distribution of broadcast material by Shelter FM through its social media accounts.

Social media has recently been used as a marketing medium for companies. Social Media invites anyone who is interested to participate by contributing and giving feedback openly, commenting, and sharing information in a fast and unlimited time (Lestari & Erawati, 2019).

In addition to the content on social media, Shelter FM radio is listened to more because of the song selection factor in accordance with the tagline owned by Shelter FM, namely "Hits Actually" during broadcasts as the biggest power from past to present, playing music that is familiar to listeners but does not rule out new music to listeners. Shelter FM plays music based on the playlist to match the track.

Another advantage of Shelter FM is that Shelter FM pays attention to the psychological side of the listeners by switching genres from one song to another. In order to continue to exist and become a choice for the community, Shelter FM certainly builds relationships with listeners and makes the best programs to be presented to listeners.

As well as something to be proud of, Radio Shelter in branding through Shelter FM content can collaborate with several foreign artists and national artists. based on the selection of the music label so that it gives Radio Shelter power.
This makes Shelter FM have excellent programs that are awaited by listeners such as "Special Interview" and "Shelter On The Road" the program with the most listeners based on surveys conducted by Shelter in 2023 as a superior program owned by Shelter FM.

Table 2
Shelter FM's Featured Programs

<table>
<thead>
<tr>
<th>Program</th>
<th>Showtime</th>
<th>Percentage of Listeners</th>
<th>Listener Segmentation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Special interview</td>
<td>06.00 – 10.00</td>
<td>70%</td>
<td>Teens and Adults</td>
</tr>
<tr>
<td>Shelter on the road</td>
<td>15.00 – 18.00</td>
<td>70%</td>
<td>Teens and Adults</td>
</tr>
</tbody>
</table>

(Source: Company Data Survey Results Shelter 96.5 FM)

"In terms of digitalization, perhaps the most striking advantage is in terms of content, shelter has a special podcast interview through online broadcasts with well-known speakers and shelter on the road programs because of the selection of songs that are hits. For branding in the social media shelter itself them we patented colors with graphic graphics in social media so the colors that we show in social media are colors related to the shelter radio logo which is Tosca green so when people see Tosca green posts oh is shelter fm "

These things can make Shelter FM reach a wider audience and create Shelter FM branding that illustrates that Shelter FM is a radio that has the trust of labels from well-known musicians.

Good content and branding on social media also have a good impact on the engagement obtained, Radio Shelter is able to attract the attention of clients who want to collaborate.

According to public relations as well as Radio Shelter 95.3 FM broadcaster Eko Deni, with good branding, it can be said that the advertising rates at Shelter itself are quite high because Shelter provides good quality so that the price given is appropriate and listeners can get appropriate quality. This high advertising rate is due to the quality of Shelter FM Radio itself with exclusive radio branding, because a product can be said to be successful because the company can translate its products well to the public, this greatly helps the shelter on its operational costs.

It can be seen from its survival and existence in the digital media era where there are many competitors from other platforms. In terms of digitalization, the most striking difference is in terms of content. The application of digital technology and new media in the broadcasting industry, which in this case is radio, is very important as audiences today can get information from various scattered media (Asy’ari & Marantika, 2020). With media convergence, radio must also innovate in the way it interacts, accesses, and consumes media, so of course the advantages of radio will be more visible than other platforms and by increasing creativity in producing content to be able to express itself. Radio Shelter 95.3 FM innovates in many ways,
it is known that Radio Shelter is a radio that has entered digital media since its inception and of course, is still innovating until now.

CONCLUSION

In the development of radio, it was expected that the public to experience a downfall, but at this time there are still many radios that survive amid the onslaught of various new media. Shelter FM, which until now still exists in the midst of competitors, especially those using new media. Shelter FM can survive and exist until now because of the readiness and adaptation from the beginning when this radio was formed and Shelter FM has prepared a media convergence system since the beginning of the formation of Shelter FM.

The conclusion of this research is that in accordance with the Media Convergence theory, Shelter FM has implemented digital media convergence tools by broadcasting two methods, namely frequency waves and streaming applications.

Then, the communication between broadcasters and listeners carried out by Shelter FM currently does not apply to direct calls but has adapted by interacting through the comments column of Shelter FM’s social media and the room chat feature on the Shelter FM radio streaming application.

As for the content presented by Shelter FM, it has undergone adaptation through streaming applications that can be accessed via the Internet. As well as the use of audio and visual elements that have been carried out in streaming applications and social media.

Advice

Suggestions for research are that with the latest media tools, researchers hope that Shelter FM can continue to develop creativity, especially in the digital or internet field to defend and increase engagement in the wider sector.

As for communication, researchers expect Shelter FM to interact more closely with listeners on social media so that listeners get to know Shelter FM better and listeners can get information or entertainment from Shelter FM’s social media.

The content presented by Shelter FM is varied, but the researcher hopes that Shelter FM can follow viral content trends to increase social media audience traffic, such as the content of special radio shows with horror themes and themes that can be enjoyed by Shelter FM audiences and possibly attract new audiences through viral content.

REFERENCES


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