

## Convergence Strategy of Radio Peduli in Parepare on Maintaining the Audience

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### **Abstract**

*This article aims to understand the convergence strategy of Radio Peduli Parepare in retaining audiences, as well as knowing the obstacles and challenges of digitalization at Radio Peduli Parepare. The research method used is descriptive qualitative. Data collection techniques are observation, interviews and documentation. The data in this research was obtained from primary data and secondary data. This research uses media convergence theory, which focuses on the application of media convergence dimensions. These dimensions are ownership convergence, tactical convergence, structural convergence, information gathering convergence, and storytelling convergence. The research results show that 1). In media convergence there are five dimensions, however Radio Peduli Parepare only applies three dimensions of media convergence, namely, tactical convergence which at Radio Peduli Parepare has collaborated with online media by quoting or taking news from several online media that collaborate with the city government, structural convergence where Radio Peduli Parepare carries out restructuring or changes to its organizational structure almost every year, and storytelling convergence where Radio Peduli Parepare workers are able to present content through various social media platforms such as Facebook, Instagram, Twitter and YouTube. Apart from that, Radio Peduli also uses streaming applications such as erdio, my tuner radio, online radio box and radio.garden. 2). Radio Challenges: Concern about the lack of human resources, media competition with radio, which forces radio to converge and to sort and produce different news. Apart from that, the opportunity with media convergence is that you can use technology to reach listeners. Online streaming is easily accessed via the internet using various platforms such as Facebook, Instagram, YouTube and Twitter*

**Keywords:** Digital era; Media Convergence; Radio.

### **INTRODUCTION**

Digitalization can be defined as a process of changing analog data into digital data. Digitalization of broadcasting is an opportunity to develop and expand broadcasting services for viewers and listeners. The television and radio broadcasting industry, which is still based on analog systems, needs to be developed through a solution, one of which is digitalization of broadcasting, which is considered to be able to change this and become a necessity for better and more developed broadcasting. Current technological developments can be seen that demand

in the broadcasting industry is increasing in terms of distribution of broadcast programs, which cannot be balanced with the use of analog technology. The limitations in the number of available frequency channels cannot be offset by the increasing number of existing broadcast programs when using an analog system. Nowadays, times are increasingly progressing to become fast, concise and perfect, so digitalization is needed. It is not only society that is affected by digitalization, the mass media is also affected by this.

The phenomenon of media convergence is one of the causes of technological advances. This phenomenon is happening now where previously various separate and different media became combined or in one unit, both electronic media and print media such as computers, newspapers, television and radio which became one single media or combined into one unit (Sulvinajayanti, 2018 ). The development of media convergence in the digital era is currently increasingly rapid. Activities at one time can be used by only one device by the community. For example, listening to the radio and accessing the internet. Technological developments are not the only driver of media convergence. However, online media and conventional mass media interact with each other. So that at any scale it is possible to expand coverage.

The number of data on radio listeners is only 13% based on a survey conducted in 2018 by BPS or the Central Statistics Agency (Viva Budi, 2019). In 2019, 59% of Indonesian people accessed radio, based on the Jatpat survey (Jakpat, 2019). Meanwhile, in a survey conducted by the Ministry of Communication and Information and KIC or Katadata Insight Center in 2020-2021, radio listeners were only around 4%. If we look at this data, one of the factors causing the decline in radio listenership is the increase in people using the internet to access information. This causes radio stations to be in difficult conditions. Therefore, radio must adapt to existing technological developments in order to survive in the digital era.

The existence of media convergence by combining radio broadcasts on various platforms such as social media such as Facebook, Instagram and YouTube can expand the reach of listeners so that in this era of digitalization, the number of listeners can increase or the number of radio listeners can be consistent in the sense that it will continue to increase.

The previous research that is the reference source for this research is Media Convergence in the Era of Broadcasting Digitalization at Public Radio Broadcasting Institutions in Facing Competition, research conducted by Daniel Kalis Jati Mukti, a student at Atma Jaya University, Yogyakarta. The research carried out with this research has something in common, namely the use of qualitative research methods and also the object studied is the same regarding media convergence in the era of broadcast digitalization. The results of Daniel Kalis Jati Mukti's research are that multiplatform practices have been used by RRI, namely combining digital

media (social media, applications, websites, digital radio) and the conventional media used, namely terrestrial radio. Convergence occurs on various platforms, namely the RRI Play Go application and the rri.co.id website. Through these two platforms, users can access all RRI platforms (Daniel Kalis, 2023). The difference is that it is located in the research subject, where in the current research the research subject is the media Radio Peduli Parepare, while in the relevant research the Radio Republik Indonesia media is the research subject.

This research uses Rich Gordon's media convergence theory. Rich Gordon in his essay entitled *The Meaning and Implications of Convergence* classifies five dimensions of convergence, namely, Ownership Convergence, Tactical Convergence, Structural Convergence, Information Gathering Convergence and Story Telling Convergence (Diah Ayu, 2023).

## **RESEARCH METHODS**

This research uses a qualitative research method with a case study approach. The case study approach focuses on one particular object which is studied as a case which is then studied directly and thoroughly so that it is hoped that it will be able to represent the reality behind an event that occurred. The subjects in this research were the structural officials of Radio Peduli such as the Head of Radio Pedulu, the Director of Operations and Production and several broadcasters and reporters of Radio Peduli Parepare. The data collection techniques used were in-depth interviews and observations carried out during the research process.

## **RESULTS AND DISCUSSION**

The use of media today has experienced considerable development. The presence of new media technology, in this case the internet, has also brought developments in the broadcasting sector. Digital technology is an information technology that prioritizes activities carried out digitally rather than using human power (Danuri in Wandu 2022).

Rich Gordon's (2003) media convergence theory. Gordon believes that convergence is applied to various aspects of the company, its operations, and the way employees do their work. If an agency produces interactive content by its workers to reach audiences using various platforms, it can be said that media convergence has occurred.

The presence of media convergence is a hope for media companies to be able to reach audiences through various media and audiences can use the media provided by media companies. Media convergence presents new ways to obtain information and entertainment by optimizing the use of new media.

There are five dimensions of convergence as classified in a work entitled *The Meaning and Implications of Convergence* by Rich Gordon, namely Information Gathering Convergence, Story Telling Convergence, Structural Convergence and Ownership Convergence.

### **Radio Care Parepare's Convergence Strategy in the Era of Broadcasting Digitalization to Retain Listeners**

The development of information and communication technology requires every broadcast media to undergo transformation and be able to adapt to technological advances so that conventional media can continue to exist in the digital era. One of them is by carrying out media convergence. Media convergence is the integration or combination of conventional media with digital media both in the fields of information (computers), telecommunications networks, and content providers (radio, television, music, entertainment) (Sulvinajayanti, 2018).

Media convergence brings to the concept of one digital format, where all types of information that were previously processed and prepared separately, whether written, sound, motion, still images and video, can be combined in the same information and communication technology process and displayed through the same media ( Nur Aini, 2021). The media convergence that is currently emerging makes it very easy for media companies and the public to access their information needs. So that almost all radio stations, including Radio Peduli Paraepare, also use new media as a platform to get closer to their listeners. That way, two-way communication can be carried out (Diyah Hayu, 2017). Media convergence is the phenomenon of the integration of communication media in various forms, including text, images, audio and video. With this media convergence, information and entertainment in the form of content are very easily accessible to audiences on various platforms. Media convergence allows for interaction between users.

As a fairly old and traditional mass media, radio stations in Indonesia should implement convergence by utilizing technology, in order to expand the reach of listeners, involve listeners by interacting between listeners and broadcasters through frequency broadcasts, live streaming, live visuals and social media content ( Diah Ayu, 2023).

Rich Gordon classifies media convergence into five dimensions, namely ownership convergence, tactical convergence, structural convergence, information gathering convergence, and storytelling. In this research, Radio Peduli Parepare as the research subject is implementing media convergence.

#### a) Ownership Convergence

The ownership convergence dimension is a form of convergence in which a media company becomes the parent of print media, online media and broadcast media (Sulvinajayanti, 2018). One of the appropriate and important steps to take to expand audience reach and develop the company amidst competition in the broadcasting industry is by implementing the ownership dimension. Convergence By being a media parent, the company has many media that it heads so that the information presented is more varied.

Based on the research findings presented in the previous chapter, according to researchers, Radio Peduli Parepare does not apply the ownership convergence dimension. This is because Radio Peduli Parepare is not included in the main media which heads several other media under it.

As a radio that has been around for a long time and has implemented digital broadcasts since its founding, it would be best to be able to implement ownership convergence (Diah Ayu, 2023). However, looking at the inadequate availability of resources and budget, it is natural that the ownership convergence dimension at Radio Peduli Parepare has not been implemented. If you want to further develop your company, you should start planning ownership convergence practices and expanding your reach.

If viewed from an economic perspective, with the large number of mass media owned by a parent company, the benefits obtained will also be large. Apart from that, being a parent media and having a company with various types of mass media can combine ideas and innovations from various leaders and employees of the media they lead.

#### b) Tactical Convergence

Tactical convergence is a form of trick or cooperation by carrying out cross-promotion and exchanging information obtained from media that converge or work together (Nur Aini, 2023). The convergence dimension is where media work together and collaborate with the aim of exchanging information and cross-promotion. This collaboration occurs because of the same media ownership or different media ownership.

In this research, it was found that Radio Peduli Parepare had implemented a tactical convergence dimension because based on the words of the Station Manager of Radio Peduli Parepare, Radio Peduli Parepare had collaborated with online media, where there were several programs from Radio Peduli Parepare quoting or taking news from several online media. which collaborates with the city government and its programs every morning. The online media quoted were Pare Pos, South Sulawesi People, there was one news item and the target had been completed.

The existence of collaboration and cooperation between media has a positive impact on the media, where collaboration and cross-promotion make all media have the opportunity to be more widely known to the wider community, additional content is available. With promotional

activities and cross-information it can expand the reach of listeners and maintain its existence. radio as a broadcasting medium. Apart from that, this convergence means that Radio Peduli Parepare only requires a small amount of Human Resources (HR), but can complete the work optimally.

In the practice of tactical convergence, it allows for slow decision making because each decision results from a mutual agreement, if one party does not agree, then the discussion process will be spent making a joint agreement or negotiating (Adelaide, 2022).

#### c) Structural Convergence

Structural convergence is a convergence that requires redesign regarding the division of labor and organizational structuring in each media that has become part of the convergence. Organizational structures and job descriptions that have implemented convergence have been reorganized and adapted to convergence needs (Nur Aini, 2021). Radio Peduli Parepare has implemented a structural convergence dimension in which Radio Peduli Parepare almost every year carries out restructuring or changes to its organizational structure, both in terms of human resources (HR) and changes in its leadership, this happens according to the needs of the Radio Peduli Parepare company.

Restructuring is important for every company, especially radio companies, to maximize employee work. Changes will continue to occur in various aspects ranging from technological developments, human resources, trends and market needs. Therefore, every radio company should be able to determine the company's needs and have these needs met by restructuring or changing organizational design. For example, what happened at Radio Peduli Parepare, which sometimes required additional employees in the journalist division and changes in leadership, then redesigned the organizational structure in line with the needs of Radio Peduli Parepare.

This is supported by Gordon's statement that the greater the goal of convergence, the greater the workload and organizational structure will change. Reporting from merdeka.com, restructuring can help support company productivity. Restructuring can be a strategy for a broadcasting company to overcome problems that occur due to changes so that it can continue to survive in the digital era. The restructuring of media companies can reorganize the allocation of company funds and facilities by adapting to changes in the broadcasting industry so that media companies can continue to exist amidst competition between media companies.

#### d) Information Gathering Convergence

Information gathering convergence is a convergence where media workers are required to have many skills. Journalists who have the skills to work in more than one type of media are expected to be able to collect data, process and present data on various platforms. In other

words, journalists are obliged to report the results of their coverage on different platforms. Can go to print, television or online platforms (Sulvinajayanti, 2018). Based on findings in the field, Radio Peduli Parepare does not implement the Informatin practice of ghaterring convergence. Because in accordance with the statement of the Station Manager and Radio Peduli Parepare Broadcaster that in the Standard Operational Procedures (SOP) personnel or crew have their own jobs, but in implementation or in the field they are allowed to have double jobs and this will even help because there is no need to look for other people. or special personnel. So it can be said that Radio Peduli does not require its workers to have more than one skill or double jobs.

It is important to apply the information ghaterring convergence dimension to radio because being a media worker who has multitasking can have a positive impact on the company and the workers themselves, by requiring workers to have many skills, employees do not need to accept many employees and companies only need to maximize and facilitate training for employees existing employees, thereby reducing expenditure on existing employee salaries. For employees, it becomes an attraction for companies when they have many skills and have many opportunities to work in various professions in the radio broadcasting industry.

This is supported by an article from businessballs.com, having many abilities and skills allows a person to have more opportunities and collaboration, to be able to maintain and even improve their position, to be able to understand the business world, especially the radio broadcasting industry, thoroughly and in depth. Apart from that, companies also benefit because by requiring media workers to have many skills, they can utilize their workforce optimally and easily provide training to upgrade workers' abilities (Businessbals.com).

#### e) Storytelling Convergence

Storytelling convergence is a form of convergence in which media workers are able to present information according to the existing market by inserting videos, photos or graphics (Sulvinajayanti, 2018). The presence of new media is utilized by media workers to present and narrate information in the form of storytelling which is distributed through various platforms.

Radio Peduli Parepare has implemented a storytelling convergence dimension, because several workers, especially Radio Peduli Parepare announcers, are able to present information on various platforms. As stated by one of the Parepare Care Radio Broadcasters, he revealed that apart from presenting information in the form of broadcasts on frequency waves, web streaming and applications. As a broadcaster, you are also able to present content through various platforms such as Instagram, Facebook, Twitter and YouTube in various forms such as audio, images and videos. Based on the statement from the Station Manager of Radio Peduli Parepare that basically radio is only audio, this causes not everyone likes to listen to radio if

there are no visuals, so to maintain the existence of Radio Peduli Parepare various platforms are needed to disseminate information which is not only audio. listened to but audio and visual.

Storytelling convergence is important because the ability of media workers, especially radio, to present information by telling the information in various forms of content can explain the information in more depth, detail and interest. Information broadcast on radio is fleeting and cannot be repeated. So by utilizing social media to disseminate broadcast content, this allows listeners to access information that they miss when listening to the radio. The use of social media can enable interaction between listeners and broadcasters. In addition to broadcasting, through many platforms such as web streaming, this application can expand the reach of listeners, increase incoming advertising, and give listeners the freedom to choose the platform to access information. The existence of the internet allows radio to expand its listener reach and can increase radio's interactive social communication (B Girard, 2003).

Director General of Public Communications of the Ministry of Communication and Informatics (Kominfo), Niken Widiastuti, said that broadcast media must adapt to technological developments and must implement multiplatforms in order to increase company revenues (Nyoman, 2016).

### **Challenges and Opportunities for Radio Peduli Parepare Media Convergence**

Radio Peduli Parepare experienced obstacles and challenges while implementing media convergence. The world of broadcasting currently seems to be starting to experience changes in line with developments in telecommunications and information technology. Advances in technology and information have provided challenges for radio to expand its broadcast reach (C. Suprapti, 2013). With advances in telematics technology which tends to converge, people can listen to radio via the internet, one of which is Radio Peduli Parepare.

In the current era of media convergence, radio's challenges are getting stronger. Radio must be able to innovate with the times, so that it can reach a wider market. The era of convergence helps society fulfill its information needs. There are more and more challenges in the era of convergence. The emergence of the convergence era is related to the rapid growth of new media or the internet with the use of gadgets (Supadiyanto, 2020). This is what makes radio have the challenge of competing with other mass media but can collaborate where one source can be broadcast on two different radio stations. As is the case with Radio Peduli Parepare, as stated by the Station Manager of Radio Peduli Parepare, there is competition between Radio Peduli Parepare and other radios where the audience or public is a factor in the challenges faced by Radio Peduli Parepare because the audience determines their choice of

which radio meets their needs. Apart from that, Radio Peduli Parepare's challenge is also to sort and write/produce news that is different from other media.

Media convergence also has its obstacles, namely technological problems, by providing a new technology or new media that can do everything that old media does or even more. If the internet network has problems, it will be frustrating, such as when you are streaming a film and then in the middle of the film suddenly the internet connection is lost. With reduced income, many online mass media obtain maximum income through online advertising, advertisers feel more comfortable using traditional media as promotional media (Shafira, 2021).

Not only challenges, but in implementing media convergence, Radio Peduli Parepare also has obstacles in terms of budgeting and human resources as stated by the Station Manager of Radio Peduli Parepare in the previous chapter that one of the obstacles to the progress of this radio convergence is the lack of financing which is a problem. The basis for improving the quality of radio is that having good financing will make it easier for the radio process to run well. Apart from that, human resources are also an inhibiting factor in the convergence of Radio Peduli Parepare, where the number of employees is still decreasing, causing some Employees have a double workload and sometimes have to complete work at the same time with maximum production results. This triggers feelings of fatigue both physically and mentally which will affect productivity and less than optimal performance.

Apart from challenges, there are also opportunities in implementing media convergence. As a developing country, where not all information can be enjoyed by the public, either due to economic limitations or limited technological facilities, the presence of a media that can be a tool for disseminating information is eagerly awaited. One of the media that is expected to fulfill the public's need for information is community radio. Through Parepare Care Radio, it is hoped that people can get the information they need, according to the context of their lives, and packaged in language and knowledge that suits their lives. They may obtain information from commercial or other public radio, such as radio managed by entrepreneurs or the government. However, the language, content, and one-way delivery method make those who are not reached feel like this is not what they need. As stated by the technical manager of Radio Care Parepare, one of the opportunities with media convergence is being able to utilize technology to reach listeners. Online streaming is easily accessible over the internet using various platforms such as Facebook, Instagram, YouTube and Twitter.

## **CONCLUSIONS AND RECOMMENDATIONS**

### **Conclusion**

Radio Care Parepare Media Convergence Strategy in the Era of Broadcasting Digitalization To Retain Listeners applies three dimensions of convergence according to Rich

Gordon. The three dimensions are Structural convergence, Tactical convergence and Storytelling convergence. Structural Convergence is a dimension of media convergence that allows for restructuring. Radio Peduli Parepare has implemented structural convergence, which almost every year restructures or changes the organizational structure, whether it is a change of leadership or employees or crew who want to take a break or resign from their jobs. Tactical Convergence is a dimension of convergence in which a company collaborates or cooperates between media with the aim of cross-promotion or exchange of information. Radio Peduli Parepare has implemented a tactical convergence dimension which has collaborated with online media where there are several programs from Radio Peduli Parepare quoting or taking news from several online media which collaborate with the city government and their programs every morning. Storytelling Convergence is a dimension where media workers have the ability to present information in various forms on various platforms. This storytelling convergence dimension has been implemented by Radio Peduli Parepare, able to present content through various platforms such as Instagram, Facebook, Twitter and YouTube in various forms such as audio, images and video. Apart from that, it also disseminates information through streaming applications.

Challenges of Convergence of Radio Care Parepare in the Era of Broadcasting Digitalization to Retain Listeners. Radio Peduli Parepare had challenges during the process of implementing media convergence in which the implementation of Radio Peduli Parepare convergence faced challenges. The challenge is that there is still a lack of budgeting or financing in terms of improving the quality of radio, in addition to the lack of human resources which causes some workers to have multiple jobs. and the challenge during the process of implementing convergence is that there is competition with other local radio stations. Apart from that, Radio Peduli Parepare needs to sort and write or produce news that is different from the others. Apart from that, the opportunity with the implementation of this convergence is that Radio Peduli Parepare utilizes technology to reach listeners. Online streaming is easily accessible over the internet using various platforms such as Facebook, Instagram, YouTube and Twitter.

### **Suggestion**

The suggestion that the author can convey for further research is to examine the public's response regarding their need for information on radio media, especially for Radio Peduli Parepare. So we can find out whether the radio strategy cares about retaining its listeners according to what their market needs.

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