

# Strategy of Video Editor on Content Media Production at PT Radio Suara Tunggal Angkasa Raya (Star Radio)

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**Abstract**—The media is divided into two categories, namely print and electronic media. Print media that can meet the criteria as mass media are newspapers and magazines. While electronic media that meets the criteria of mass media are television, film, radio broadcasts, and online media (internet). Media radio in its use in the world of journalism is considered effective and efficient, because it can be accessed wherever and whenever, so that people can more easily obtain information. Therefore, until now radio still needs to be considered in relation to the reason that it cannot be compared with other media such as print media, which disseminates information about the time needed when compared to radio. As a mass media, radio that is very close to its listeners does not only contain entertainment and songs, but also contains information needed by listeners, for example such as updated news information, disaster information, traffic monitoring, and so on. One radio that still exists airs in Tangerang is Star Radio. In making radio production, many contributing parties include a video editor. Video Editor is taken as the person who edits the content that has been taken by the Videographer and Video Editor who determines and selects which videos are worth editing or not to look good on Instagram Star Radio Tangerang social media. With the existence of online media competition between radios is getting tougher making researchers want to improve the Star Radio Video Editors strategy in make content media production so that radio still exists.

**Keywords**—strategy; video editor; radio; content media production; star radio

## I. INTRODUCTION

The media is divided into two categories, namely print and electronic media [1]. Print media that can meet the criteria as mass media are newspapers and magazines. While electronic media that meets the criteria of mass media are television, film, radio broadcasts, and online media (internet). The way radio works is that the radio signal is emitted using a carrier wave. Radio waves are a part of the electromagnetic spectrum. With the longest wavelength reflected by the air layer which is high in the Earth's atmosphere, which is called the ionosphere. Using this method, radio messages can be reflected so that they reach a great distance [2].

Radio transmitters change, or modulate radio waves in order to convey various kinds of information. In AM radio, the height of the carrier wave is changed according to the sound captured by the microphone. In FM radio, the frequency or distance between radio peaks is changed [3]. The radio signal receiving plane captures this signal, amplifies and then decodes it. If the signal is weak or not strong, AM radio can emit like rustling, which is why this type of radio is replaced by FM radio with much better and clearer reception [4].

Media radio in its use in the world of journalism is considered effective and efficient, because it can be accessed wherever and whenever, so that people can more easily obtain information [5]. Therefore, until now radio still needs to be considered in relation to the reason that it cannot be compared with other media such as print media, which disseminates information about the time needed when compared to radio. Radio has advantages compared to other mass media. Programs on the radio are audio only but listeners can imagine what the announcer is saying. But this is also a challenge by the radio production team itself. In the past the production team only relied on audio. Unlike now, the team must do an innovation, one of which is to use other media to interact with their listeners. It is important for one radio to present a creative and interesting program, so as to invite listeners to listen to the sound that is being done [6]. One way is by inviting artists who are hits among entertainment and also updating the latest and most popular songs that are fresh for listeners.

From some of the meanings above, it can be concluded that radio is a device that produces sound, and then emitted by electromagnetic waves through the air. Radio in everyday life is used as a means of delivering information and means of entertainment. The sound that is heard from the radio is a change in the shape of electromagnetic energy from radio waves captured by radio planes, then converted through loudspeakers to get the sound we hear. As a mass media, radio that is very close to its listeners does not only contain entertainment and songs, but also contains information needed by listeners, for example such as updated news information, disaster information, traffic monitoring, and so on.

Competition in the mass media is very strict meant on radio media. Because besides there is a national radio, there is now a lot of community radio broadcasting online [7]. Content must be as creative as possible because then you can continue to compete with other radio media. Previously, the production team was limited to broadcasters, creatives, producers and music directors. But now there is a special team made to focus on digital content. Digital here can be content for Facebook or Instagram.

One radio that still exists airs in Tangerang is Star Radio. On Radio Star radio, there is now something called a video editor. In addition to the production team, video editors help in creating content for digital. Indeed, initially video editors only worked on television media. But because of the changing times and innovations, video editors are needed on the radio. Its function is in making content to air or be published on Star Radio social media. One of the social media they use is Instagram. Star Radio Instagram has 107.3 FM Star Radio [8].

Instagram is a simple way to capture and share the world's moments [9]. Follow your friends and family to see what they're up to, and discover accounts from all over the world that are sharing things you love. Join the community of over 1 billion people and express yourself by sharing all the moments of your day — the highlights and everything in between, too [10]. Star Radio use Instagram to:

- Post photos and videos Star Radio want to keep on Star Radio profile grid. Edit them with filters and creative tools and combine multiple clips into one video.
- Browse photos and videos from people Star Radio follow in your feed. Interact with posts Star Radio care about with likes and comments.
- Share multiple photos and videos to Star Radio story. Bring them to life with text, drawing tools and other creative effects. They disappear after 24 hours and won't appear on Star Radio profile grid or in feed.
- Go live to connect with Star Radio friends in the moment. Try going live with a friend and sharing a replay to Star Radio story when Star Radio done.
- Message Star Radio friends privately in Direct. Send them photos and videos that disappear and share content you see on Instagram.
- Watch stories and live videos from the people Star Radio follow in a bar at the top of Star Radio feed.
- Discover photos, videos and stories Star Radio might like and follow new accounts on the Explore tab.

In making radio production, many contributing parties include a video editor [11]. Video Editor is taken as the person who edits the content that has been taken by the Videographer and Video Editor who determines and selects which videos are worth editing or not to look good on Instagram Star Radio Tangerang social media. With the existence of online media competition between radios is getting tougher making researchers want to improve the Star Radio Video Editors strategy in make content media production so that radio still exists.

## II. METHOD

The researcher chose to examine the postpositivism paradigm. The researcher uses the post positivism paradigm, because this researcher attempts to explain the data or information that is seen and obtained through interviews and observations made by the researcher to get the appropriate results. In this study, researchers used a qualitative approach. The researcher used a descriptive qualitative research method for this research entitled Strategy of Video Editor on Content Media Production at PT Radio Suara Tunggal Angkasa Raya (Star Radio). Data from observations and interviews.

The theory that I use is the Production Process from Gerald Millerson in looking at the strategies carried out by the production team and video editor where production is a process that must be followed by [12]:

- Pre Production
- Production
- Post Production

## III. RESULTS AND DISCUSSION

The results of observations and interviews conducted by the Researchers are as follows:

### A. Program on Star Radio

1) *Star in the morning*. The Star In The Morning program is available from 06.00 - 10.00 from Monday to Friday. Chris Suprpto as an announcer in this program will discuss the preparation of activities and lightweight inserts about traffic info. In addition, this program always presents speakers - speakers from various fields who will discuss issues of work, domestic life, etc. and will also be interspersed with songs that hit the present.

2) *Break time*. The Break Time program is an on-air program every hour 12: 00-16: 00 at lunch time. At 1:00 p.m. it was about ladies talk, discussing more topics for girls and viral gossip. At 2:00 p.m. discussing everything that was viral on social media. Taken in a relaxed manner and there is still information even though it is casual but still informative.

3) *Rising star*. The Rising Star program is a program that accompanies its listeners who are still on their way home from work, in the Rising Star program which was present at 16.00 - 20.00 this will discuss hot issues from both inside and outside the country, info about music, film, romance and trends that is happening now. All information will be packaged lightly by Dedy Ramadhani. Not to forget, there will also be traffic info that will provide information about the traffic of Tangerang and its surroundings.

4) *Indonesian portal*. Portal Indonesia is a program that is present at 20.00 - 00.00 which is packed by Martin Marsis as the announcer to accompany listeners to rest and relax after the activity. Listeners can request Indonesian favorite songs through Whatsapp, Twitter or phone calls. Every Monday Portal Indonesia also presents Psychology (Bang Alex) which will make the topic more interesting.

- Music Box is an event program that provides information in the form of video clips from each of the selected songs, 10 songs that are being hits on each week, the songs chosen are of two kinds, namely Indonesian songs and Western songs.
- Movie Update is an event program that describes footage of scenes contained in selected films to provide information and entertainment so that they are interested in watching the film.
- Song Of The Week is a program in which is a video clip that is riding billboards music every week.
- Star News is news from online media that is processed into videos to make it look more attractive.
- Talk show is a program in which a particular topic is discussed between the announcer and the guest speaker or guest star.

#### B. Meaning of the Star Radio Logo

Then as for the old logo Star Radio visually means not only as a symbol of formation or radio communication in an institution, but serves as a means of building a fast and precise image of the community towards Radio Star institutions. Through the display of logos, the general public gets an entrance gate on understanding and believing in the vision and mission as well as characters from Star Radio as an institution. The Star Radio logo in this design is based on the following:

- Simple is not complicated
- Attractive and easy to remember
- Create the name of the radio into a logo

While the latest logo philosophy:

- The red color symbolizes the burning passion and distinctive colors of Indonesia.
- There is a star image that marks the characteristic of the Star name.
- Disseminating information, education and entertainment through the approach of pop music and slow rock.
- Building partnerships with various institutions or agencies both Government, community organizations, media, music and entertainment in educating the community.

#### C. Company Vision and Mission

Each company certainly has a vision and mission as well as Star Radio 107.3 FM as for the vision and mission as follows:

##### 1) Company vision

Being an electronic media that has value, as well as a place for communication to interact, and socialization through character programs.

##### 2) Company mission

- Providing entertainment, information, games (games / quizzes) education, news that is in accordance with Indonesian culture.
- Become an effective and efficient business partner for use in advertising campaigns for a product.
- Participate in building the City of Tangerang, South Tangerang City, Tangerang Regency, and Banten Province by actively participating in socializing the city, district, community and community government programs.
- Building partnerships with various institutions or agencies, both government, community organizations, media, music and entertainment in educating the community

#### D. Organizational Structure

The work descriptions of each unit are as follows:

1) *Producer*: Responsible for the contents of the program content / material, compiling broadcast material and coordinating broadcasters and Chief Studio Officers if there are deemed necessary and if there are errors and shortcomings in the program's broadcast content, to the editor through daily evaluation of work results.

2) *Announcer*: Communicating with listeners through radio broadcasts, telephones, and social media, broadcasting programs according to the format and script, also conveying the information conveyed can be well received by listeners.

3) *Music director*: Responsible for the music format set by the radio station. From this selected music format, an MD must be able to direct and supervise the playback of music and songs according to the format, while composing song material for On Air.

4) *Creative media*: Responsible for preparing all program requirements in digital form. Those who control the company's online media and prepare talk show posters every time there are speakers and documentation both Off Air, On Air and coverage.

5) *Production*: Who is responsible for preparing all equipment from technical personnel needed in each production of radio broadcasts, providing technical advice to producers and broadcasters during production meetings.

6) *Content creator*: Create and make reference bases in the form of texts or scenarios based on their own story ideas or other parties.

7) *Photographer and videographer*: Responsible for all technical aspects of shooting and recording images. A cameraman must ensure that there are no errors when taking pictures.

8) *Video editor*: Video Editor is someone who is responsible for making videos that are done by the camera person so that it becomes a video that can be directly uploaded to social media.

### E. Strategy of Video Editor on Content Media Production

Next is the production process of each program must pass several stages, namely:

1) *Pre production*: In the pre-production stage the author provided input and listened to the direction of the creative media team to produce Instagram Star Radio Tangerang social media content. And make preparations on the tools that will be used for the editing process on Instagram Star Radio Tangerang social media content.

2) *Production*: In this production process, the video editor plays an important role, namely to edit the images that have been taken by the cameraman and through the editing process, first before the videos taken are ready to be displayed on Instagram Star Radio Tangerang Social Media.

3) *Post production*: In the post-production phase the video editor brings the results of the video that is ready to upload to the supervisor to get upload or checking approval. Is there anything that must be revised or not then if the supervisor gives approval to upload the video is given to the uploader to upload to Instagram Star Radio Tangerang.

### IV. CONCLUSION

All processes carried out by the production team and video editor have a strategy. So, they do not carelessly create content but must see what is viral. After that content is determined according to the company's vision and mission. From the creative team and the production team and video editors to meet and gather brilliant ideas. Then after preparing the photo along with the video that will be used. After that compress is needed then editing techniques are done if you want JPG to be turned into video. The size is adjusted, then ask for approval to upload on your Instagram account.

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