The Role of Radio in Digital Era and Community Participation in Maintenance Safety and Traffic Safety in East Java

Novi Indah Earlyanti*
Police Education Institution
Police Science College
Jakarta, Indonesia
*earlyantinovember24@gmail.com

Bayu Putro Wijayanto
East Java Regional Police
Traffic Police Unit
Surabaya, Indonesia
bayuputro2009@gmail.com

Abstract—As a mass media, radio is demanded to be able to create a program that can accommodate various reports and convey information from and to the public quickly, precisely, in an effort to support the maintenance of security, safety, order and smooth traffic (Kamseltibcar Lantas). This can be achieved if its existence is fully utilized by the community. Then the purpose of this study is to determine the relationship between the existence of radio in the digital era with community participation in maintaining kamseltibcar then in East Java. This research uses a quantitative approach and is supported by qualitative data. The sample was 153 respondents and 3 informants. Data collection techniques using a questionnaire consisting of 31 items statement and interview guidelines. The results of this study illustrate the public's view of radio as a source of information-education as much as 77.1% and the remaining 22.9% see radio as a source of entertainment. Radio programs that deliver actual information about news or messages about traffic situations and problems, so that it gives a positive influence on the community of road users and traffic members in jointly creating a kamseltibcar situation then in the city of Surabaya. Thus, in the digital era accurate information speed is needed by the community, and radio can be a positive mediator of community participation in providing information and reporting on the maintenance of kamseltibcar then in Surabaya.

Keywords: radio, digital era, community participation

I. INTRODUCTION

The development of the situation of maintaining security and public order (harkamtibmas) is not only on crime prevention and law enforcement, but it involves social problems, one of which is traffic and traffic congestion problems in urban areas. To overcome these problems integrated information and communication systems need to be established that can provide information and education to the community by involving the active participation and roles of community members. In providing information to the public there are things that must be considered, namely: receipt of information, ran frontier, timely information, comprehensive information, and comprehensible information. From the research results Ady Wibowo revealed that social communication as an information system can be created by providing trust and positive opinions to the community. So that the community will sympathize and provide support in a conscious, sincere, and partly responsible way to the Harkamtibmas, as a form of participation [1]. Furthermore, Imam Safii in his research results revealed, through information communication media can foster independence and community participation to solve social problems in the environment. Each community member can provide initial information so that action can be taken quickly to resolve the problem in an effort to create a harkamtibmas [2].

Rofy Meida S.P in her research publication concerning the relationship of mass communication via village radio to community participation in village activities, argues that community participation in active and voluntary information giving is very helpful in development and information management programs [3]. In the digital era, radio as one of the electronic information communication media is efficient enough to play an important role in accommodating various reports and conveying the latest information changes to the public. Information received by the public is expected to provide benefits and additional knowledge. Atikah published the results of her research on the use of community radio as a medium of information and communication revealed that, the use of radio can be maximally carried out by the use and use of available radio frequencies [4]. By paying attention to broadcast content containing shows that can be used as a medium of information and communication. Nurul Purnamasari presented the results of her research on the role of community media networks in encouraging radio participation in development. Where radio is a form of local media participation in development in the region [5]. Radio participation arises because of community support and trust in the media network which forms the bridge of radio relations with wider parties. On the other hand, Innayah publishes the results of her research on the participation of government agencies in educational radio broadcasts. It can be seen that by increasing the empowerment of listeners by the radio to accommodate the aspirations of the public from the existing radio station, it will be able to serve the needs of information and communication interactions of the community [6]. This statement is in support of previous research published by Innayah, that by establishing partnerships, varying broadcasts,

conducting program promos, and sending broadcast evidence, can increase public participation in the program [7].

From the explanation above, it can be seen that radio as one of the communication media can be used as a means and public participation to share information, and can help solve social problems including traffic jams on the highway. Community participation is important, because it effectively acts as a supervisor of police duties on traffic problems, especially congestion, so it is hoped that the information provided by the public can be followed up immediately by members of the police force.

Based on this background, the formulation of the problem in this study is how the influence of mass communication media, one of which is radio as an electronic media can foster community participation in maintaining kamseltibcar then. The purpose of this research is to determine the relationship between radio communication media and community participation in maintaining security, safety, order and smooth traffic. The results of this study are expected to build a synergy relationship between the community and the police in raising awareness to jointly maintain security, safety, order and smooth traffic through radio communication media and public participation. In addition, this research is useful as an analysis and evaluation material for related institutions such as DLLAJ, Government Institutions, and Police to find solutions in overcoming traffic congestion.

The concept in this study reveals that the mass media is a medium of mass communication to convey information or messages from sources to the communicant. According to Effendy, media consists of electronic media (radio and television), print media (newspapers and magazines), and film media [8]. Morissan said that radio is one of the electronic media which is quite efficient in conveying messages to the public, in general radio programs consist of two types namely information and music [9]. This program is then packaged into information that can meet the needs of the community in the form of news, talk shows and entertainment information. According to Effendy there are characteristics of radio listeners:

- Heterogeneous, radio listeners are very diverse, but in order to be more focused the targets are made based on demographic factors (age, education, gender) geographical location (urban, rural, coastal) psychographic factors (preferences, habits, hobbies, lifestyle).

- Personal, delivery of messages or radio oral language through announcers that are personal in accordance with the situation and condition of the listener.

- Active, where listeners actively engage, respond to, and convey messages interactively.

- Selective, listeners tend to be selective in choosing the program or message they like [8].

While mass communication delivered by William in Mulyana is distinguished in:

- Communication as a one-way action, is the process of delivering directional messages from a person or institution to another person/ group, both directly and indirectly.

- Communication as interaction, is a process of action-reaction, cause-effect, which turns direction. Interaction communication is seen as more dynamic than one-way communication, an important element in interaction communication is feedback.

- Communication as a transaction, is the activity of interpreting other people's behavior. There is a process of encoding and decoding verbal and nonverbal messages. The more communication participants, the transactions that will occur will be more complicated [10].

So that the position of the radio as an electronic media can provide information effectively and efficiently, it is necessary to have public participation in responding to existing information. Participation is the involvement of an individual or group in achieving goals by the division of authority or shared responsibility. Sumaryadi argues, participation is the participation of a person or group of people in an activity process by giving thought, energy, time, expertise, capital, and/ or material, and to take advantage of the results obtained [11]. Meanwhile, according to Jalal and Supriadi, participation is making decisions, advising people to get involved in the form of submission of suggestions and opinions [12]. Forms of participation according to Effendi are divided into:

- Vertical participation, the community is involved in an activity and is a subordinate, follower, or client.

- Horizontal participation, the community has an initiative where each member or group of people has the same position as the others [13].

Kamseltibcar Lantas (security, order safety, and smooth traffic) is the situation and conditions of traffic use feel good with or without driving. Security means free from fear, no threats, obstacles, or disturbances anytime and anywhere. Order means regulation, awareness, and responsibility both for himself and for others. Smooth means the flow of traffic runs smoothly without any obstacles, disruptions that can cause congestion.

Traffic Safety and Road Transportation is a condition for every person, property and/or vehicle to be free from interference with the law, and/or fear in traffic [14].

II. RESEARCH METHODOLOGY

The research approach used is quantitative supported by qualitative data, with survey methods. The population in this study were motorbike and car riders estimated at 2,517,329 with a sample of 153 respondents taken by non-probability sampling technique, namely accidental sampling, samples based on coincidence/pointing system.

Data collection techniques using a questionnaire as a research instrument compiled and developed by researchers based on the derivative of the two research variables into

indicators which were then developed into 31 statement items, consisting of 14 items for radio variables (X) and 17 items for community participation variable (Y), with a Likert Scale measurement tool. Sugiyono states that the Likert Scale is used to measure the attitudes, opinions, and perceptions of a person or group of people about social phenomena [15]. Each statement item provides a choice of answers with a range of five scales (1 to 5).

Instrument testing, to measure the validity and reliability of 31 statements made before data collection in the field. Ghozali, the measurement of validity can be done by looking at the value of Correlated Item-Total Correlation with criteria: if the value of r count is greater than r table and the value is positive, then the question item is said to be valid [16]. The results of the measurement of the validity of the 14 statements of variable X and 17 of the variable Y were declared valid with the value of r count> r table = 0.3610, which was tested on 30 respondents. Nunnally in Ghozali, a questionnaire is said to be reliable or reliable if one's answer to the question is consistent over time and gives a Cronbach's Alpha value greater than 0.60 [16]. From the calculation results obtained a Cronbach's Alpha value of 0.748 for the X variable, and a Cronbach's Alpha value of 0.769 for the Y variable. This value indicates that the questionnaire is said to be reliable because it is greater than 0.60.

Quantitative research data is supported by qualitative data in the form of interviews with traffic members, journalists, and the public. Interviews conducted are in-depth interviews face to face with informants who have been selected and are willing to provide information. For data analysis techniques include missing data test, normality test, hypothesis testing using chi square test and bivariate correlation to determine the relationship of independent variables to the dependent variable. All stages of the data analysis process were carried out using version 16 of the SPSS (Statistic Package for Social Science) program.

III. RESULTS AND DISCUSSION

Questionnaires were filled out by all people on the highway that were made as many as 153 respondents, then scoring and coding was done manually on each questionnaire distributed. The results of the scoring and coding are then processed using the SPSS version 16 for Windows program.

Based on data processing after being tested using missing value analysis it turns out that there is no missing data. With the results of the test data score missing, as follows:

TABLE I. MISSING DATA TEST RESULTS

Variable	Item	Total	%	Little MCAR	Status
radio media	-	-	-	-	No data missing
community participation	-	-	-	-	No data missing

The description of the data of the research respondents was 153 motor vehicle users in Surabaya, including the object of research: the respondent's profession, the age of the respondent, the frequency of the vehicle, and the public's view of the radio.

The majority of respondents who filled out the questionnaire were entrepreneurs as many as 91 respondents or 59.5%. The data distribution of the respondent's profession can be seen in the following table:

TABLE II. PROFESSIONAL RESPONDENTS

Profession	Amount	Percentage
Doctor	2	1.3
Teacher	3	2.0
Housewife	2	1.3
Office	21	13.7
Student	2	1.3
Student	14	9.2
National Police	18	11.8
Entrepreneurs	91	59.5
A total	153	100.0

For the percentage of the age range of the largest respondents in this study were between 34-42 years as many as 46 respondents or 30%.

TABLE III. AGE FREQUENCY DISTRIBUTION

Age	frequency	Percent
16-24	34	22%
25-33	45	29%
34-42	46	30%
43-51	21	14%
52-60	7	5%

Data of respondents who used cars for transportation were 89 respondents or 58% and the rest used motorbikes.

TABLE IV. VEHICLE FREQUENCY DISTRIBUTION

Vehicle	Frequency	Percent
Car	89	58%
Motor	64	42%

In general, the people of Surabaya recognize radio as a source of information, education, and entertainment. In this study describe the respondents' views on radio by 77.1% as a source of information and education, while the remaining 22.9% see radio as a source of entertainment.

TABLE V. COMMUNITY'S VIEW OF RADIO

Radio	Frequency	Percentage
Radio Educational information resources	118	77.1%
Entertainment sources	35	22.9%

The next step is to test the assumptions by calculating the normality value with the Kolmogorov-Smirnov calculation. The results obtained for the radio role variable have a Kolmogorov-Smirnov p value of 0.12 and in the community participation variable with a Kolmogorov-Smirnov p value of 0.55 which means it has a normality value greater than 0.05. So that of the two variables have normal data distribution.

TABLE VI.   NORMALITY TEST

Variable	p Kolmogorov-Smirnov
The role of the radio	0,12
Community participation	0,55

At the hypothesis testing stage there are factors analyzed, including: community awareness, community care, and community contribution.

To test the hypothesis of the role of radio on public awareness shown in the following results:

TABLE VII.   CHI-SQUARE TEST RESULTS THE ROLE OF RADIO- COMMUNITY AWARENESS

	Value	Df	Asymp.Sig (2-sided)	Exact Sig (2-sided)	Exact Sig (1-sided)
Pearson Chi-Square	6,339^b	1	,012		
Continuity Correction	4,891	1	,027		
Likelihood Ratio	5,497	1	,019		
Fisher's Exact Test				,027	,018
Linear-by-Linear Association	6,298	1	,012		
N of Valid Cases	153				

The calculation results show significance = 0.012 where if sig <0.05 then the related variables are considered correlated. The results of data processing showed that there was an influence of the role of the radio on public awareness on the maintenance of the kamseltibcar then in the Surabaya area, then carried out by bivariate correlation measurements.

TABLE VIII.   BIVARIATE CORRELATION TEST RESULTS THE ROLE OF RADIO- COMMUNITY AWARENESS

		Radio	Community Awareness
Radio	Pearson Correlation	1	,204**
	Sig. (2-tailed)		,012
	N	153	153
Community Awareness	Pearson Correlation	,204**	1
	Sig. (2-tailed)	,012	
	N	153	153

In the bivariate correlation test, the two variables are considered to be correlated when the Pearson Correlation value> 0, as seen in the Pearson Correlation value table 0.204, shows a correlation between the role of radio and public awareness. From the results of the bivariate correlation test analysis showed Sig 2-tailed <0.012 (Sig 2-tailed value must be <0.05) so that the two variables were considered to be significantly correlated.

Hypothesis testing for the influence of radio on public awareness is shown in the following results:

TABLE IX.   CHI-SQUARE TEST RESULTS THE ROLE OF RADIO- COMMUNITY CARE

	Value	df	Asymp.Sig (2-sided)	Exact Sig (2-sided)	Exact Sig (1-sided)
Pearson Chi-Square	,738^b	1	,009		
Continuity Correction	4,942	1	,026		
Correction	5,638	1	,018		
Likelihood Ratio				,018	,018
Fisher's Exact Test	6,694				
Linear-by-Linear Association		1	,010		
N of Valid Cases	153				

The calculation results show significance = 0.009 where if sig <0.05 then the related variables are considered correlated. The results of data processing showed that there was an influence of the role of the radio on public awareness of the maintenance of the kamseltibcar then in the Surabaya area, then a bivariate correlation was measured.

TABLE X.   BIVARIATE CORRELATION TEST RESULTS ROLE OF RADIO- CARE

		Radio	Community Care
Radio	Pearson Correlation	1	,210**
	Sig. (2-tailed)		,009
	N	153	153
Community Care	Pearson Correlation	,210**	1
	Sig. (2-tailed)	,009	
	N	153	153

In this bivariate correlation test, the two variables are considered correlated when the Pearson Correlation value> 0, as shown in the Pearson Correlation 0.210 table shows the correlation between the role of radio and public awareness. From the results of the bivariate correlation test analysis also showed the Sig 2-tailed value <0.009 (Sig 2-tailed value must be <0.05) so that the two variables were considered to be significantly correlated.

Hypothesis testing for the influence of radio on community contributions is shown in the following results:

TABLE XI.   CHI-SQUARE TEST RESULTS THE ROLE OF RADIO- COMMUNITY CONTRIBUTION

	Value	df	Asymp.Sig (2-sided)	Exact Sig (2-sided)	Exact Sig (1-sided)
Pearson Chi-Square	9,620^b	1	,002		
Continuity Correction	8,096	1	,004		
Correction	8,511	1	,004		
Likelihood Ratio				,004	,003
Fisher's Exact Test					
Linear-by-Linear Association	9,557	1	,002		
N of Valid Cases	153				

The calculation results show significance = 0.002 where if sig <0.05 then the related variables are considered correlated. The results of data processing showed that there was an influence of the role of the radio on community contributions to the maintenance of the kamseltibcar then in the Surabaya area, then the bivariate correlation was measured.

TABLE XII.   BIVARIATE CORRELATION TEST RESULTS ROLE OF RADIO-CONTRIBUTION

		Radio	Community Contribution
Radio	Pearson Correlation	1	,251**
	Sig. (2-tailed)		,002
	N	153	153
Community Contribution	Pearson Correlation	,251**	1
	Sig. (2-tailed)	,002	
	N	153	153

The bivariate correlation test results of the two variables are considered to be correlated when the Pearson Correlation value> 0, as shown in the Pearson Correlation value table 0.251, shows the correlation between radio and community contributions. From the results of the bivariate correlation test analysis showed Sig 2-tailed <0.002 (Sig 2-tailed value must be <0.05) so that the two variables were considered to be significantly correlated.

From the results of quantitative data processing shows that there is a significant correlation between variables. The object of the radio in this research is Suara Surabaya radio. The results of this study were strengthened by qualitative data from interviews with designated sources of informants, namely interviews with the Head of AKBP Traffic Unit Raydian Kokrosono, SIK who said that: the existence of radio as a communication medium can help deal with problems in the field of traffic, cooperation with radio Suara Surabaya is very beneficial in dealing with traffic problems and the speed at which members act in the field. Communication media have an important role in participating in creating a situation of security, fluency, order, and traffic safety. Liliweri argues, communication has elements such as: sources (people), fields of experience, messages, channels, disturbances and obstacles, effects, context and feedback [17]. Described how communicators professionally use technology in disseminating information in large quantities and in a wide range.

Radio as part of mass media has a function as a public space to offer ideas or ideas that produce adequate information and make independent judgments, this can be achieved if it has factual and reliable information. Affirmed by Suara Surabaya radio journalist, that by applying the radio journalist broadcast format, listeners voluntarily become reporters and informants, and interactive journalistic-based broadcasts can be developed that are formulated as "citizen journalism." With the concept of radio like this the community feels helped to get information. This was confirmed by one of the road user communities, that information from the community as a driver of public participation can raise social kinship, as a source of information on solutions to public problems, and inspiratory of city policy. So in 1999, Suara Surabaya radio applied the convergence of broadcast radio with the internet through the news portal www.suarasurabaya.net. The impact of Suara Surabaya radio broadcasts is globalized through online radio facilities, and on June 11, 2009 in cooperation with the Surabaya city government to use a traffic control system camera area, to improve traffic information broadcast services.

Based on the above review, it is illustrated how much influence from the related variables between the role of the Suara Surabaya radio communication media and community participation in maintaining traffic kamseltibcar in the Surabaya region;

A. The Role of Radio Broadcasts with Community Participation in Creating the Kamseltibcar Situation in the City Surabaya

From the results of research that has been done it can be seen, with the existence of radio communication media, it is very helpful for people in Surabaya to find out the conditions on the road and provide information to others about traffic jams and other traffic problems. Cangara mentions radio features as follows: (1) Institutional, (2) Expanding and synchronous, (3) Using technical or mechanical equipment, and (4) Being open [18].

Morissan says that in general radio programs consist of two types, namely information and entertainment [9]. These two types are then packaged into a program that can meet the needs of the community. As a mass media, radio is demanded to create a program that can deliver information to the public quickly and accurately. In addition, broadcasts from radio programs must also be interesting, this is necessary because of the cursory nature of the radio itself.

From the results of the data obtained that so far Suara Surabaya radio is better known as a radio to get information-education rather than entertainment. The nature of the radio that is open, so that messages can be received by anyone and anywhere without being limited by obstacles or distances, and has the speed of the latest information. This is shown from the calculation that there are 77.1% of the people choosing Suara Surabaya radio as a source of information while the remaining 22.9% chose as a source of entertainment. Radio information programs have been chosen by the people of Surabaya to give and get the most up-to-date information about news or messages about traffic situations and problems. The traffic information program that was broadcasted made a major contribution to the community of road users as well as for traffic members to jointly create a kamseltibcar situation and then in the city of Surabaya. The community is helped by the most up-to-date information about road conditions, be it traffic, accidents, raids, or other forms of information regarding traffic. Traffic members can take action more quickly on the road situation.

B. The Role of Community Participation in Creating Security, Safety, Order Traffic on Surabaya Region

Radio communication media gives very positive feedback to the people in Surabaya, especially for Suara Surabaya radio. Communities can respond to the radio, interact actively to find out the situation on the road, or participate in providing information to other communities so they are not trapped in traffic jams or traffic problems. This can be seen from the results of the calculation of significant correlation values, which are 0.240 for public awareness and 0.210 for community care. Interpreted by the existence of public awareness, they try their best not to commit traffic violations and try to share information with other communities about harkamtibmas as a form of concern, that the community is the main factor to encourage the creation of kamseltibcar then [14].

H.A.R. Tilaar, said that participation is a manifestation of the desire to develop democracy through a decentralized process, which requires the need for bottom-up planning by involving the community in the planning and development process. By knowing the problem, reviewing choices, making decisions, and solving problems. While Effendi sees horizontal participation as a condition of the community that has an initiative, where each member or group of people participates with one another [13]. Community participation is the involvement of an individual or group in the achievement of goals by the division of authority or shared responsibility. Efforts to increase public participation through the establishment of a forum consisting of Surabaya traffic leadership and Suara Surabaya radio operators. This is a form of community contribution to its concern for harkamseltibcarlantas through radio media, by establishing synergy between the community, traffic members, and the radio as a mediator. This is supported by the calculation of the correlation contribution which is quite significant at 0.251.

IV. CONCLUSION AND RECOMMENDATIONS

It can be concluded that there is a positive relationship between the role of radio and community participation. The role of Suara Surabaya radio is quite effective in providing information to road users and helping traffic officers to move and act quickly to overcome the problems of traffic safety.

The next step can be to build more intensive communication and coordination between Suara Surabaya radio and related agencies, as the development and change of the digital era is increasingly rapid. So that it is expected to be able to evaluate and alternative actions between the wider related parties, so that the problems can be solved together.

ACKNOWLEDGMENTS

REFERENCES

[1] A. Wibowo, "Social Communication and Its Effect on Increasing Community Participation in the Legal Area of Kelapa Gading Metro Police Station," Unpublished.

[2] I. Safii, "The Influence of Social Communication Media on Community Participation in the Maintenance of Kamtibmas in Losari Brebes District," Unpublished.

[3] M.S.P. Rofy, "Relationship between mass government communication through village radio to community participation in village activities (study of village radio in Sempu village, Sempu Banyuwangi district)," Politico journal, vol. 18, no. 1, pp. 54-79, 2018.

[4] Atika, "Utilization of community radio as a medium of community information and communication in Southeast Sulawesi," in the press and communication research journal, vol. 19, no.2, pp. 107-121, 2015.

[5] N. Purnamasari, "The role of community media networks in encouraging community radio participation in development," was presented at a conference on communication, culture, and media studies in the communication sciences study program of Indonesian Islamic universities, Yogyakarta: December 11, 2014.

[6] Innayah, "The participation of listeners and government institutions in educational radio broadcasts," journal pekomnas, vol. 1, no. 1, pp. 21-32, 2016.

[7] Innayah, "Listener survey of educational radio broadcast content," technological journal, vol. 19, no. 3, pp. 283-292, 2015.

[8] O.U. Effendy, Radio broadcast theory and practice. Bandung: CV. Mandar Maju, 1991, pp. 84-86.

[9] A.C.W. Morrisan and F. Hamid, Theory of mass communication. Bogor: Ghalia Indonesia, 2010, p. 221.

[10] W.W. Wilmot and J.R. Wenburg, The personal communication process. New York: John Wiley and Son, 1973, pp. 61-69.

[11] I.N. Sumaryadi, Sociology of governance from the perspective of service, empowerment, interaction, and leadership systems of the Indonesian government. Bogor: Ghalia Indonesia, 2010, p. 46.

[12] F. Jalal and Supriadi, Educational reform in the context of regional autonomy. Jakarta: Ministry of National Education Bapenas Adicitakaryanusa, 2001, pp. 201-202.

[13] O.U. Effendy, Theory of communication theory and practice. Bandung: Youth Rosdakarya, 2005, p. 58.

[14] Law No. 22 of 2009 concerning road traffic and transportation. Yogyakarta: Pustaka Yustisia, 2009.

[15] Sugiyono, Quantitative, Qualitative Research Methods. Bandung: Alfabeta, 2015, p.93.

[16] I. Ghozali, Multivariate analysis application with the SPSS program Semarang: Diponegoro University Publisher Agency, 2005, pp. 42-45.

[17] Liliweri, Understanding the role of mass communication in development. Bandung: Citra Aditya Bakti, 2009, p. 201.

[18] H. Cangara, Introduction to communication science. Jakarta: PT. Raja Grafindo, 2000, p. 126.