

# Management Strategy of Online Radio: Post COVID-19 Pandemic

\*1<sup>st</sup> Corry Novrica AP Sinaga  
*Communications Department*  
*Universitas Muhammadiyah Sumatera*  
*Utara*  
 Medan, Indonesia  
 corrynovrica@umsu.ac.id

2<sup>nd</sup> Nurhasanah Nasution  
*Communications Department*  
*Universitas Muhammadiyah Sumatera*  
*Utara*  
 Medan, Indonesia  
 nurhasanahnasution@umsu.ac.id

3<sup>rd</sup> Elvita Yenni  
*Communications Department*  
*Universitas Muhammadiyah Sumatera*  
*Utara*  
 Medan, Indonesia  
 elvita yenni @umsu.ac.id

**Abstract**— This paper aims to determine the strategy for managing online radio after the COVID-19 pandemic. As a stand-alone online radio, not a collaboration streaming radio with conventional media, Move online radio has a broadcast format similar to radio on FM channels. Broadcasts news programs, talk shows, music and advertisements. A qualitative research method with a study approach (case study) is a study that focuses intensively on a particular object that studies it as a case. The research data uses information from informants as primary data, results of direct field research and data from the online Move radio website as well as news published in online media about the development of online radio during the Covid-19 pandemic. The management strategy carried out by Move online radio after the Covid19 pandemic is to increase the number of music broadcasts because this program is inexpensive. Since its inception Move Online Radio has collaborated with music labels that supply enough songs, to be broadcast 24 hours a day. Modifying radio broadcast programs with live streaming video on social media, especially Instagram. Campaigning online radio trends is the best choice for socialization and promotion, because it is considered effective in containing contemporary meaning, unlimited and without meetings. It is suitable for the health program during the COVID-19 pandemic issued by the Indonesian government, as well as collaboration with local and national mass media in promoting, after the COVID-19 pandemic.

**Keywords**— *Management, Strategy, Online Radio, post pandemic COVID19*

## I. INTRODUCTION

The spread of Covid-19 has caused many countries to implement lockdowns and restrictions on social interaction (social distancing / physical distancing). Prohibition of gathering or gathering, so that community activities are severely restricted. There are terms WFH, Work From Home, school or learning with an online system, and others. It makes people look for entertainment from streaming services, be it video, music, or other entertainment services. When trapped at home, music is an option that provides a sense of order amid the chaos of the corona pandemic.

This service has increased interest in 2019, but decreased in 2020. It is estimated that it is because people prefer podcasts or online radio. Data from Counterpoint's Research Analyst said that through online radio people can hear music and get the most up-to-date news related to the corona

pandemic. People are more worried about the pandemic and therefore are constantly looking for news. Listeners of streaming music tend to drop in the United States. Data from music industry analyst firm BuzzAngle for March 13-19, 2019, showed that music streaming listeners fell 8.8% compared to the previous week. Meanwhile, data from Alpha Data shows a decrease of around 7.8%. On the other hand, radio service is improving. Global, the company that owns Capital FM and broadcast station LBC, claims its listeners have increased by 15%. While the BBC also claims its radio audience has also increased by 18% during the coronavirus pandemic [1].

Move Online Radio, an online radio with a concept similar to conventional radio in Medan. This online radio broadcasts music and news programs, such as talk shows, insertions and advertisements. However, due to the policy of the Pandemic period in Indonesia, move online radio experienced broadcasting problems, such as stopping talk shows, limiting coverage, and canceling advertising projects, on the grounds that promotional budgets in government and private agencies were diverted to socialize the Covid19 pandemic. What is the strategy for managing Move Online Radio's online radio during the pandemic19 so that they can survive?

## II. METHOD

Qualitative method with the type of case study research. This type of research is so popular in a qualitative approach that the case approach then becomes a prerequisite before other methods are used as a complement. [2] The research was conducted with a preliminary research by collecting field data on Move Online Radio. The research method used is qualitative research with a case study approach, which is looking for or exploring problems from a case, to get a comprehensive and in-depth picture of Move Online Radio to survive their bussines post covid19 pandemic. Researchers interviewed key informants to obtain information by means of purposive sampling. The selection of informants using purposive sampling method means that the withdrawal of informants is carried out by selecting subjects based on the criteria of the researcher and is carried out by taking informants at the research location according to the research context.

**III. RESULT AND DISCUSSION**

In this research, it was found that Move Online Radio began broadcasting, in September 2019, with music and talk shows programmes, including a program entitled Move In Talk and Cognition Psychology Consultation. Move online radio's broadcast activities have been supported by local, national and foreign advertisements.[3]

It was noted that the Malaysian Heart Institute advertised through the Move in Health Talkshow program [4]. This talkshow broadcast program is online or long-distance, where the host and resource person are separated. Host at Move studio online radio in Medan Indonesia, and talkshow resource person, doctor speaking via zoom and skype from Malaysia. Actually, in concept, online radio has implemented social distancing from the very beginning. Because broadcast production can be carried out, even though the performers are not in one location.

This reality greatly facilitates the production of programs on Move Online Radio, which is dominated by talkshows with speakers, mostly important officials in government and private agencies. So even though they have limited time, they can still socialize work programs and promote through the media, on Move Online Radio. This has made Move online radio confident and consistent to broadcast for the first 6 months of its operation. Before the Covid19 pandemic, arrived in Indonesia.

The Covid19 pandemic that has begun to enter Indonesia, taking into account the spread of Corona Virus Disease 2019 (COVID-19) in the world which tends to continue to increase from time to time, causing greater casualties and material losses, and has implications for social, economic and economic aspects. public welfare. For this reason, Indonesia needs to accelerate the handling of COVID-19 with fast, precise, focused, integrated and synergistic steps between ministries / agencies and local governments. Based on these considerations, President Joko Widodo issued Presidential Decree (Keppres) Number 7 of 2020 concerning the Task Force for the Acceleration of Handling Corona Virus Disease 2019 (COVID-19).

The Task Force for the Acceleration of Handling COVID-19, which is under and responsible to the President, aims to:

- Increase national resilience in the health sector;
- Accelerating the handling of COVID-19 through synergy between ministries / agencies and local governments;
- Increase anticipation of the development of the escalation of the spread of COVID-19;
- Increasing the synergy of operational policy making; and
- Increase readiness and ability to prevent, detect and respond to COVID-19.

In carrying out its duties, the Task Force for the Acceleration of Handling COVID-19 is assisted by a Secretariat which is domiciled at the National Disaster Management Agency (BNPB). This institution exists at the

national level involving relevant ministries and local governments to the lowest level, from the governor to the sub-district and village levels. As well as the funding required for the activities of the Task Force for the Acceleration of Handling COVID-19, as referred to in this Presidential Decree, is borne by the State Revenue and Expenditure Budget, Regional Revenue and Expenditure Budget, and / or other sources that are legal and not binding in accordance with the provisions of laws and regulations. invitation [5].

Anggota	PJ tugas	Tugas	ANGGOTA	PJTUGAS	TUGAS
Gubernur	Ketua	<ul style="list-style-type: none"> <li>• Menetapkan rencana operasi dan melaksanakan penanganannya</li> <li>• Mengkoordinasikan dan mengendalikan pelaksanaan kegiatan penanganan;</li> <li>• Melakukan pengawasan pelaksanaan penanganan;</li> <li>• Mengarahkan sumber daya untuk pelaksanaan kegiatan penanganan; dan</li> <li>• Melaporkan pelaksanaan penanganan kepada Gugus Tugas Tingkat Provinsi.</li> </ul>	Bupati/Walikota	Ketua	<ol style="list-style-type: none"> <li>1. Menetapkan rencana operasi dan melaksanakan penanganannya;</li> <li>2. Mengkoordinasikan dan mengendalikan pelaksanaan kegiatan penanganan;</li> <li>3. Melakukan pengawasan pelaksanaan penanganan;</li> <li>4. Mengarahkan sumber daya untuk pelaksanaan kegiatan penanganan; dan</li> <li>5. Melaporkan pelaksanaan penanganan kepada gugus tugas tingkat kabupaten/kota.</li> </ol>
Kodam Korem Kapolda	Wakil 1 Wakil 2	1. Mewakili Gubernur dalam melaksanakan Tugas Ketua Gugus Tugas Tingkat Provinsi	KODIM KORAMIL KAPOLRES	Wakil 1 Wakil 2	1) Mewakili Bupati/Walikota dalam melaksanakan Tugas Ketua Gugus Tugas Tingkat Kabupaten/Kota
BPRD	Sekretariat	<ol style="list-style-type: none"> <li>1) Administrasi surat menyurat</li> <li>2) Kegiatan protokolier</li> <li>3) Dukungan sekretariat</li> </ol>	BPRD	Sekretariat	<ol style="list-style-type: none"> <li>1) Administrasi surat menyurat</li> <li>2) Kegiatan protokolier</li> <li>3) Dukungan sekretariat</li> </ol>
Dinkominfo, Dinkes, LSM, Swasta, Media, Sosial Media	Humas	<ol style="list-style-type: none"> <li>1) Komunikasi publik</li> <li>2) Agenda setting</li> <li>3) Strategi komunikasi</li> <li>4) Media monitoring</li> <li>5) Juru bicara</li> </ol>	Dinkominfo, Dinkes, LSM, Swasta, Media, Sosial Media	Humas	<ol style="list-style-type: none"> <li>1) Komunikasi publik</li> <li>2) Agenda setting</li> <li>3) Strategi komunikasi</li> <li>4) Media monitoring</li> <li>5) Juru bicara</li> </ol>
BPRD, TNI, BUMID, BINDA, DI, Universitas, LSM, Swasta	Perencanaan, data, pakar, dan analisis	<ol style="list-style-type: none"> <li>1) Pengumpulan data</li> <li>2) Analisa</li> <li>3) Kajian data, pakar, dan analisis</li> <li>4) Policy brief nasional</li> <li>5) Perencanaan</li> <li>7) Laporan capaian</li> </ol>	BPRD, TNI, BUMID, BINDA, DI, Akademisi, LSM, Swasta	Perencanaan, data, pakar, dan analisis	<ol style="list-style-type: none"> <li>1) Pengumpulan data</li> <li>2) Analisa</li> <li>3) Kajian data, pakar, dan analisis</li> <li>4) Policy brief nasional</li> <li>5) Perencanaan</li> <li>7) Laporan capaian</li> </ol>
Diras Kesehatan dan TNI	Operasi	1) Melaksanakan pencegahan, penanganan, dan pemulhan di daerah	Diras Kesehatan atau TNI	Operasi	1. Melaksanakan pencegahan, penanganan, dan pemulhan di daerah

Fig. 1. COVID-19 Task Force Team

Since March 2020, the state has instructed all levels of government and private sector, to minimize the spread of the Covid19 virus, by limiting activities outside the home, and by concentrating the costs of socializing development programs or advertising private products in the media, aimed at tackling Covid19 (picture 1). As a result, most of the existing broadcast plans and will be broadcast on Move Online Radio, were canceled by the client. It is estimated that until December 2020, Move Online Radio will lose around 300 million rupiahs more due to a canceled contract. A number that is large enough, for a radio medium that is just operating.

**IV. CONCLUSION**

Facing a fairly serious and very broad impact problem, the manager of Move online radio has survived and continues to broadcast consistently, even without being sponsored by advertisements. According to Zaky Yusuf as Managing Director of Move Online Radio, he said that his party has implemented various strategies to modify the program so that it can continue to broadcast. Since mid-2020, the talk show program is no longer supported by advertising, but continues to broadcast in the long-distance talk show format. Even though the host and resource person are the same in Medan, they broadcast from their respective locations. This is a form of effort to implement social distancing rules.

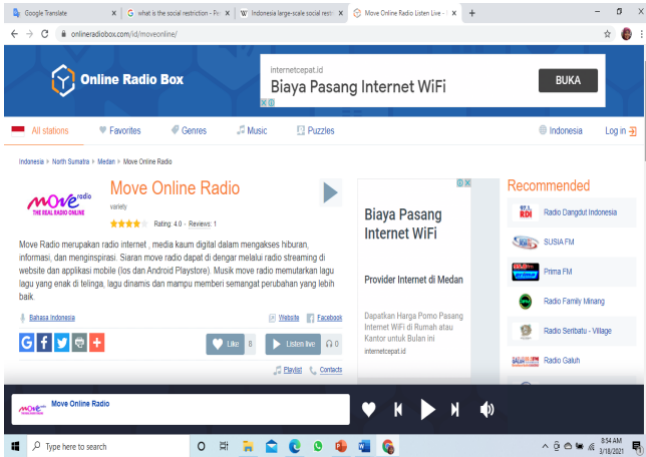


Fig. 2. Online Radio Website

Another broadcast program modification strategy implemented by Move Online Radio during the Covid19 pandemic was to combine radio talkshow broadcasts with streaming video on social media, such as Instagram. So that clients who will speak on Move Online Radio, get double benefits, audio and video promotions broadcast on social media, simultaneously. An online radio campaign like this is the best choice for socialization and promotion, because it is considered effective, up to date, unlimited and without direct contact. [6] is very suitable and in accordance with the regulations during the Covid-19 pandemic issued by the Indonesian government.

The management strategy implemented by Move online radio, during the Covid19 pandemic, was to increase cooperation with local and national mass media, both print media or newspapers and conventional electronic media, especially television. This collaboration aims to increase public awareness of the existence of Move Online Radio. Stay present and still exist. Media collaboration was carried out with local newspapers such as the Medan Tribun, and the national electronic media, including with RCTI. Logo Move Online Radio, is included in the ranks of the media partner for the Indonesian Idol broadcast program on RCTI.

In addition, minimizing program production costs, the management of Move online radio, broadcasts more broadcasts in the form of music. Music programming is easy to implement and low cost, because since its inception, Move Online Radio has collaborated with record labels, which supply enough song banks to be broadcast 24 hours per day on this internet radio. Zaky Yusuf said, until February 2021, this online radio operation was still being bailed out by the manager from the advertising revenue before the Covid19 pandemic.

Most interestingly, Move Online Radio's management strategy, struggling after the COVID-19 pandemic, according to Zaky Yusuf, is to use this big problem to become a strength! Move Online Radio's broadcast production pattern, which allows long-distance broadcasting, fits perfectly with

social distancing rules. It is certain that the government and private institutions really need mass media to carry out campaigns, promotions and outreach. Who is the most appropriate media for this pandemic? Well Radio online, Move Radio Online. Slowly, clients who wanted to promote, advertise, finally started coming back.

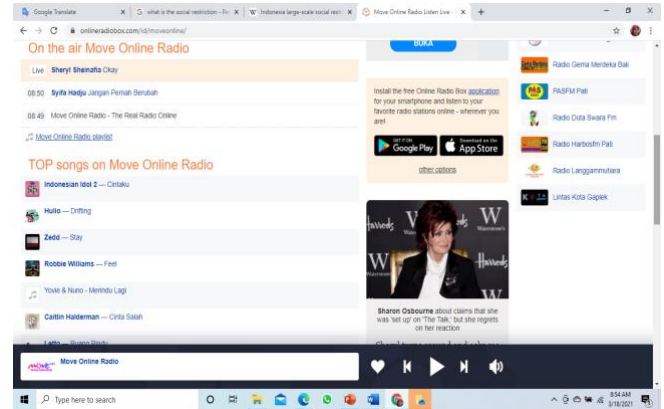


Fig. 3. Online Radio Box

In the end, many of the socialization funds for the response to the COVID-19 pandemic were distributed to internet-networked media, such as online radio, news websites and social media. Here Move Online Radio takes the opportunity to rise. The government and the private sector are starting to realize that after the Covid19 pandemic we are entering a new era. In an effort to normalize the production of his broadcast programs, Zaky Yusuf campaigned that the most appropriate information media in the post-pandemic era is Move Online Radio. Audience listeners can access anytime and anywhere. Clients can view analytic data on the number of listeners in real time because it uses a computerized system and internet network. Very up to date.

**REFERENCES**

- [1] <https://katadata.co.id/agustiyanti/berita/5e9a41f625fad/pandemi-corona-banyak-orang-pilih-podcast-daripada-streaming-musik>
- [2] Moleong. Ley. J, "Qualitative research methodology", revised edition, Remaja rosda karya, 2017
- [3] Henny Indriyawati, M. Sani Suprayogi. " Online Radio Development As an Utilization of Information Technology and Communication for Student Potential Development in the University of Semarang Environment
- [4] <https://www.instagram.com/p/CB16ZJnAWv/?igshid=19y3mtzjwo7py>
- [5] Syafriza. ZA,dr, Danang Insan Putra, Syafriza Sofyan, and Bimo.dr, "General Guidelines for Coronavirus (2019-nCoV) Preparedness for Local Governments," no. March, pp. 31-45, 2020.
- [6] Fridayanthi. Putu Dessy, "Radio Streaming Management Methodes to Strengthen Penetration Against Audience in Private Radio Competition in Bali ," pp. 2-5, 2019.