

The Existence Of Radio As Advertising Media In Indonesia Within The Internet Era

Ercilia Rini Octavia

Universitas Sebelas Maret erciliaoctavia@staff.uns.ac.id

ABSTRACT Radio is a channel for advertising. While the radio business itself also runs from advertising. Many people consider radio dead and left by listeners. The number of viewers is certainly one of the considerations of advertisers in choosing media to advertise. This paper explores how radio adapts to the development of new media, especially to retain listeners and advertisers. Through research using qualitative methods with the object of research on radio stations in Indonesia, it shows that the radio has not died. Radio penetration is still quite high, with the largest audience segment being generation X (35-49 years). The internet has become a new tool for increasing interaction between radio and listeners.

Keywords: *radio, internet, advertising, media*

INTRODUCTION

Radio is one of the media that can be used to convey a message to the community. The existence of radio carries a certain mission in increasing public knowledge through various information conveyed. The role of radio as a mass media that distributes information not only serves as an educational and cultural channel but also an entertainment facility that is able to reach the public with electromagnetic waves emitted. Radio is also an instrument of mass communication that is auditive to attract many listeners from various backgrounds. The factors that influence the power of radio broadcasts to attract listeners are because of their direct power, penetrating power, and attractiveness (Effendy, 1990: 63). Therefore, the radio has the ability to sell to the target audience.

The ability of radio as a medium that can 'sell' is realized by advertisers / companies so they use radio media in promoting their products because they think the radio is able to create segments in the community according to what products they like. A more specific listener segment makes it easy for advertisers to choose which radio will be used as a means of delivering their product advertising messages. Through understanding and knowledge of the radio listener segment, advertisers will easily choose a radio to deliver messages that are in line with their target market. The hope is that people as consumers will understand, understand, and take action to buy the product. For the radio, there are companies that order broadcast space to advertise, which is an income that is able to make the radio to continue to exist.

Along with the development of communication and information technology to meet the industrial revolution 4.0 which is synonymous with the use of

digital-based technology, it also affects the world of broadcasting in Indonesia and raises a new phenomenon of 'convergence'. Convergence is a combination of traditional telecommunications media and internet at once. So that communication and information / new media (new media) technology can gradually take over almost all the capabilities of conventional media. It can be seen here that interactive computer and internet technology blends with conventional communication media technology that is massive. This is often referred to as a media convergence process. According to Preston (2001) in Ardianindro (2009), writing that convergence will have an impact on radical changes in handling, providing, distributing, and processing all forms of information both visual, audio, text, data, and so on. The main key to this media convergence is the digitalization that allows conventional media to begin to "change". With the continuation of convergence in the field of telematics, there will be a transition from broadcasting systems to analog to digital broadcasting systems. Such conditions will certainly have an impact in various fields, especially for the survival of local media, one of which is radio.

The growth of local media such as radio itself is quite rapid along with the issuance of Law No. 32 of 2002 concerning 'Broadcasting', however, it is possible to again meet challenges in this convergence era. Considering that not all local media have the power to be able to compensate for the changes that must be faced. Changes in format from analog to digital, make some local media have to fight hard, because not only are financial factors large enough, but many infrastructure and human resources factors are still not ready. Some of these things will be a challenge for local media to survive,

so that they can compete with their own local media and national media. Therefore, through this paper will explore how radio adapts to the development of new media, especially to retain listeners and advertisers. So that a strategy can be found so that local media such as radio can stay afloat for example by maximizing existing opportunities.

LITERATURE REVIEW

Research on radio, especially those that discuss functions, roles, strengths and effectiveness in conveying messages, has been done a lot. Among them are the research of Tanhana Jukangko and Harmanto (May, 2013), "The Role of Radio Suara Surabaya (SS) as an Educational Media for Orderly Crossing for Surabaya City Residents". This study aims to determine the role of SS Radio in increasing awareness of the citizens of Surabaya City, especially for car drivers for traffic discipline and the role of SS Radio in helping the police to regulate traffic on the road through the Kelana Kota program. The result, shows a change in the attitude of driving the citizens of Surabaya City to be orderly traffic before becoming a listener of the SS Radio City Kelana program and after being a listener of the SS Radio City Kelana program. Furthermore, research by Nurnawati Hindra Hastuti (2012), "Radio Advertising and Decision Making" suggests that radio as a distributor of information not only serves as a means of entertainment, education, and culture but also business facilities so that competition is inevitable, it needs careful management to improve credibility so that the company will make the right decision on which facilities or radio can be used to advertise its products.

Two other studies that still discuss radio functions related to socialization / advertising, have also been carried out by Tri Septian Hidayat (2017) "The Existence of Radio Suara Bumi Lasinrang as a Media for Socializing the Pinrang District Government" and Fadhlani

Rezki (2017) "The Existence of Pangkep Torani Voice Radio as a Media for Socialization of

Reef Addressing in Pangkep Regency ". The findings from Tri Septian Hidayat's research are Radio Suara Bumi Lasinrang that has socialized information about government activities, through the program "Halo Bureaucrat". Halo Bureaucrat is a special program that aims to socialize the community about the development of Pinrang Regency. As well as the ILM program that presents social messages to arouse awareness of the problems they face, namely conditions that can threaten harmony and public life, such as family planning

socialization (Family Planning), stop littering, not using cellphones while driving, and the dangers of drugs . While Fadhlani Rezki wrote that Radio Suara Torani Pangkep became a medium to socialize the rescue of coral reefs through the presence of coral reef jingles and the Save Coral program, which is a program that aims to make people aware of the importance of protecting the environment, especially saving coral reefs.

In addition to questioning the function and role of radio as an advertising medium, research emerged related to the existence of radio today, especially for 'community radio', namely research conducted by C. Suprapti Dwi Takariani (2013) "Opportunities and Challenges of Community Radios in the Convergence Era" . According to C. Suprapti, community radio opportunities to develop and exist are still very open. This relates to the geographical conditions of the Indonesian region, most of which are in remote / rural areas where they can still be reached by community radio so that the community will receive information, knowledge and entertainment. In addition to opportunities, there is also a challenge for community radio which is to question the draft bill on Telematics Convergence so that community radio activists or managers should have and develop strategies so that the existence of community radio remains and develops in a more creative way to develop programs, of course that is in accordance with the needs of the community . The participation of the community and local government is very much needed for the sustainability of community radio.

In contrast to the study of C. Suprapti Dwi Takariani, Giffari Rifki Hidayat (2017), in his research "Public Service Advertising on Radio", researching ILM in radio media began to shake because of the emergence of new media domination. His research was segmented on the existence of Public Service Ads (ILM) at the RRI Yogyakarta Public Broadcasting Institute. The aim is to find out and analyze ILM, and to analyze the linkages of the credibility of the radio media with public awareness in improving ILM in the RRI Yogyakarta Public Broadcasting Institute. The result, found that there was a series of creative work processes in producing ILM. The creative process is divided into two lines, namely for non-commercial PSAs and commercial PSAs. As it turned out, ILM in the RRI Public Broadcasting Institution still existed, but there were also several clients who started leaving the RRI Yogyakarta Public Broadcasting Institute and began to switch to private radio or use other media.

Referring to several previous studies, both about the function, role, strength and effectiveness of radio in conveying messages, as well as research on the existence of community radio and ILM in the current era, this paper is expected to bring novelty that is able to explore and know the existence / existence of radio as media advertising in Indonesia in the internet era.

PROBLEM STATEMENT

Departing from the background of the problems that have been written above, the general problem in this paper is to find out the existence of radio as an advertising medium in Indonesia in the internet era. While specifically this problem can be described as follows:

1. How is the existence of radio as an advertising medium in the current internet era in Indonesia?
2. What is the radio strategy in order to adapt to the development of new media in order to retain listeners and advertisers?

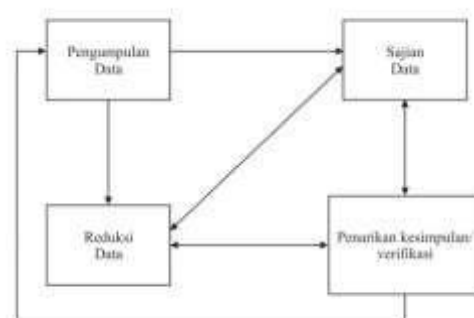
METHODOLOGY

The preparation of this paper was carried out through a descriptive qualitative research approach. This approach will produce descriptive data in the form of written or verbal words from people and observable behavior, this approach is also directed at the background and individuals holistically (Bogdan and Biklen, 1982: 53). Data collection methods are carried out by: 1) in-depth interviewing on radio media players, radio listeners, advertisers and media and advertising observers; 2) direct observation; and 3) documents: some internet references. The purposive sampling technique (choosing a sample that is considered the most knowledgeable of the problem) is often referred to as judgmental sampling because the researcher considers incorporating elements that are considered special from a population where researchers are looking for information (Black and Champion, 1992: 264-265). Sampling used is also a snowball effect that is developing informants.

Data analysis refers to the stages described by Miles and Huberman, including: 1) Collection of information; 2) Data reduction (data reduction); 3) Data presentation (data display); and 4) Conclusion or verification (drawing / verification conclusion. To guarantee the validity of the data to be obtained in this paper, data validity is increased by data triangulation, which is collecting the same data from different sources (Patton, 2002). thus one data will be controlled, cross-checked and compared by the

same data from different sources so that a valid conclusion will be obtained.

Chart 1. Interactive Model analysis method (Miles and Huberman, 2009: 20)



RESULT ANALYSIS AND DISCUSSION

Radio Still Exists to Advertise and Stay in Place in the Heart of the Listener As we know, television is currently the main media in delivering messages and the internet is growing very rapidly in various age groups. This situation raises various assumptions about the existence of the radio media, including the assumption that the radio's hearing slowly begins to fall. However, apparently radio broadcasts in Indonesia still have quite promising potential. Although the challenges of information technology today make radio must compete with the emergence of the new media. In fact, the number of radios in Indonesia is growing quite rapidly. In fact, according to the Chair of the Indonesian Broadcasting Commission (KPI) Yuliandre Darwis, explained that until November 2016 there were 3,056 radios that had Broadcasting Operations Permits (IPPs) either in fixed or principle broadcasts, for private radio in Indonesia. Then for radio in the form of public broadcasting institutions there are 211 and 330 community radios (<http://www.kpi.go.id/index.php/id/lihat-terkini/38-dalamnegeri/33682-menapan-masa-depan-radio-in-era-media-convergence>).

Nielsen Radio Audience Measurement as a radio measurement survey institute of +8,400 people aged 10 years and over in 11 cities in Indonesia (Jakarta, Bandung, Jogjakarta, Semarang, Surakarta, Surabaya, Denpasar, Medan, Palembang, Makassar, and Banjarmasin) notes that although the internet is growing rapidly at the moment, but that does not mean that radio audience reach is low (<http://www.nielsen.com>). Although penetration of television media (95%), outdoor media (52%), and internet (40%) is still high, radio media is still relatively good at 38% this year. This penetration rate shows that radio media still exists and has a place in the hearts of its listeners, which is heard by

around 20 million consumers in Indonesia. According to Nielsen RAM, at least listeners in Indonesia spend an average of 139 minutes per day listening to the radio. This is a pretty good growth for radio considering that in 2014 radio listeners only spent 16 hours per week listening to the radio, while increasing continuously in 2015 to 16 hours 14 minutes per week, to date it is 16 hours 18 minutes per week. One of the influencing factors is 'hearing the radio is very practical', it can be done while doing something while at home or while in the car.

The average number of radio listeners turned out to be largely contributed by Generation X with the age range of 35-49 years, where they heard the radio for more than 18 hours of the total audience. Only then followed by the Baby Boomers Generation (50-65 years) who heard radio for 17 hours 20 minutes, then Silent Generation (65 years and over) lasted 16 hours 22 minutes, Millennials (15-34 years) 15 hours 37 minutes, and Generation Z (10-14 years) who spend more than 13 hours listening to the radio each week (Mila Lubis, 2016). This shows that the time to listen to Generation X radio this year has increased from just 16 hours 18 minutes in 2014 and 17 hours 39 minutes in 2015. It can be concluded that 57% of radio listeners are future consumers who are relatively young, namely: Millennials 38%, Generation X 28%, and Generation Z 19%. Then radio listeners in the Baby Boomer Generation were 13% and Silent Generation 2%.

Along with the increase in hearing duration, advertising on radio continues to increase, especially at the time of Ramadan. In addition, the consideration of the effectiveness offered by radio as a medium that is able to reach all listeners in various levels of Indonesian society makes advertisers still choose radio as the media used to promote their products. This can mean that radio is still considered as an effective community-based media so that communication messages delivered via radio will be adjusted to the audience who are segmented and specifically designed to be adapted to the needs of the audience. Then along with the growth of the internet, this segmented radio listener also listens to the radio through more personal devices, namely mobile phones. Even though the internet is a medium that is easily accessible wherever and whenever, in reality the internet does not necessarily take over the role of radio from its listeners. Internet and radio can complement each other because most radio listeners also access the internet so that the internet can become a platform for radio to reach listeners.

Positioning Strategy to Strengthen Radio Existence Based on Nielsen RAM research presented by Mila Lubis (2016), which shows that radio is still consumed by 38% of the Indonesian population, a strategy is needed so that radio still exists and is increasingly in demand by listeners and advertisers in this new media era. It is undeniable that radio existence will continue if advertising spending from advertisers is consistently provided on the radio. The simple assumption is radio revenue optimization - especially for commercial radio stations - starting from the target and earning the audience. If the target list is achieved properly, the radio station will be searched by advertisers. Usually the listener's data from the radio station will be used as a basis for promotion, the advertiser will then buy the radio broadcast time slot in question. Listeners' data ratings are obtained through research conducted by radio stations themselves or by professional research institutions. The results of this research will be used as a basis for advertisers to choose which radio is used as an advertising medium for their products.

Usually listeners can be netted through the 'program program' offered by the radio. If the program is interesting and good, then listeners will be interested. For the radio itself, the program is intended to broadcast or air something that attracts the attention of listeners, so that it can be offered to advertisers to advertise their products. Therefore, it can be said that the choice and planning of broadcast programs for radio is the first step to capture listeners. Whereas before making a broadcast program, you should first determine the radio positioning. Positioning is an effort so that the listener will be achieved in accordance with the desired image. One of the efforts is to make the format of the program to be aired to listeners, so that the positioning and format will shape the image of the broadcasting station (Haliantara, 2015: 16-19).

Radio format management is done to provide the right demographics as expected, such as age, gender, and social economic status. The easiest radio format management can be done by making programs placed in several time segments. The most important thing in programming planning is the consideration of what level you want to achieve and how to manage the programming. Through this successful programming, brand image and reputation towards listeners will be achieved. If the listener's rating is good / high, it will have an impact on the mass circulation that is indeed sought by advertisers. Furthermore, for radio programmers themselves must understand the form of radio broadcasts as knowledge in order to determine how the messages

are implemented on listeners. In order for a persuasive communication process to occur, it is necessary to consider the ability of listeners to receive the contents of the message. Some forms of broadcast programs consist of: 1) entertainment / music broadcast programs; 2) humor program; 3) quiz program; and 4) our broadcast-based programs, such as reviews / headings, interviews, news, talk shows, features, air magazines.

Determining the format of the program variants offered by broadcast radio, in addition to considering the above, also needs to consider the consequences on the availability of broadcast material, radio, quantity of potential listeners and the quality, facilities and infrastructure of the radio, the potential prospects of advertising as a business target determined by human resources radio broadcasters / including the host (announcer), including stamina. In this new media era, it still requires strong stamina in managing radio as in the analog era. The purpose is, the need for consistency in implementing positioning and programs that are set in duration that is considered sufficient or longer. It could be that positioning and predetermined programs require a longer time than the initial prediction in generating turnover through the number of advertisers. If this happens it can be considered an investment.

In addition, in this new media era, in turn, radio managers must be aware of the current trends that technology minded and are always associated with internet-based social media. Through these media, maximized as much as possible using the internet as a medium of socialization of positioning and programs that have been determined by the radio. On the other hand, this era of new internet-based media, is also a challenge for radio studio managers to be more creative and innovative in presenting content. Otherwise, the existence of the radio will be marginalized by the attraction of internet media that is able to present all the needs of consumers. In order for broadcast radio to continue to exist, it is necessary to rearrange the business strategy because competition gets heavier. One of them is by adding streaming services, so listeners can access radio information and entertainment anytime and anywhere via the internet. Streaming radio is a solution for broadcast radio to balance the development of internet media.

CONCLUSION

Radio still exists and still has a place in the hearts of its listeners, although the penetration of television media (95%), outdoor media (52%), and the internet (40%) is still high, but radio media is still quite good

at 38% in This year. That is, the radio is still being listened to by around 20 million consumers in Indonesia. The average number of radio listeners turned out to be largely contributed by Generation X with the age range of 35-49 years, where they heard the radio for more than 18 hours of the total audience. Along with the increase in hearing duration, advertising on radio continues to increase, especially at the time of Ramadan. Then along with the growth of the internet, this segmented radio listener also listens to the radio through more personal devices, namely mobile phones. So that radio still exists and is increasingly in demand by listeners and advertisers in this new media era, a strategy is needed. The strategy is in the form of: 1) determining the positioning and radio format that will shape the image of the broadcasting station; 2) consideration of the consequences of the availability of broadcast material, radio, quantity of potential listeners as well as the quality, facilities and infrastructure of the radio, the potential prospects of advertising as business targets set by human resources radio broadcasters / including the host (announcer), including stamina; 3) addition of streaming services, so listeners can access radio information and entertainment anytime and anywhere via the internet. Streaming radio is a solution for broadcast radio to balance the development of internet media.

Reference

- Black, James A. and Dean J. Champion. (1992). Method and Issues in Social Research, terjemahan E. Koswara. Jakarta: PT. Eresco.
- Bogdan, R.C. and S.K. Biklen. (1982). Qualitative Research For Education: An Introduction to Theory and Method, Boston: Allyn and Bacon, Inc.
- Dori, Antonius Doi. (2012). Upaya - Upaya yang Dilakukan Stasiun Radio Dalam Menjaring Pemasang Iklan Kepada Pendengar (Suatu Studi Pada Pt. Radio Chakra Bhuwana Malang). *Jurnal JISIP: Jurnal Ilmu Sosial dan Ilmu Politik* Volume 1 Nomor 1.
- Jukangko, Tanhana, Harmanto. (2013). Peran Radio Suara Surabaya Sebagai Media Pendidikan Untuk Tertib Berlalu Lintas Bagi Warga Kota Surabaya. *Ejournal Kajian Moral dan Kewarganegaraan*. Volume 1 Nomor 2
- Miles, Matthew B. dan A. Michael Huberman. (1984). Qualitative Data Analysis atau Analisis Data Kualitatif, terjemahan Tjetjep Rohendi Rohidi. (2009), Jakarta: Universitas Indonesia Press.

Morisan. (2010). Periklanan Komunikasi Pemasaran Terpadu. Jakarta: Kencana Prenada Media Group.

Santosa, Sigit. (2009). Creative Advertising. Jakarta: Kompas Gramedia.

Takariani, C. Suprpti. (2013). Peluang dan Tantangan Radio Komunitas di Era Konvergensi. Jurnal Garda

(Garba Rujukan Digital), Volume 11 Nomor 1, 39.

[http://www.kpi.go.id/index.php/id/lihat-terkini/38-dalam-negeri/33682-menapan-masa depan](http://www.kpi.go.id/index.php/id/lihat-terkini/38-dalam-negeri/33682-menapan-masa-depan) -radio-in-era-media convergence

<http://www.nielsen.com>