



Multiplatform Radio: Maintaining Existence and Performing Media Functions in the Digital Age

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ABSTRACT

The pattern of public consumption of media is starting to shift to online-based platforms. Local private radio especially, has big challenges in the digital era. The focus of this study is to analyze the use of digital technology in supporting K Radio's analogue broadcasts, which is one of the local radio stations in Jember. This study uses a qualitative method with 3 data collection techniques, namely in-depth interviews, direct observation, and utilizing documents. The results showed that K Radio was quite successful in implementing media convergence to support terrestrial channels. As a news radio, K Radio also continues to carry out its function as a mass media which cannot be separated from providing information, education, entertainment and exercising social control

INTRODUCTION

The mass media or what is more commonly called the media, has played many important roles in people's lives from the past until now. As social beings, humans do not want to miss the latest information that is being discussed in their environment. The presence of the media is the easiest alternative that can be accessed by each individual to find out the latest issues. However, developments in communication technology have begun to shift the existence of conventional media in Indonesia and create new information channels that are more in demand by the public. Many dynamics have been passed in the course of every mass media in Indonesia. Starting from regulations, policies, to facing competition from time to time, including in the current digital era.

Based on the latest data in 2022, at least 7 media have said goodbye to closing their print platforms. In fact, among them were the print media that had triumphed in their golden era, namely *Republika*, *Nova*, and *Bobo Junior*. This decision adds to the long list of print media that have decided to stop producing print versions and move entirely to digital. Previously, a number of print media such as *Suara Pembaruan* and *Indopos* had already decided to stop operating in 2020. Meanwhile, the *Tempo* newspaper is determined to fully switch to the digital medium as of January 1, 2021. In the last decade, many mass media in Indonesia have not operated, not because they were banned, but because of technological developments and the impact of the Covid-19 pandemic (*Tempo*, 2021).

Furthermore, electronic media such as television are also affected by digitalization. Throughout 2022 yesterday, all analog TV broadcasts were required to fully switch to digital. The migration of terrestrial TV broadcasting from analog to digital technology has been regulated in Law Number 11 of 2020 concerning Job Creation. Namely, mandating the termination of terrestrial broadcasting using Analog Switch Off (ASO) to be carried out no later than 2 November 2022 (*Kominfo*, 2022).

Not only print or TV media, radio in Indonesia is also not immune from the threat of declining existence. In fact, this media has a big role in history, where the text of the proclamation of Indonesian independence was first disseminated via radio broadcasts. Radio is indeed known as an old mass media in Indonesia, automatically experiencing more challenges with the development of information and communication technology. Long before digitalization, the presence of television, which was like a magic box, was considered a fierce competitor. In fact, many people predict that radio will die because it loses competitiveness (*KPI*, 2022).

But apparently, the prediction was not entirely correct. Many radios are in fact still able to survive amidst the growth of television channels. Its characteristics are relatively simple, easy to reach and build closeness with its listeners, which is a strength for radio in facing its competitor. Digitization has made radio unable to adapt, finally its fans are increasingly being abandoned. Gradually, radio broadcasts began to be forgotten because of advances in communication technology that were faster, more practical, and more sophisticated in broadcasting information. Bearing in mind, the internet even has

a wider reach than conventional media, including radio (Islamy, 2020). The use of the internet has continued to increase since the beginning of its presence in Indonesia because, moreover, it has become easier and cheaper to access (KPI, 2018).

In fact, the existence of the internet can actually be an opportunity for radio managers to transform and attract a wider audience. Including developing the radio business as a mass media industry. However, there are not a few radio managers who are less able to translate technological developments in optimizing their media. In fact, some of them still choose to run the radio business the old way, which eventually makes their audience slowly switch to other platforms that are considered more suitable for the current era. Especially in the last 3 years, the Covid-19 pandemic has been a heavy blow to all sectors in the world, including Indonesia. This has exacerbated the condition of the mass media industry which is already hard enough to face technological changes and challenges of the times.

But it's not just a matter of media convergence. Another key that is no less important in running the media industry, especially radio, is content. Because in reality, radio's competitors are not only fellow mass media, both conventional and online, but also social media. Even in recent years, social media tends to be more loved by people of all ages because it is able to present very attractive and diverse formats. Social media allows each individual to become an informant and no longer limits communication to only one way. Adaptation and innovation must be carried out in a sustainable manner if radio is to exist. If radio is only a song player, then it will be inferior to digital music platforms that are currently on the rise. So, radio needs to offer a different concept that is not monotonous and more interactive.

Therefore, apart from having to fulfill all the infrastructure, human resources (HR) are also needed who are capable of adapting to current demands. Because it is not impossible that digitalization, which has been applied to television broadcasting media, will also be carried out on radio. There is no manager who can refuse technology, but making technology and digital a way to continue to develop is their individual choice.

As an auditive media, radio has a lot of homework to do in integrating the latest visual communication technologies and their equivalents. In the past, the power of radio was to present cinema in the mind or the theater of mind through the ability to process words from the dictions conveyed by the broadcaster. The level of success can be achieved by using speech styles that are not standard or formal (Sonjaya, 2022). But it's different from now, where broadcasters are also required to be able to present themselves nicely in the audio-visual version when integrating with new media. When radio chooses to enter into social media, it is no longer auditive, because broadcasters often show their form.

The use of video shows provided by social media is indeed an attractive offer for its users. Including for the benefit of various business sectors, it is very helpful and has a lot of value benefits. Visualization of broadcast activities, especially in big cities, is currently a new trend among broadcasters. In close proximity to followers on social media, this visualization becomes good content

(Sonjaya, 2022). Moreover, humans are basically visual. Humans process visual data better than any other type/shape. 90% of the information sent to the brain is visual (Binus, 2019).

Therefore, researchers are interested in conducting research on local private radio that has implemented media convergence and to know the extent of its existence in society in carrying out the role of mass media. K Radio, which is one of the local private radio stations in Jember Regency, East Java, is an interesting object for researchers because it is able to apply media convergence by utilizing visuals or known as visual radio.

LITERATURE REVIEW

Media Convergence

Media convergence is considered as a concrete form of success or technological progress in the mass media industry. When referring to the notion of the word media convergence, namely the merging of two or more separate types of mass media into an integrated whole (Burton, 2008). Media convergence results from 3 elements of new media, namely communication networks, information technology, and media content (Flew, 2002). Media convergence can also occur with the large role of economic, political and social forces so that new technologies are created. Although existing inventions and innovations are not fully adopted due to the limitations of these technologies, opportunities and economic, political and social reasons are able to encourage the presence and development of new technologies (Fiddler, 2003).

On the other hand, radio still has the responsibility to carry out its role or function as a mass media in implementing media convergence. McQuail (2011) explains that the task of the mass media in society, namely the information function, acts as a provider and conveyer of information about events and conditions in society. The mass media must have elements of certain facts or incidents that are reported, so that the public can find out about them. Then the correlation function, is to explain, interpret, and provide comments on other related events in society.

Furthermore, the function of sustainability, in the sense of the important role of the mass media in acknowledging, expressing and supporting the dominant culture and special culture in society. In fact, it is also able to develop a new culture that does not yet exist in the scope of the community itself. There is also an entertainment function, by providing pleasure for relaxation for the audience. Finally, the function of mobilization, namely the role of the mass media in disseminating information and campaigning for various things in the fields of politics, economics, religion, and various other things that are important in society.

In Indonesia itself, the function as a mass communication medium mandated by Law Number 32 of 2002 concerning broadcasting, to inform, to educate, to entertain, and social control. Broadcasting institutions are mass communication media that have an important role in social, cultural, political and economic life, have freedom and responsibility in carrying out their functions. Moreover, the radio frequency spectrum is an electromagnetic wave that is used for broadcasting and propagates through the air and space without

artificial means of delivery, is a public domain and limited natural resources (Broadcasting Law, 2022).

Media convergence has begun to be carried out by radio stations in big cities which incidentally are supported by qualified Natural Resources and Human Resources. Meanwhile, many radio stations in the regions are quite overwhelmed by technology acceleration. However, there are also radio stations in the regions that don't want to be left behind and continue to improve to present new innovations. One of them, PT Radio Suara Kartika, better known as K Radio, is located in Jember Regency, East Java. Not wanting to be outdone by capital city radio, K Radio is also actively maximizing various platforms. Starting from streaming radio, websites, to social media such as Facebook, Instagram and Youtube.

METHODOLOGY

This research is a qualitative research using the case study method. Qualitative research does not assume there is a single "truth" that is "out there" waiting to be discovered. However, it is more to assume that truth is subjective for each researcher, depending on the understanding, meaning and context attached to the research (Casell and Symon, 2004). Furthermore, according to Yin (2011), case studies are a more suitable strategy if the core of the research focuses on how or why questions. In addition, case studies are also suitable when the researcher has little opportunity to control the events to be studied, and the research focus is on contemporary or current phenomena in real-life contexts.

Researchers used 3 data collection techniques, namely in-depth interviews according to the interview guidelines that had been prepared, direct observation and utilization of relevant documents and data. The object of this research is the manager of K Radio, while the subject of this research is media convergence implemented in multiplatform radio by K Radio and its suitability as a mass media. The research location is Jalan Danau Toba Number 8 Jember. The unit of analysis taken is those who have the authority or position as a policy maker, namely the General Manager and the Implementing Manager level starting from the Broadcast Manager, Editor in Chief, and Digital, as well as broadcasting institutions.

The data analysis technique carried out consisted of several stages, starting from examination, grouping, tabulation, testing, or recombining evidence to produce empirical-based findings. The aim is to link case study research data with the concepts used. In analyzing, the researcher interprets the data in the form of words so that the meaning is obtained. Therefore, the analysis was carried out together with the data collection process and after the data was collected. In case study analysis, the pattern matching strategy is based on empirically predicted patterns. If the case study is descriptive in nature, the pattern matching will be relevant to the pattern of the specific variable that is predicted and determined prior to data collection. Researchers use pattern matching data collection techniques to compare the concepts used with the events raised. The concept used in this study is media convergence, to analyze cases of media convergence implemented in K Radio.

DISCUSSION

Transformation of K Radio as a Multiplatform Media

PT Radio Suara Kartika is actually an old radio that was founded in the 60s under the name Radio Kartika. Starting from an amateur radio owned by a Jember soldier who likes keroncong music. So at that time, Radio Kartika played mostly keroncong songs according to the wishes of the owner. Then during the New Order era, there was control over amateur radio through Government Regulation Number 50 of 1970. Which regulation stated that amateur radio had to become a commercial radio with a legal entity using medium wave (MW). At that time, Radio Kartika was one of the radios that had legal entities. Then in the last days of the New Order regime, radio had to migrate to frequency modulation (FM). Radio Kartika had experienced its heyday in that era, but with the development of the times and technology, the managers experienced difficulties in adapting. Until finally, Radio Kartika changed ownership in 2015.

With the new manager, PT Radio Suara Kartika changed the name of its broadcast to K Radio (read: Kei Redio / English spelling). The mention is considered more in line with the present and more ear catching. K does not refer to Kartika's name, but rather an acronym for Knowledge, according to K Radio's tagline, "Sound of Knowledge". Not only has the name changed, but the positioning, target audience and broadcast format have also changed completely. Radio Kartika was previously synonymous with old radio, because it played kempul kempul, dangdut, and old broadcast styles. Meanwhile, K Radio presents a younger and fresher broadcast, by only playing Indonesian and foreign pop songs. Because the target audience segment is 25-45 years old with middle to upper economic class who live in urban areas.

Targeting the millennial listener segment, K Radio also adjusts its greeting to listeners, namely Sobat K (pronounced: Sobat Kei) so that it seems closer and more intimate. Its vision is to present the most creative program content. Its mission is to serve the public with broadcasts that are of high quality, educate, entertain and be able to encourage the creation of change efforts so that all aspects of people's lives become better. This includes broadcasters who are younger and tech savvy, at least familiar with social media. This is in line with the broadcast again under the name K Radio around 2016, the use of social media has also begun to be implemented. Starting with their Facebook, Twitter and Instagram accounts, K Radio shares information about music charts and showbiz news. As well as Jember and national news that has been broadcast on the analog channel 102.9 FM, also shared via the website at www.kradiojember.com.

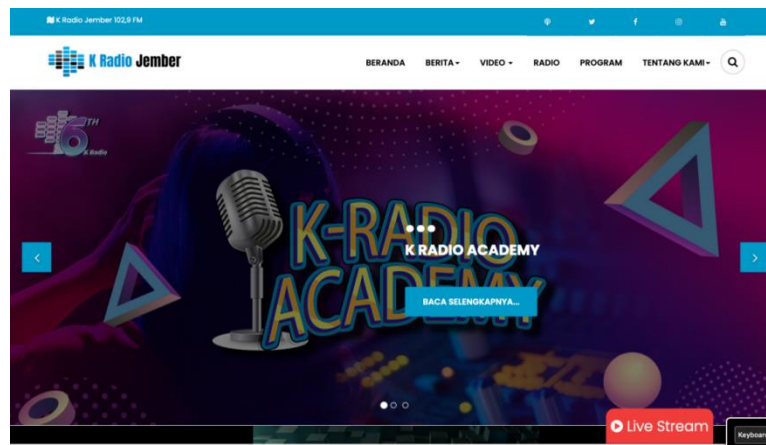


Figure 1. The Main Page of the K Radio Website

At that time, K Radio used third party services to manage social media and websites. One year running, these digital platforms have not developed much. It's just a means of media promotion and no significant progress. However, because it is relatively new to exploring the digital era and the condition of the company that is not yet independent in business, the management of K Radio only maximizes HR that are considered capable, to be assigned to manage maximizing digital platforms. By reshuffling the management ranks, from top to bottom, which is considered more capable of accelerating digital transformation. After the management reshuffle, developments have been quite positive by venturing into internet-based streaming radio. Including changing the website domain to the address www.k-radiojember.com to maximize the radio streaming features and more diverse menu choices.

In addition, K Radio carries the concept of a broadcaster as a designation for broadcasters. The philosophy is that broadcasters are interpreted as not just broadcasting, but also having to be able to do coverage in the field. The broadcasters began to be taught to cover the video version of the news. Previously only interviews in the form of audio and photo documentation. The presence of video on demand (VOD) as a result of broadcasters' coverage was then not only broadcast on existing social media, namely Instagram, Twitter and Facebook. But news videos, both hard news and soft news, are also uploaded on the YouTube channel. These high demands are also balanced with the fulfillment of the rights of its employees. In fact, broadcaster salaries at K Radio are the highest compared to other private radio stations in Jember.

In 2020, the Spotify platform is quite popular and K Radio has also created an account as a forum for talk show content that has been broadcast on analog and streaming radio channels. Unfortunately, an account called K Radio Podcast on the Spotify platform hasn't been maximized much. From the observation of researchers on January 9, 2023, only 1 content dated October 2020 was uploaded to the account. In fact, the account functions as a forum for talk shows with observers and experts in all fields to discuss various things that are hotly discussed.

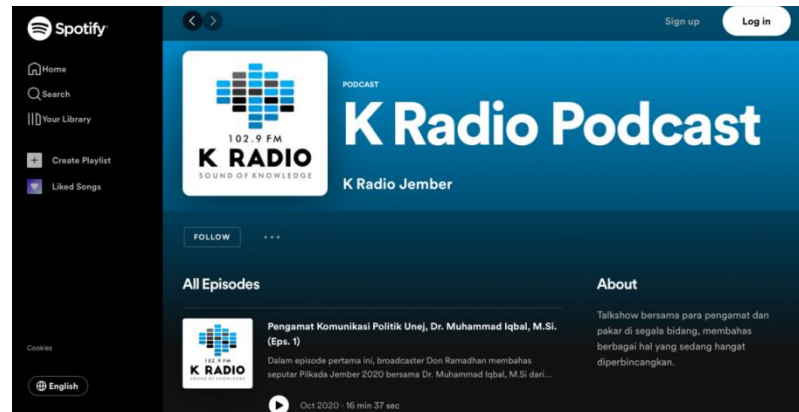


Figure 2. Number of K Radio Podcast Episodes on the Spotify Platform

Other findings from researchers, not only Spotify, but a Twitter account with the username @kradojember has also been inactive since mid-April 2022. Meanwhile, Facebook and Instagram accounts are the most active. Most of the content is news and updated information about Jember. Interspersed with tips, unique facts and other information, both in the form of videos and infographics. No less interesting, K Radio Jember's YouTube account is also quite attractive with a variety of content. Starting from talk shows with various themes, culinary references, Jember news, updated information related to moments or various tips, to live events.

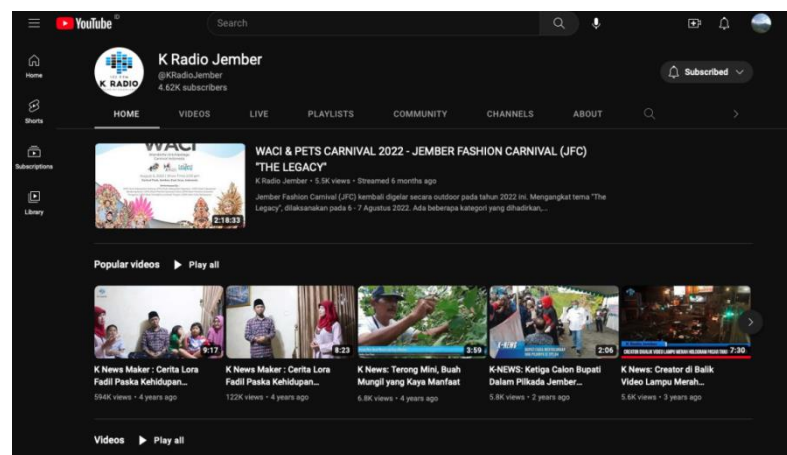


Figure 3. K Radio YouTube Channel

In terms of audio-visual quality, the content available on the YouTube account is good enough with the availability of High Definition (HD) resolution, a jump that is more than enough if you look at its main business as radio. Although there are several videos, especially live ones, the audio or video quality is not optimal. But indeed for the website, as a whole it contains complete information. There are also many menus, starting from the homepage, news, videos, radio, programs, and about us. Even though after the researcher opened each menu, there were some blanks like videos. As well as some content that hasn't been updated either in the program menu or about us. In fact, the banner on the main page of the website has also not been updated, which displays

information on last year's event. Including the charts which are also in the main menu, not updated for some time.

Even though K Radio has utilized various platforms as a form of media convergence, there are indeed a number of things that have not been optimal. Especially about content and strategies to attract audiences. This can be seen from the audience or viewers on the K Radio YouTube channel which are still minimal. On average, there are only tens to hundreds of viewers in each video with a calculation of the number of followers or subscribers reaching 4.61 thousand. Although there are also several videos with hundreds of thousands of views, they are relatively old videos. Even on K Radio's Instagram account, which has more than 12,000 followers. However, each post on average only has dozens to dozens of likes, with the number of video views reaching hundreds to thousands of viewers. The news that is shared on the website also suffers the same fate as readers, which are only tens to hundreds in each upload. Especially on Facebook, which also doesn't get much interaction from its followers. K Radio's Facebook account seems to only provide information without responding to comments made by the public.

The content presented on social media also does not promote the existence of analog radio. Researchers did not find complete information about K Radio's broadcast programs on all of its social media. Meanwhile on the website, the programs listed are old programs, some of which have even been replaced with new programs. The Digital Manager of K Radio admitted that the utilization and maintenance of various digital platforms was not optimal. Bearing in mind, the division was still very recently formed, namely in the last year. In fact, during this time, most of the HR had not really focused on digital development. However, they also have duties and responsibilities in the area of analog radio needs. Previously, those who joined the Digital Marketing Team did not have a linear background, but were more self-taught.

K Radio Became the First Visual Radio in the Horseshoe Region

Another advantage of K Radio in the use of technology is by transforming it as the first and only visual radio in the Horseshoe area (an area in the eastern part of East Java Province). Covers the eastern part of Pasuruan Regency, Probolinggo Regency, Probolinggo City, Lumajang Regency, Jember Regency, Situbondo Regency, Bondowoso Regency and Banyuwangi Regency. The concept of visual radio is different from television which is relatively very complex. This visual radio tends to be simpler by visualizing conditions in the broadcast studio in real time. In fact, there are no operators to help in the broadcast room to operate the camera or system. However, it is fully carried out by broadcasters who have previously been provided with how to operate it. This visual radio was just released by K Radio in mid-2021. This innovation is certainly welcomed by various parties and is predicted to be a new era for the rise of radio in today's all-digital era.



Figure 4. K Radio YouTube Channel

On the other hand, the change from audio broadcasts to audio visual formats is certainly a challenge for the entire K Radio team, especially broadcasters who must get used to broadcasting on conventional radio. Almost all broadcasters admit that they need time to make adjustments to visual radio. Moreover, the software used, namely OBS, is less familiar to ordinary people. In addition, their duties have increased, from previously having to prepare broadcast materials and operate mixers. Now you also have to operate the camera at several angles and the OBS software. With visualization, broadcasters must also pay attention to appearance, both from clothes to expressions or expressions so that they look 'alive' and close to listeners.

This also includes material adjustments and greetings which have now become 2 channels, namely listeners on analog/streaming radio and visual radio viewers on the website. The broadcasters admitted that it was difficult to divide their focus because their job was to operate various things in the broadcast room. During the transition period in the first 3 months, the majority of them often made technical mistakes such as forgetting to turn on or changing the camera or forgetting to activate the microphone on the mixer because they were too focused on visuals.

But this adaptation did not last long, after passing the first 3 months, broadcasters began to enjoy broadcasting audio-visually. One of the factors for the fast adaptation is because K Radio broadcasters are under 30 years old and accustomed to using technology. Even with the existence of visual radio, it allows broadcasters to explore broadcast nuances and become more attractive. This includes chit chats with broadcasters, both those on duty in the newsroom and in the field. Including inviting listeners to become active audiences providing news or information in audio-visual versions. Since the presence of visual radio, there has been a growth in active listeners participating via WhatsApp and Instagram channels. Visual radio innovation is able to be a more bargaining value compared to other radio competitors in Jember. Several clients who were previously not interested in collaborating, then became interested when they learned about the existence of visual radio.

Even though the opportunity for the presence of visual radio is quite promising from a business perspective, there are other obstacles faced by K Radio

when running it. These obstacles are not only from the side of the broadcaster who must adapt, but also the digital team in carrying out maintenance of the software system. Because digital products often experience problems and must be maintained. Meanwhile, there are no expert human resources who have been specifically assigned to carry out this task. Meanwhile, K Radio only uses third party services when problems occur. However, it does become less efficient when obstacles in radio visual occur intermittently. Another homework is the availability of image or video-based content to be aired on visual radio. So far, the K Radio production team has worked on content only in audio form to be broadcast on analog radio or streaming. So much needs to be done to visualize the various taping contents. For a year now, the digital team has come up with a short animated video that depicts K Radio's identity, or what is known as a bumper.

To prepare audio-visual-based content, of course it takes quite a long time. Especially with the minimal number of digital team personnel, only 3 people. The K Radio Broadcasting Manager also added that the line affected by this transformation was from the Music Director (MD) side. Changing the format to visual radio also requires changing the media player software to play music. Not infrequently the new software that is used now also experiences problems and quite hinders the work of the MD. Regarding the song, it becomes a task that requires a long time. So far, K Radio's song bank has been entirely in audio format. But now have to completely switch to video. Even though there are various digital platforms that provide video clips, the audio quality is not standardized. Especially for old songs released in the 80-90s which are also one of K Radio's characteristics because they are played once every hour in all broadcast programs. In fact, it is a special program on special Sundays that only plays nostalgic songs from the 80s and 90s for 3 hours.

As a temporary solution so as not to sacrifice audio quality, the audio version of the song is still played with a bumper display on the visual radio, specifically for nostalgic songs. Meanwhile, songs released in 2000 and above, can use video clips. But in practice, there are also songs from the 2000s that don't feature video clips. This is because some of the video clips contain drama such as dialogue in the middle of the song which is quite disturbing when heard only in audio. This step takes into account the comfort of listeners on analog channels or streaming radio because there are more viewers than visual radio viewers.

In terms of reporting, the Chief Editor of K Radio explained that his division relatively did not make many adjustments. Because so far the format is already based on images or videos. It's just that for taping news called Hot News, it's often on air before the image or video content is finished being produced. It's no wonder that when Hot News plays, the visuals only show a bumper, instead of a relevant image or video. Regarding direct reports or live reports from broadcasters on duty in the field, initially it was through WhatsApp video calls. Visual radio viewers can see firsthand the situation where the broadcaster is reporting in real time. However, in the last few months, after WhatsApp's privacy policy was tightened, WhatsApp video call shows can no longer be cloned on visual radio. If you use another application, the settings will

automatically change and the broadcaster, both in the field and in the studio, will have to make adjustments again.

Not to mention technical problems such as signal or network which are sometimes difficult when reporting in remote locations, disaster areas or crowded places. Though the news is very worthy and interesting to be reported as soon as possible. In order for the message to be conveyed, there is a policy for sending videos or voice notes that have previously been recorded. With a note that the distance between recording and broadcasting is not too far away. This rule also applies to big and important agendas, so that viewers of visual radio and listeners on terrestrial channels can still find updates on the ground.

As a News Radio, K Radio Executes 4 Media Functions

After the acquisition, all of K Radio's programs were completely overhauled to be more "weighty" while still adjusting to the tastes of its market segment. This also adjusts to the shift in format from previously entertainment radio to news radio. The main program is called K Perspektif which contains news and updated information mostly about Jember. Apart from being local, there is also discussion of national and international trending issues reviewed by broadcasters. K Radio has also collaborated with the national media Metro TV which relays headline news once every hour in all broadcast programs. As well as working with mediagram @aksikitaindonesia as insert content (broadcast segment) with discussions about the environment. K Radio is indeed committed to building understanding and knowledge, one of which focuses on environmental issues, such as the problem of waste, illegal logging, flooding, and other unresolved issues in Jember Regency. Including overseeing the Regional Government's policies to make Jember a better city and not neglecting civilization.

As a news radio, K Radio's broadcasts are dominated by the K Perspective program, which airs Monday - Friday. Of the total hours K Radio broadcasts on weekdays, namely 17 hours, K Perspective takes 14 hours. Divided into K Perspective Morning, Afternoon, and Night. While on Saturday - Sunday or weekend, the majority of the program presentation is music for relaxation so that listeners don't get bored. Unfortunately, the great need for this news is not matched by the number of personnel who are involved in the field. Even though it carries the broadcaster concept which means that everyone should be able to broadcast and cover news, in practice there are different portions. There are only 2 broadcasters focused on reporting to cover the entire Jember area. So that the issues that are mostly worked on are relatively centralized in urban areas. Not much has gone into the realms of suburban area problems.

However, K Radio continues to carry out its function as a mass media. Starting from conveying information about all things and events that happened in Jember, including about policies that can be used as community guidelines. In this case, K Radio cooperates with relevant policy stakeholders to convey and discuss directly with the audience the subject matter of discussion. Apart from that, broadcasters are also required to cover the latest topics in their broadcast material, which can be accompanied by a script writer on duty. The contents presented in K Radio broadcasts are also informative. Like Friends of Kabbi who

attend 3 times per day, starting Monday - Friday. Contains a discussion of words in Indonesian that are good and correct, but are rarely used in everyday conversation or are often used but are incorrect in their use which do not match the Enhanced Spelling.

K Radio also collaborates with the Jember Police Traffic Unit to report traffic in various areas of Jember in real time. Present every Monday - Friday in the morning and evening. Outside of regular hours, the Jember Police Traffic Unit or the police assigned to the Polsek in the Jember work area can also provide traffic information, especially when traffic jams or traffic diversions occur. Not only in analog broadcast or streaming format, K Radio also provides informative content on its social media. Starting from news coverage by broadcasters, tips and tricks that can be applied in everyday life, to light info presented in infographics. Various activities or other information about Jember, including posts from the community, were also shared by K Radio on Instagram and Facebook social media.

The next function is in providing education, K Radio presents talk shows and insertions by cooperating with expert sources to discuss issues that are currently being discussed. The talk show is also interactive and broadcast on a multi-platform basis which is also broadcast on the YouTube channel. The material discussed does not only focus on the problem, but also offers workable solutions. So that there are lessons that the community gets when participating in the talk show presented by K Radio. Apart from on air programs, it turns out that K Radio also has various off air events that are no less educative. Starting from the "K Radio Academy", which is a roadshow to schools and universities in the Jember area to provide training in broadcasting, public speaking, and journalism. This activity was first held in 2022 and will become a routine agenda every year. There is also the "K Radio Choice Award" which is an award for inspiring figures or activists from various sectors. The awarding was also held for the first time in 2022 and raised the theme of environmental awareness with 6 nomination categories. The event aims to appreciate environmental activists who have made a positive contribution. This includes educating and inviting the public to take an active role in managing the environment. The two off air events became a series of K Radio's 6th Birthday events which are planned to become an annual agenda.

The entertainment function is also not forgotten by K Radio as a mass media through hits of the pop genre which are played in all of its broadcast programs. The selection of these songs is adjusted to the K Radio listener segment. Some programs, especially on weekends, are mostly entertainment in nature. Even with content on K Radio's social media, light information is also present, for example, content of myths and facts with entertaining discussion and language. Not to forget, there are also off air events that are entertaining. One of them is the routine annual agenda, "Ramadan Song Festival", which is a place for singers in both Jember and East Java to show their talent in singing. This activity was first held in 2017 and was temporarily suspended in 2020 due to the Covid-19 pandemic. Then it will take place again in 2021 with a series of activities that are larger and more diverse. Apart from the singing competition, there is also a

Ramadan bazaar by cooperating with local businesses. As well as a fashion show for 2 categories, children and youth.

Lastly, the function of social supervision is also carried out by K Radio through its reports. As a mass media, K Radio maintains balance and focuses on community service. So far, K Radio has been quite successful in maintaining its independence without following intervention from any party. This can be done because all internal K Radio teams have the same understanding and vision and mission. the frequency used by K Radio and other radios is public property. So it is appropriate, the radio provides broadcasts that are beneficial to the public. Through the Info Sobat content, the public can voice complaints that are happening around them, including about public services. K Radio tries to connect the community with relevant stakeholders so that the problem is not only a complaint, but at the same time presents a problem solving. Including the multi-platform presence of K Radio on social media, it is a way for K Radio to reach people's concerns, especially millennials. K Radio is also still able to become a credible reference as a mass media in preaching or preaching an issue.

CONCLUSIONS AND RECOMMENDATIONS

Technological developments and the rapid emergence of new communication platforms cannot completely replace conventional mass media. Media convergence is a necessity for the mass media. Moreover, when the mass media is able to adapt in terms of utilizing internet-based platforms to reach their audience. Included in carrying out its 4 functions as mass media, namely providing information, education, entertainment, and carrying out social supervision. This is proven by K Radio, a local private broadcasting institution based in Jember Regency, East Java, which is increasingly existing in the digitalization era. K Radio not only broadcasts analogously on the 102.9 FM frequency, but also broadcasts via streaming which can reach a wider audience outside Jember. In addition, K Radio also innovated by releasing the first visual radio in the Horseshoe area. Visual radio offers a new experience of listening to radio which can now also be watched.

Social media is also well utilized by K Radio to reach audiences who currently prefer to spend time in cyberspace. The content presentation presented by K Radio is also fairly slick and diverse compared to its competitors. K Radio as a regional private radio is quite consistent in presenting news and information which is dominated by Jember. Carrying the concept of news radio, K Radio has also carried out its function as a mass media. So that it can be a credible medium for cross-checking various information circulating on the internet. Although on the one hand, the limited human resources in K Radio must also be an important note as evaluation material. Because as a news radio, radio must be able to be at the forefront of reporting events and other important matters thoroughly, from urban areas to suburban areas.

No less important than the news division, K Radio needs to add human resources who are experts in digital marketing. So that the existing digital platforms are not only promotional or complementary tools. But from a business perspective, it has the potential to increase K Radio's income with digital-based

multi-platform management. Thus, K Radio does not only depend on advertisements from conventional channels, but has an additional source of digital acceleration. Including the off air event division, ideally separate from HR in the on air realm so that they are more focused on targeting their respective markets. It is hoped that maximization in all lines can work together in developing K Radio to become a healthy industry and carry out its function as a mass media more optimally.

ADVANCED RESEARCH

Each study has limitations, including in this research. Both of the subjects and objects in this study focused only on 1 local private radio. Therefore, future researchers can broaden the subject and object of research about radio. The next researcher can take more cases. Or Not just a matter of media convergence, but also the overall management of radio broadcasting media organizations.

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