

The Role of RGS Wonogiri in Helping Improving Public Information Disclosure in Sendang Village

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ABSTRACT : This article examines the role of Radio Giri Swara (RGS) Wonogiri in Helping to Increase Public Information Openness (KIP) in Sendang Village, Wonogiri District. Along with the promotion of public information disclosure, radio has a strategic role to contribute to its success. Moreover, for rural areas, radio is still an effective means of conveying various public information. The method in this research article is descriptive qualitative. The results of the study stated that there are several programs that support the increase in public information disclosure in Sendang Village, namely Teropong Desa and One Hour Together. The broadcast of this event publishes a lot of information that the public needs to know and can be accessed by the public.

Keywords : radio, information, KIP, RGS

ABSTRAK : Artikel ini mengkaji tentang Peran Radio Giri Swara (RGS) Wonogiri Dalam Membantu Meningkatkan Keterbukaan Informasi Publik (KIP) di Desa Sendang, Kabupaten Wonogiri. Seiring dengan promosi keterbukaan informasi publik, radio memiliki peran strategis untuk berkontribusi dalam keberhasilannya. Apalagi untuk daerah pedesaan, radio masih menjadi sarana yang efektif untuk menyampaikan berbagai informasi publik. Metode dalam artikel penelitian ini adalah deskriptif kualitatif. Hasil penelitian menyatakan bahwa ada beberapa program yang mendukung peningkatan keterbukaan informasi publik di Desa Sendang yaitu Teropong Desa dan One Hour Together. Siaran acara ini banyak mempublikasikan informasi yang perlu diketahui publik dan dapat diakses oleh publik.

Kata kunci : radio, informasi, KIP, RGS

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PENDAHULUAN

Disclosure of public information is an important condition for development in the context of democracy and good governance. Various matters related to public information are stated in Law No. 14 of 2008. There are five purposes of the law, namely, first, the rights of citizens to know about public policy-making plans and the public-making process, public policy programs, and decision-making processes. public and public decision-making. Second, encourage public participation in the public policy-making process. Third, increasing the active role of the community in public policy making and good management of public bodies. Fourth, realizing good state administration, which is transparent, effective and efficient, accountable, and accountable. Fifth, knowing the reasons for public policies that affect the lives of many people. Sixth, develop science and educate the nation's life. Seventh, improve the management and service of information within the Public Agency to produce quality information services.

Public information disclosure requires support for the participation of all parties and also various elements (agents) including broadcast radio. Broadcast radio has potential although it is often not considered important by the community in development efforts, including those related to public information disclosure. But in reality Radio Giri Swara (RGS) has contributed to Sendang Village, Wonogiri District, Wongiri Regency which won the First Place in Public Information Openness (KIP) at the national level. In this regard, radio, especially RGS Wongiri, contributes by taking on various roles to help (promote) public information disclosure. Referring to the principle of openness in a democratic country, which requires State Administrators to open themselves to the public's right to obtain correct, honest and non-discriminatory information regarding State Administration, in accordance with Government Regulation No. obligations of the community and state administrators in a balanced manner.

Referring to Law 14 of 2008 concerning Openness of Public Information, public bodies are executive, legislative, judicial and other bodies whose main functions and duties are related to the administration of the state whose funds are partly or wholly sourced from the State Revenue and Expenditure Budget and/or the State Revenue and Expenditure Budget. Regional Expenditures, or non-governmental organizations as long as part or all of their funds are sourced from the State Revenue and Expenditure Budget and/or Regional Revenue and Expenditure Budget, public donations and/or abroad. The existence of the Act is an effort to provide legal protection for the public when exercising their rights to obtain and disseminate information about State Administrators. Freedom to exercise this right must be followed by responsibility in conveying actual events

and facts by respecting and obeying generally recognized moral rules and applicable laws and regulations.

The public has the right to submit suggestions, criticisms or complaints regarding the administration of the state which is considered not in accordance with the applicable laws and regulations. Reality in everyday life, some experiences show that suggestions, criticisms or complaints from the audience are often not responded to properly and well. The principles of good governance will not be realized without the concern of local governments to realize that so far the government has an obligation to convey information on the administration of local government to its citizens, the Government has made the Law on Public Information Disclosure and local governments have made local government regulations on public information disclosure. . However, at present, it is suspected that there are still many local governments that dominate in the process of policy making, development planning, budgeting, public services and the management of regional resources and assets. Meanwhile, the access of community members is increasingly limited, because the process of administering local government still prioritizes the "patron-client" style between the bureaucratic elite in the government and those who want to take advantage of various policies and local resources for the benefit of individuals and their groups. Meanwhile, community members are only involved in the early stages of program planning as a way to seek support and legitimacy, while in the later process, it is very difficult for community members to be able to know and or monitor various policy products and their implementation.

Structural conditions built by local governments like this will hinder the realization of real active and substantive participation from community members. The existence of a government will not be sufficient only through the recognition of juridical legality without the acknowledgment and active participation of its citizens. The government of Wonogiri Regency is one of the regencies in the Surakarta Residency area of Central Java. The Wonogiri Regency Government is trying to encourage its region to support the disclosure of public information. One of the villages that has seen progress in public information disclosure is Sendang Village, Wonogiri District. Sendang Village won the best ranking in the Appreciation for Implementation of Public Information Openness at the Village Level. The village which is the location of the Gajah Mungkur Wonogiri Reservoir managed to beat nine other villages in the National level awarding event. The award was handed over directly by the Head of the Central Information Commission Gede Narayana and received directly by the Village Head of Sendang Sukanto, at the Nusantara Hall ICE BSD, South Tangerang, Banten, Tuesday, September 28, 2021, to coincide with the peak of the

commemoration of Right to Know Day (RTKD/Right to Know Day).) worldwide.

Sendang Village is a village located in Wonogiri District, Wonogiri Regency. This village is bordered by Gajah Mungkur Reservoir in the east, state forest in the west, Gumiwang Lor Village, Wuryantoro District in the west and Wuryorejo Village, Wonogiri District in the north. The area of Sendang Village is 866,092 hectares, consisting of 378.90 hectares of dry land, 131.70 hectares of rainfed rice fields, 97.092 hectares of residential areas, 181.60 hectares of conversion forest and 76.79 hectares of others. This village consists of 12 hamlets. The natural condition of this village includes a mountainous or highland topography area with an altitude of + 621 DPL (Above Sea Level). Rainfall 200-300 mm/t with 6 months of rain. The average temperature is around 290 C. The soil condition of Sendang Village is bumpy.

Dissemination of public information disclosure is increasingly widespread, one of which is the role of Radio Giri Swara (RGS) as a local public broadcasting institution (LPPL). RGS as a broadcasting media The Government of Wonogiri Regency takes various steps so that public information disclosure reaches the public more quickly. RGS, which is under the Wonogiri Communication and Information Office (Diskominfo), has created several programs that serve as a means for socialization to all elements of society in the form of talk shows. Among them are Sesarengan Mbangun Wonogiri, Closer Together, and One Hour Together. Through these prepared and designed events, the Wonogiri Regency Government through the RGS continues to socialize the importance of public information disclosure. For the Sesarengan Mbangun Wonogiri talk show with the Regent of Wonogiri, Joko Sutopo

Based on the explanation above, the problem in this research is the need for continuous socialization to the public so that public information disclosure can truly be realized in all public bodies. One way that can be done is by maximizing the role of local public broadcasting radio (LPPL) Radio Giri Swara. Emphasizing information about what is conveyed or disseminated, the nature or character of the message as chosen as the style of delivering information and what cultural values are used as an appeal to the community.

TINJAUAN PUSTAKA

In this research article, the theory used to see how Giri Swara Radio plays a role in supporting efforts to increase public information disclosure are the normative media theory and the agenda setting theory. MA Fajartono's research entitled the role of LPPL Radio Suara Blambangan FM Banyuwangi Regency as a Media for Public Information Disclosure. Unair focuses on discussing the role of radio which was previously the Regional Government Special Radio (RKPD). Law number 32 of 2002 concerning Broadcasting brings the spirit of the concept

of broadcasting in democracy that the government is prohibited from controlling broadcasting institutions. Thus, a new concept was introduced, called an independent and neutral Public Broadcasting Institution oriented to the public interest. On the other hand, Law number 14 of 2008 concerning Public Information Disclosure protects the public's right to obtain information.

The thesis researcher is interested in examining the role of LPPL Radio Suara Blambangan FM as a medium for public information disclosure. The thesis uses a constructivist paradigm with a qualitative approach. This is because the researcher wants to conduct an in-depth analysis of the research subject so that it can produce an in-depth understanding of the research problem so that it can produce an in-depth understanding of the research problem. Data mining was carried out using observation, in-depth interviews and document studies as well as triangulation. The researcher uses media political economy theory in conducting the analysis up to reporting the research results. The Local Public Broadcasting Institution (LPPL) Radio Suara Blambangan FM is faced with institutional problems, human resources, and broadcast programs in carrying out its role as a medium for public information disclosure. The way to overcome this problem is to establish a definitive Supervisory Board. If institutional independence is not realized, it will threaten the public sphere because local public broadcasting institutions as public spaces must be free from government intervention, so that public problems can be discussed rationally.

In addition, research on public information disclosure and the role of radio has been carried out in several previous studies. In this research article, the agenda setting theory is used. Walter Lippman introduced the agenda setting theory through the concept of "The world Outside and The Picture is our head". This theory was also coined by Professors of Journalism, Maxwell McCombs and Donald Shaw, whose slogan is "we judge as important what the media judge as important. Something is considered important if the mass media considers it important, and vice versa does not become important if the mass media does not consider it important."

There are functions that operate in the agenda setting theory of mass media, namely, first, the media agenda through highlighting issues; second, the public agenda, attitudes or public opinion on an issue; third, the policy agenda as a form of government response to the development of an issue. Radio is a periodic mass communication medium that has the ability to reach a wide audience at the same time. (86) The nature of direct broadcasting is that a broadcast message can be carried out without going through a complicated process. Broadcast radio knows no distance and obstacles. (79) Radio broadcasting media is considered more democratic and radio audiences as a society can participate through programs broadcast by radio broadcasting. In

classical democratic theory, it is stated that broadcasting media is to provide information, ideas and debates on important issues of society that are disseminated through democratic public spaces. Several programs broadcast by radio broadcasters have fulfilled the theory of democracy in broadcasting media, namely that it is possible for the public to participate widely in public life and the public interest.

The basis of this interest is emphasized by the Law of the Republic of Indonesia No. 14 of 2008 concerning Openness of Public Information, namely that information is a basic need of every person for personal development and social environment and is an important part of national security. The right to obtain information is a human right and the disclosure of public information is one of the important characteristics of a democratic country that upholds the sovereignty of the people to realize good state administration. In addition, the management of public information is one of the efforts to develop the information society. Information programs are all types of broadcasts whose purpose is to provide additional knowledge (information) to the audience. The attraction of this program is information, and that information is "sold" to the audience. Thus, information programs are not only news programs where presenters or broadcasters read the news but all forms of information presentation, including talk shows, for example interviews with artists, famous people or with anyone (218-219).

Normative theory is the idea of rights and responsibilities about how ideally the press or media should be. The difficulty is that the media in a free society, for the most part, have an obligation to carry out positive goals that have been set and take them for granted. Dennis Mc. Quail in his book *Mass Communication Theory* (1987), among others, explains that communication media, in this case the mass media, have functions for society. McQuail suggests the functions of the mass media, namely; Giver of information, giver of personal identity, means of integration and social interaction, and means of entertainment (Denis McQuail, 2000). Curran in Pawito (2012: 17-18), explains that the mass media (especially the press) can play three main functions in an effort to develop democracy. The three intended functions include the information function, the representation function and the function to help realize the common goals of the community.

METODOLOGI

Referring to the formulation of the problem and the objectives to be achieved, this type of research uses a descriptive qualitative research type. The reason for using qualitative research is that it starts based on the assumption of the ontology philosophy of the nature of reality, drawn in the context of this research. For the case study approach, as formulated by Yin (2008: 1), which is a

method that refers to research that has elements of how and why in the main research questions and examines contemporary (present) problems and the lack of opportunities for researchers to control events or events. the case studied. As a research strategy, it is used in many situations to contribute from our knowledge of individuals, groups, organizations, social, political and all related phenomena.

A case study is an empirical inquiry that investigates a phenomenon in a real-life context, when the boundaries between phenomenon and context are not clearly visible and where multiple sources are used. (Yin, 2008:18). According to Yin, case studies are divided into single cases and multiple cases. This research uses multiple case case studies because public information disclosure is an obligation that needs to be done and radio has a role in it.

RESULTS

The results of the study stated that there are programs that support the increase in public information disclosure in Sendang Village, namely a one-hour talk show together. The success of Sendang Village in initiating RGS to create a program for broadcasting Teropong Desa. The broadcast of this event publishes a lot of information that the public needs to know and can be accessed by the public. The role of RGS is still strategic to convey information and educate the public. Especially considering the geographical conditions in Wonogiri Regency, which is wide and consists of mountains and forests. RGS also plays an important role in increasing public information disclosure in Sendang Village in particular. Wonogiri Regency, geographically, is located between 7o32' to 8o15' south latitude (LS) and between 110o41' to 111o18' east longitude (BT) with an area of approximately 182,236.02 hectares or 5.59% of the province's total area. Central Java with a coastline of 7.6 km.

Administratively, the Wonogiri Regency has regional boundaries, namely in the east with Ponorogo Regency, Magetan Regency and Pacitan Regency, all three of which are the territory of East Java Province; to the south by the Indonesian Ocean, to the west by the Province of the Special Region of Yogyakarta, to the north by Karanganyar Regency and Sukoharjo Regency. Dissemination of public information disclosure is increasingly widespread, one of which is the role of Radio Giri Swara (RGS) as a local public broadcasting institution (LPPL). RGS as a broadcasting media The Government of Wonogiri Regency takes various steps so that public information disclosure reaches the public more quickly.

RGS, which is under the Ministry of Communication and Information (Diskominfo) Wonogiri, has created several programs that serve as a means for socialization to all elements of society in the form of talk shows. Among them are

Sesarengan Mbangun Wonogiri, Closer Together, and One Hour Together. Through these prepared and designed events, the Wonogiri Regency Government through the RGS continues to socialize the importance of public information disclosure. For the Sesarengan Mbangun Wonogiri talk show with the Regent of Wonogiri, Joko Sutopo.

PEMBAHASAN

Radio Giri Swara (RGS) is a Local Public Broadcasting Institution (LPPL). RGS used to be better known as the Regional Government Broadcasting Radio (RSPD) Wonogiri. RGS broadcasts on the FM band frequency of 94 MHz. as the only radio owned by the Wonogiri Regency Government. RGS was broadcast from the studio on Jalan Letjen S Parman Number: 74 Wonokarto Village, Wonogiri District and Regency. The purpose and objective of the establishment of the Wonogiri Regency LPPL is to provide a balance in obtaining healthy information, education, culture and entertainment for the community, as well as as a social control and adhesive by always being oriented to the interests of the entire community.

Public information disclosure management is interrelated with other systems at Diskominfo, among others, with public communication, statistical data, and providing data management through informatics management. At Diskominfo, as the main OPD, it manages information and data centrally at Diskominfo and is assisted by the auxiliary PPID in each OPD. Regarding the disclosure of public information, when the data is available, there are many ways to convey it to the public. Namely, through the website, social media. and the main one through RGS. So that they are interrelated and one management for public information disclosure. The elements in the KIP are data, managers and paths to deliver.

The submission of data that has been opened through the channels in the previous several channels is managed by coordination in each section. PPID is mainly to manage informatics, namely through the website and data management. Meanwhile, when it has been collected, the socialization can be done through social media and through RGS radio as a public communication institution. RGS is used optimally to convey matters related to policies and regarding information regarding regulations that are needed and sought by the public. "For example, if there are listeners who are looking for information, it can be conveyed by Radio Giri Swara, what can be downloaded here. Now, this is mutual coordination in the delivery of public information. (Interview with Head of Diskominfo)

Local Public Broadcasting Radio (RPPL) requires content to be delivered to the public. The content must be carefully structured because the information conveyed by the RPPL is the voice of the government. The portion of information in the government should be more. However, it does not deny that radio requires

entertainment or entertainment programs. This balance in program planning must be careful, that's why in the Department of Communication and Information there is a field of public communication and the field of statistics, information and public communication. The two fields unite the program to be delivered, the innovations used and how to communicate with all OPD so that they can fill in content that is beneficial to the community. The information is conveyed according to the needs of the community.

Radio has its own segment in conveying public information. The government must guarantee the truth of the information submitted, so that the source of the news must be filtered, from the beginning the source of the news must be submitted. These efforts are made to minimize errors in the delivery of information. In this era of more complex public communication, Diskominfo is tasked with preventing hoaxes. One of the functions of RPPL is how to filter, filter and convey the correct one. Diskominfo is also responsible for the information submitted at RGS. Every time there is hoax news, Diskominfo tries to input the correct news to straighten it out. The information is then properly managed and submitted by RGS and can be accessed on the website. To account for it, Diskominfo has a digital footprint.

Radio plays an important role, RPPL especially plays an important role in conveying the right things and balancing the right information and what is needed by the community. RPPL has a listening community that can be a means for communication. The packaging of conveying information is sometimes wrapped in music broadcasts because it will be more relevant. The community's need is updated information. The radio can be updated at any time to convey the information needed and at any time realtime. So that whatever information is available and updates are immediately conveyed by the broadcaster. Information can come from newspapers, our website or information from OPD. Broadcasters at RGS are trying to upgrade themselves to convey information related to KIP properly and not contain hoaxes. Broadcasters communicate with PPID. Efforts to upgrade the radio is not easy due to budget constraints. But with the available facilities, such as internet facilities, it helps to develop information. Efforts to improve the quality of broadcasters are carried out through openness at Diskominfo. Leaders are open to communicating with anyone, regardless of distance and time. Efforts for personal development are given as widely as possible such as school or further education, webinars and others. Communication is carried out with OPD and with agencies vertically. These steps are able to improve personal communication, ultimately increasing the capacity of RGS, both as a broadcaster and as a manager of RGS itself.

There are two sides of RPPL, namely part of government and social attitude as business, half business and half formal. In its presence, the presence of

entertainment cannot be separated from radio. So, publishers need to be good at conveying correctly without being patronizing. RGS needs to continue to innovate and be creative to package the broadcast programs needed by the community with good communication with listeners. So, there is interactive communication. For example, talk shows to explore and find out more about what listeners need.

Teropong Desa in the disclosure of public information at the village level plays an important role in realizing good, participatory village governance so that the village is more advanced, strong and independent. And one hour program together. The communication factor in an implementation has an important role in determining the success of each program implementation. From the process of delivering information, the media used, to the extent to which the contents of the policy can be conveyed properly to the expected targets and objectives, we collaborate with those who will educate and provide socialization through the media of Radio Giri Swara. especially during the current pandemic, the transformation and digitization of information is an important key to support the disclosure of public information and Alhamdulillah the response of the relevant parties is very high so that Giri Swara Radio has a very important role, especially as a guard for delivering information. Everything is prepared to minimize obstacles, so the team must be solid .

The inhibiting factor experienced by LPPL Giri Swara in the dissemination of public policy messages during broadcasts encountered problems in terms of technical problems, such as when or when conveying government policy messages to the public suddenly the transmitter went down or the computer used suddenly went into trouble and died. electricity. The village government of Sendang made Village Regulation No. 14 of 2020 concerning KIP, Perkades No. 9 of 2020 concerning KIP and forming a PPID (Information and Documentation Management Officer) with SK Kades No. 16 of 2019 and updated with SK No. 28 of 2021. These efforts were made to support Openness of Public Information in the Village spring.

The Sendang Village Government utilizes Giri Swara Radio to convey public information to the public. The village government uses all lines to convey information to the community, both through face-to-face meetings (village level meetings to RT level), through village social media (FB, IG, Web, Twitter, Youtube) and also through broadcast programs on Radio Giri Swara. The Sendang Village Government encouraged the Information Management and Documentation Officer Team in Sendang Village to listen to programs on Giri Swara radio. Currently digitalization is developing rapidly, RGS is one of the media that accommodates all levels of society (both IT literate and traditional people), either through live radio or live streaming YouTube (multi-platform).

The Sendang Village Government with RGS in improving KIP is a form of synergy between the Sendang Village Government and RGS, namely by holding a broadcast with the Village Binoculars program. This is a village media to convey to the outside world about the potential of the village. In our opinion, Giri Swara Radio has a significant role in efforts to increase Public Information Openness in Sendang Village. Through the Desa Teropong Program, for example, we can share the program to all levels of RT so that community members can find out the development of their own village and the potential of other villages that can be applied in Sendang village, for example: community cooperation, Children's Study Hours, and others. (Interview with Sendang Village Head, Sukamto). Influencing factors in increasing Public Information Disclosure in Sendang Village. First, the intention and determination to realize openness; Second, regulations that support the transparency process; Third, commitment from policy makers to convey information correctly, accurately, quickly and cheaply/without cost. The Sendang Village apparatus often participates in the RGS broadcast program through YouTube and Facebook live streaming in particular. The Sendang Village Apparatus considers that the RGS broadcast is very useful for increasing public information disclosure, because the core of openness is the availability of information and data needed by the public quickly, accurately and free of cost.

In addition to broadcast materials that support KIP, RGS broadcasters have mastered the points of information disclosure in guiding their broadcast programs. This can also be seen by the number of community members who join during the live chat program. Radio announcer Giri Swara is quite informative, masters the subject matter, is very communicative and objective. The broadcasters are quite interesting, with a distinctive style and language that is easily accepted by all levels of society, quite entertaining and the information conveyed well. We can receive RGS broadcasts well. Very clear and the content of the broadcast is always updated on the latest topics. (Interview with SID Team, Agung). The SID Sendang team has synergized with Radio Giri Swara in conveying public information. They were invited to the Binocular Village event related to the success of Sendang Village as the 1st Winner of the National Level in the 2021 Public Information Openness event.

RGS must frequently convey public information through its broadcast programs. This effort will increase public confidence in the performance of a public agency and of course the public's right to obtain information can be fulfilled. The existing broadcast program formats such as the one-hour talk show together, Teropong Desa are good. There are interactive programs with viewers/listeners so that there is really good communication with people who need information and entertainment. RGS must always innovate to increase public satisfaction with the required information services. In addition to the points above, the presence of the

Regent and important resource persons greatly influenced the listeners of RGS. Because, with the presence of the number one person as the regional head, of course, all information is highly anticipated by the community, especially the latest policies that must be known by the community, such as work programs, program implementation and so on. Diskominfo through PPID provides materials whose content is for socialization to the public. PPID's role is to bridge officials with the public on how to convey existing information. PPID's efforts are more about giving advice to Regional Apparatus Organizations (OPD).

Diskominfo seeks to maximize PPID. PPID is both the main PPID in the district and the PPID in the OPD to be able to introduce their OPD, the profiles of public bodies through the RGS so that they are better known by the public. Then, to the introduction of public information disclosure. Must distinguish between news and public information. News is information. While public information is information that is created and compiled and received by public bodies. So the point is, what is clear in terms of the delivery of public information that we have conveyed is still limited to things that are socializing. Public information must be communicated to the public. RGS as government radio can be used as a channel for conveying information. Here, there are three kinds of information conveyed through RGS, namely, first, periodic information. This type of information is information that without being asked to be published. Examples of this type of information are submission of permits, special programs. Second, information immediately.

This information is very urgent to convey because it risks harming the community. For example, information about pandemics, disasters, road damage, bridge damage. Third, information at any time. Information that can be submitted at any time. The Head of Information for Communication and Information, Prabaningrum, said that not all information can be conveyed to the public because public information is related to government documents. "So usually what we can do through RGS is socialization, notification, announcement or introduction, so we think it's socialization of these programs." (Purbaningrum Interview). To increase the role of RGS, in order to encourage KIP in Wonogiri Regency, there must be a commitment from regional leaders to those involved in RGS itself. The Regent of Wonogiri, Joko Sutopo, directed RGS to develop millennial listeners. Content must be millennial. Diskominfo responded by committing to develop RGS. One of the factors that hinder the development of RGS is the pursuit of technology that is developing so rapidly. When RGS comes streaming, broadcasting is increasingly widespread with Youtube TV. For example, the announcer should be seen talking like on TV. For this reason, RGS HR staff need to understand the technology and that takes time. It was time to catch up with technology. Diskominfo Wonogiri seeks to catch up with existing gaps by adjusting capabilities and situations. At the

Central Java level, the RPPL in Wonogiri on an apple to apple basis can still compete.

Radio broadcasters who are at the forefront need to make strategic efforts to attract listeners. Among them are looking for the latest news / information (Up to date), a playlist that is not boring, determining an interesting angle. The more interesting the angle you take, the more interested the listener will be. Moreover, supported by a fresh and fresh nature. In addition, the topics discussed are always interesting and related to life. "...also by inserting stories that are relevant to the topic of discussion because this will make the atmosphere of the event more lively. choose a story / experience that has been experienced by several people but try not to offend one party so that it can be understood by the audience. A story will make it easier to establish an emotional connection with the audience so that it will be more effective in conveying a message." (Interview with Broadcaster, Kikin). Broadcasters need to know their audience in order to adapt. Although the essence of the message is the same, the delivery of content to adults is different when compared to teenagers, both in style, packaging and method.

Broadcasters must know various matters relating to public information. Namely information that is created, stored, managed, sent, and/or received by a public agency related to the organizers and administration of the state and/or the organizers and administration of other public bodies in accordance with the law. All public bodies must be ready to make improvements, innovate and transform, so that they are able to provide information quickly, safely, accurately, cheaply and easily in order to support the quality of public services. The steps for improvement and innovation are part of a dynamic and sustainable process according to the development needs of the community and government. There is information that must be announced or known to the public, there is also information that is excluded is confidential and cannot be accessed by the public.

Taking into account the important role of radio in the process of disseminating information, radio broadcasts must have a social function, which can be an educational tool, a lighting tool and an entertainment tool. emotional and psychological as well as in terms of time duration. Public agencies are also expected to be motivated to carry out their obligations to convey information to the public. This is because the commitment to public information disclosure is part of the institutional accountability of all public bodies to the people. In creating broadcast content, it is necessary to have a different or unique main idea, unusual and focus on the material to be conveyed. Listeners tend to remember the material presented in unique ways.

In radio broadcasts, the presence of important figures such as the Regent or competent resource persons is a highly expected narrative when listeners listen to the program. This is because the public does not need to try to meet them at work,

but simply listening to the radio will get the answers/information they need. There is a distinct satisfaction from the listeners. Disclosure of information provides opportunities for the people to participate in various public policies, as well as can encourage the creation of clean and good governance because the government and public agencies are required to provide complete information about what they do in an open, transparent and accountable manner. As a public radio, it really needs attention in terms of existence, so that the contents of its broadcast programs are aimed at the needs of the public and even in the present era radio must move forward because the future of radio is multi-standard and multi-platform information, and this must be strived to keep listeners interested. listen to RGS with live fb and youtube.

KESIMPULAN DAN REKOMENDASI

Radio still chooses a strategic role to convey information to the public, especially for people in rural areas whose geographical distance is time-consuming and costly. As is the case with RGS in Wonogiri Regency which has contributed to socializing and publishing various information through information programs. One of them is a talk show. The talkshow introduced the existence of Sendang Village to the wider community by presenting the Village Head, PPID, BPD. RGS as the Local Public Broadcasting Institution (LPPL) fully supports Sendang Village in conveying public information. Among them are the financial management of the APBDesa, village potential and the management of Bumdes.

The village binoculars presented resource persons from the village head and his apparatus. In the broadcast program, the community can obtain information related to the village's potential and the duration of Teropong Desa is one hour every second Tuesday of the week from 10.00-11.00 This event accesses all listeners. Usually village officials and local communities access the program. The Teropong Desa program was inspired by the success of Sendang Village as the Best Village Nominee in the Management of Public Information Disclosure at the National level in 2021. Thus, making RGS open an opportunity for all villages to convey potential and information that can be accessed by the public. Take advantage of opportunities for wider dissemination and publication of each village.

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