

## Broadcast Strategy of “Klinik 24” Program on Radio Geronimo 106.1 FM

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### ABSTRACT

Radio is an auditory medium (it can only be heard), but it is cheap, popular, and can be brought or listened to anywhere. Radio serves as a medium of expression, communication, information, education, and entertainment. The KLINIK 24 program was created to present information about trending beauty tips, trends and innovations in lifestyle, and health to listeners in the Geronimo FM segment. The material discussed in the program is about health in the form of physical, facial, internal medicine, psychology and much more about Health which is discussed in the KLINIK 24 program. This study uses a descriptive qualitative approach. Data collection techniques using observation, interviews, documentation, and literature review. The theory used to analyze is the theory of Susan Tyler Eastman's strategy. The results of this study indicate that the broadcasting strategy used by the KLINIK 24 program is a mass attracting strategy.

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## **INTRODUCTION**

Globalization drives the rapid development of technology and the Internet at various social levels throughout the world. Currently, information technology has the greatest impact on human activities.

The increasing density of social mobility has an impact on lifestyle. The internet cannot be separated from everyday life. It is not only used for communication, but also for purchasing goods, arranging transportation, running a business and creating works of art. In this modern era, there are many mass media that can receive information easily (Mayasari et al., 2019). One of them is radio media. Radio is a one-way mass media whose role is to convey messages, namely news, information and entertainment to the wider community. Radio has undergone a relatively long development process before mass communication media such as today are formed. The development of radio into mass media is growing in several countries. Starting with the United States using development in 1906. Since then radio in the United States has begun to experience rapid development. Radio continues to develop in several countries, including England, France, the Soviet Union, Japan and the PRC.

Radio has become a mass media that can be relied upon, is quite effective for conveying messages, and remains in demand even though there are many other media. As time progresses, the number of radio listeners continues to increase and radio continues to survive the times. The several advantages that radio has, also make this media much sought after by the public and also interesting to listen to. Radio has become a mass media that is quite reliable, quite effective in conveying messages, and remains in demand even though there are many other media. As time progresses, radio listeners continue to increase and radio continues to survive the times (Masduki, 2001). Radio initially had broad segmentation, but now many radio stations are narrowing themselves down from segmentation. Starting from several competitions in narrowing radio segmentation, each radio station has its own characteristics according to its segmentation. One radio that does not have wide segmentation and still has special programs, which are rarely found on other radio stations and does not have wide segmentation, is Geronimo FM radio.

Geronimo FM is a radio that was founded in 1971. Radio Geronimo FM is the first radio with an FM frequency format in Yogyakarta, managed with a Top 40 format which is not only a barometer of music, but also presents various information about the world of entertainment, arts, culture and style. live young people by not abandoning local content, especially the Special Region of Yogyakarta.

Geronimo FM Radio has a segment as youth radio, Geronimo FM actively manages and provides a forum for the youth community. Geronimo FM is always innovative in managing the radio business and always broadens its horizons and improves the quality of its human resources so that it can maintain the satisfaction of listeners and work partners.

Geronimo FM's target market is listeners aged 16-25 years. The general target is educated young people or those currently studying. But it doesn't close to young executives who like and are very loyal to Geronimo FM programs.

With a target market of mostly young people. Not only presenting programs with Top 40 songs, Geronimo FM is also aware that young people rarely care about their health. For this reason, Geronimo FM has special programs for health, beauty and lifestyle which are packaged in a relaxed manner and delivered in a youthful style.

Health is a vital aspect that requires consideration in order to function optimally.

Maintaining health is important and must be paid attention to. However, public awareness of health is still low (Researchdikti et al., 2020). The health, beauty and lifestyle program is KLINIK 24. The program is in the format of a live on air talk show which discusses health, beauty and lifestyle. Listeners will get information about beauty tips, trends and innovations in health lifestyle, as well as about dental health, facial body, skincare and much more that can be discussed by inviting guests from various sources who are experts in their fields. This program will cover it thoroughly, packaged in a relaxed and fun manner. The advantage of the KLINIK 24 Program compared to other programs is that this program has different discussions from other programs. If other programs discuss traffic, foreign news, celebrities or general discussions like other competing radio stations, the KLINIK 24 program discusses health, lifestyle, which are rarely discussed in other programs and are presented with speakers who valid.

To attract young people's interest in listening to the radio, especially the KLINIK 24 program, Geronimo FM has a broadcasting strategy that will be studied by researchers. This program is interesting to research, because Geronimo FM is a youth radio, apart from presenting current programs, it also does not forget to present special programs on health, healthy lifestyle and beauty which are packaged in the style of young people. With Geronimo FM radio broadcast coverage covering the Yogyakarta area and surrounding areas, as well as streaming facilities that can be accessed from throughout the world, Geronimo FM always tries to provide the best for its listeners. Geronimo FM can also be accessed via YouTube, Instagram, Twitter, Facebook and applications for listening to streaming which can be downloaded via Playstore and App Store.

## **LITERATURE REVIEW**

The success of radio programs largely depends on the strategies adopted to attract and retain listeners (McMahon, 2021). This section reviews the relevant literature on broadcast strategies, focusing on audience analysis, content creation, time slot management, and cross-platform promotion. Additionally, the review incorporates relevant communication theories such as Uses and Gratifications, Agenda-Setting, and Cultivation Theory, which provide a theoretical framework for understanding the impact of the Klinik 24 program on its audience.

Effective radio broadcasting begins with a comprehensive understanding of the target audience (Katz, 2022). According to Cingi, et.al., (2023) audience analysis is crucial for tailoring content that resonates with listeners' preferences

and needs. In the context of Radio Geronimo's Klinik 24, understanding the demographics, psychographics, and media consumption habits of the target audience is essential for creating relevant and engaging content.

Content is the cornerstone of any radio program. León, (2023) emphasizes the importance of crafting content that not only informs but also entertains and engages the audience. The Klinik 24 program, which focuses on health communication, must deliver content that is not only accurate but also accessible and relatable to its audience. This aligns with the Uses and Gratifications Theory, which suggests that audiences actively seek out media content that fulfills their specific needs (Ha, 2020).

The timing of a radio program plays a critical role in its success. Laor (2022) shows that the optimal scheduling of programs can maximize audience reach. For a program like Klinik 24, selecting a time slot that aligns with when the target audience is most likely to listen is crucial. This could mean airing during morning or evening hours when listeners are commuting or unwinding after a long day.

In today's media landscape, cross-platform promotion is an integral part of a successful broadcast strategy. Utilizing social media, mobile apps, and websites to promote radio content can significantly enhance audience engagement and program reach (Laor, 2022). The Klinik 24 program could benefit from promoting its episodes on social media platforms, encouraging listener interaction, and extending the conversation beyond the traditional radio format.

The Uses and Gratifications Theory posits that audiences are active participants in media consumption, selecting media based on their needs and desires (Katz et al., 1973). This theory is particularly relevant to the Klinik 24 program, as it suggests that listeners tune in to satisfy specific needs such as acquiring health information, entertainment, or social interaction. The program's success can be linked to how well it meets these needs.

The Agenda-Setting Theory, proposed by McCombs and Shaw (1972), argues that media can influence the public agenda by highlighting certain issues. In the context of Klinik 24, this theory can be applied to understand how the program potentially shapes public perception of health issues. By consistently covering specific health topics, Klinik 24 could influence its audience's views on what health issues are most important.

Cultivation Theory, developed by (Gerbner, et, al., 1986), suggests that long-term exposure to media content can shape an audience's perception of reality. For the Klinik 24 program, this theory might explain how regular listeners develop attitudes toward health and wellness based on the information presented in the show.

Interactive programming, where listeners can participate via telephone-ins or social media, has become increasingly popular in modern radio (Laor, 2022). The Klinik 24 program could leverage this by incorporating real-time listener questions or feedback, making the show more dynamic and responsive to audience needs.

Radio Geronimo's Klinik 24 is an example of niche programming,

targeting a specific audience interested in health-related content. Niche programming allows radio stations to differentiate themselves in a crowded media market by offering specialized content that meets the needs of a particular segment of the audience.

The literature on broadcast strategies highlights the importance of understanding the target audience, creating relevant content, managing time slots effectively, and leveraging cross-platform promotion. Theories such as Uses and Gratifications, Agenda-Setting, and Cultivation provide valuable insights into how radio programs like Klinik 24 can influence and engage their audience. By adopting these strategies and understanding the theoretical frameworks, Radio Geronimo can optimize the impact of the Klinik 24 program, ensuring it remains a vital resource for its listeners.

## **METHODOLOGY**

This research was conducted using a qualitative methodology. According to Bogdan and Taylor, qualitative methodology is defined as a research procedure that presents descriptive data from written words or from the people or actors observed. A qualitative approach is used to reveal the descriptive power of information about what they do, feel and experience regarding the focus of the research. This method places more emphasis on observing phenomena and researching more into the substance of the meaning of these phenomena (Hasdiana, 2018).

This research can be classified as descriptive qualitative research because it describes what data exists along with the current situation. This type of research describes the citations as they are without any manipulation of the results studied regarding the broadcasting strategy for the KLINIK 24 program on Geronimo 106.1 FM. The subjects of this research are the announcer in charge of preparing and running the event program, especially the "KLINIK 24" program, namely Prita and the Program Director who is responsible for implementing it and planning program broadcast in radio.

Researchers interviewed Leila Karlina as Program Director at Geronimo FM. The location used as a research source is Geronimo 106.1 FM radio whose address is JL. Gayam (Bung Tardjo) No. 24 Yogyakarta. The aim of this research is to determine the broadcasting strategy for the KLINIK 24 program on Geronimo 106.1 FM radio.

Researchers use appropriate descriptions for case study research approaches with qualitative methods. This approach will allow researchers to explore real life and systems that have certain time and space constraints. By collecting data in detail and in depth, this research can detail the context and complexity of the phenomenon being studied. Data collection techniques are the most strategic step in research because the aim of the research is to obtain data. In research data collection techniques using observation data, interviews, documentation and literature reviews. Data collection techniques are the most strategic step in research because the aim of the research is to obtain data. In the following research data collection techniques were used (Salim & Syahrudin, 2012).

## RESEARCH RESULT

### *Event Program "KLINIK 24"*

The "KLINIK 24" program is a live on air talk show program which is broadcast live or taped (recorded). Every Sunday, 15.00 – 16.00. Duration for 60 minutes discussing health and beauty. The reason why the KLINIK 24 program was created was to present information about beauty tips, trends and innovations in lifestyle, and health that are currently trending to listeners in the Geronimo FM segment. The choice of program name was based on the street number of the Geronimo FM studio, namely number 24. In the researcher's interview, according to the program director of Geronimo FM, the KLINIK 24 program was a legacy program from the early days when Geronimo radio was created, because in the past Geronimo FM had an announcer with a doctor's degree, named Doctor Didot . The event program also brings in speakers who have valid identities in their fields by thoroughly discussing a friend in a relaxed and fun way.(Director GeronimoFM, 2021). As time goes by, the generation of Geronimo FM broadcasters continues to change. Radio Geronimo has attracted popular doctors from the city of Yogyakarta to become broadcasters at KLINIK 24 and currently the KLINIK 24 program is presented by a regular broadcaster named Prita with valid sources from the Health sector who Geronimo has invited to collaborate with. The KLINIK 24 program is one of Geronimo FM's programs which is still maintained today, especially during the pandemic. As stated by Ella, program director of Geronimo FM.

*"...Klinik 24 itu adalah program yang malah masih kita pertahankan di pandemi ini gitu, karena memang ada beberapa program khusus atau special program yang kita hilangkan. Terutama yang mendatangkan tamu gitu. Karena pandemi ini kan agak riskan ketika kita mendatangkan tamu banyak, nanti takutnya tamunya ketularan atau tamunya membawa virus dari luar. Cuman untuk kesehatan ini memang kita tetap pertahankan untuk mengedukasi Kanca Muda karena penting sekali pandemi ini awareness soal kesehatan ke Kanca Muda itu terus-terusan kita klasih, apalagi kadang-kadang kemarin di awal-awal pandemi banyak informasi yang salah..."<sup>10</sup>*

(Karlina, 2021).

*"...Klinik 24 is a program that we are still maintaining during this pandemic, because there are several special programs that we have eliminated. Especially those who bring guests like that. Because of this pandemic, it's a bit risky when we bring in a lot of guests, we're afraid the guests will get infected or the guests will bring the virus from outside. But for health purposes, we are continuing to educate young Kanca because it is very important in this pandemic that we continue to educate young Kanca about health awareness, especially sometimes yesterday at the beginning of the pandemic there was a lot of wrong information..."<sup>10</sup>*

(Karlina, 2021).

### **"KLINIK 24" Event Program Strategy**

As a broadcast media, Radio Geronimo FM carries out a strategy in every broadcast, especially KLINIK 24 broadcasts. The content of the KLINIK 24 program talk show broadcasts discusses health which is trendy and can be accepted by young people. The topics presented are those that are being widely

discussed and are the latest issues. It could be about physical health, internal illness or mental psychology. The material is presented in a relaxed and fun manner to listeners.

*“Untuk narasumber sendiri tentunya kalau misalnya masalah kesehatan, bener sih kayak yang diomongin itukan memang kita tidak bisa sembarangan, karena itu bisa kayak nge- lead people’s opinion. Terus juga akhirnya salah-salah bisa jadi kayak false truth gituloh, jadi kita entar kalo misalnya siaran memberikan informasi yang kurang bener, akhirnya orang percaya itu juga ga bagus juga. Makanya untuk narasumber sendiri, kita biasanya adalah mengundang yang memang orang ahli di bidangnya terutama untuk masalah kesehatan. Kita biasanya mengundang dokter. Entah itu dokter dari instansi seperti rumah sakit, ataupun dia punya praktek pribadi. Seperti itu.” 12*

(Prita, 2021).

*“For the resource person himself, of course, if for example there is a health problem, it's true, like what was said, we can't be careless, because that could be like leading people's opinion. Then, in the end, mistakes can turn out to be like false truths, so for example, if a broadcast provides information that is not true, in the end people believe that it's not good either. That's why for the resource persons themselves, we usually invite people who are experts in their fields, especially on health issues. We usually invite a doctor. Whether it's a doctor from an agency such as a hospital, or he has a private practice. Like that.” 12*

(Pritchard, 2021)

According to the program director's explanation, to attract old and new listeners, Geronimo FM also invites the collaboration of popular doctors in Yogyakarta or who are currently in Yogyakarta to become resource persons on the program. With the presence of hit doctors, these doctors have the attraction of listeners to stay tuned, and their followers also automatically listen because the source definitely invites their followers to listen to their chat. Apart from that, a way to build connections and invite resource persons is to offer cooperation, broadcasters or Geronimo FM employees invite acquaintances or friends who are valid doctors to help become resource persons in the KLINIK 24 program.

Apart from that, to retain listeners, Geronimo FM radio also uses social media to interact with listeners. Such as uploading a poster on Geronimo FM's social media one day before the program broadcast time, inviting listener interaction by creating a question column on the Instagram story and making an announcement during the broadcast that listeners can ask questions directly on Geronimo FM's WhatsApp.

*“... pendengarnya sekarang pun masih cukup aktif, cuman ini bergeser nih platformnya di media sosial. Karena kita pun sekarang kan ga cuman apa ya kayak di radio doang secara analog, tapi kita juga bergeser barengan nih menyiarkannya secara analog terus kemudian via sosial media juga, biasanya ini juga via sosial media tamu kita.” 13*

(Prita, 2021)

*“... the listeners are still quite active now, it's just that the platform has shifted to social media. "Because now we don't just do what we do on the radio in analog, but*

*we also shift together, broadcasting it analog and then via social media too, usually this is also via our guests' social media."* 13

(Pritchard, 2021)

To get enthusiastic listeners and add new listeners, it is not uncommon for the KLINIK 24 program to hold quizzes with prizes, the result of collaboration with clients from marketing. For example, a quiz with prizes of medical check-up vouchers resulting from collaboration with the Pramita Yogyakarta clinic for the first five question givers from listeners during the program.

Geronimo FM's program director invites collaboration with health agencies in Yogyakarta and popular doctors to attract new listeners and make talk show discussions more interesting and broad. Apart from that, the program director also chose to play songs that were more relaxed and relaxed because the content of the program discussion was too heavy. The program announcer presented songs that were easy listening and hits for listeners during the break segment so that listeners felt comfortable and remained entertained while listening. While listening on the road they don't get bored listening to the talk show program format. Apart from that, a suitable playlist makes listeners stick around to listen to the program.

## **DISCUSSION**

### ***Conformity Strategy***

Scheduling strategies take advantage of the fact that programs can be timed according to what people do throughout their daily cycle. So the programs presented need to adapt to the conditions and habits of the listeners. This strategy includes several things, including suitability of scheduling, selection of program type, and the main problem of listeners' needs. 16 The concept of the KLINIK 24 program is a live on-air talk show that discusses health, beauty, trends and lifestyle segmented by Geronimo FM which is broadcast every Sunday, at three in the afternoon. Even though the program discusses health and Geronimo FM has a youth segment, the program presents themes that are the latest issues among young people.

The underlying basis for broadcast time placement is a very important decision. When the program concept and target audience have been determined, then what is the best time for the program to air. Of course, the placement of broadcast times is based on the needs of listeners and the program division tries to make their programs according to the daily rotation of what most target listeners/people do.(Eastman, 1985). The KLINIK 24 program is scheduled every Sunday and broadcast at three in the afternoon. For one hour every weekend, Geronimo FM listeners are presented with information about health whose themes are suitable for young people, can be varied, such as those that are widely discussed in society and are the latest issues. Apart from that, according to Leila Karlina as Program Director of Geronimo FM, KLINIK 24 is scheduled at that hour and day due to changes in the mapping of special programs such as health-themed programs, charts, films, Korea, which have also been moved to weekends.

*"... kalo sekarang di hari minggu jam 3 sore, kalau dulu itu memang tersebar di jam 4 sore setiap harinya. Saya lupa Klinik 24 itu dulu hari apa ya, kalo ga hari minggu apa hari selasa gitu, dulu ya waktu itu. Tapi terus akhirnya beberapa program khusus dipindah di hari minggu semuanya."*

(Karlina, 2021)

*"... now on Sundays at 3 pm, in the past it was spread at 4 pm every day. I forget what day Clinic 24 used to be, if not Sunday or Tuesday, it used to be that time. But in the end, several special programs were all moved to Sundays."*

(Karlina, 2021)

So, strategies for placing time and scheduling broadcasts are needed as a support so that the programs presented are increasingly known and looked forward to by listeners. The KLINIK 24 program is broadcast at the weekend, when young people are starting to rest after enjoying their Sunday. In accordance with this strategy, Geronimo FM adjusts the broadcast hours to the program that will be presented, because the program is in a talk show format which presents more chats than songs, requiring good hearing and good time to digest the chat topics presented. The program was broadcast at three in the afternoon because several special programs broadcast on weekdays were moved to Sundays/weekends, and at that time is the time when many listeners are relaxing and resting after enjoying a holiday or when listeners are traveling home.

### ***Habit Formation***

The habit formation in question is forming the listener's habit of listening which results from program scheduling through precise and careful predictions. It is very important to present event programs regularly and always at the same time and in the same time period. In carrying out a custom content strategy, programs and songs are made as attractive as possible to attract and retain listeners. The habit-forming strategy in the KLINIK 24 program uses inserts/ID's and social media to promote the program. And the schedule is a reference for broadcasters when broadcasting a program so that listeners get used to the program's broadcast flow. Researchers observed that when the broadcaster was broadcasting the program, after the advertisement finished and entered segments 1, 2, 3 and 4, the broadcaster always mentioned the program he was presenting along with the theme being discussed and the source at that time.

In other programs, there is an insert/ID's KLINIK 24 presentation in between advertising segments that are played in other programs so that listeners who are not used to listening on Sundays at three in the afternoon, know that there is a health program at that time and it attracts a wider audience. Apart from on-air, to form listeners' habits, they also use social media, such as making e-posters and uploading them two days before the broadcast day, so that listeners who follow Geronimo's social media know that this program exists and are interested in listening to the KLINIK 24 program.

Insert/ID's created by Geronimo FM can be inserted in all programs owned by Geronimo FM. There are many inserts presented, not only KLINIK 24 program inserts, but also other special and Primetime programs. These inserts/IDs contain program information on Geronimo FM which is packaged in an interesting way, including comedy, information and others. For the themes discussed every week, as stated by Prita as the broadcaster of the KLINIK 24 Program, they also attract valid sources and also doctors who are currently popular in the community.

*"...jadi kita entar kalo misalnya siaran memberikan informasi yang kurang bener, akhirnya orang percaya itu juga ga bagus juga. Makanya untuk narasumber sendiri, kita biasanya adalah mengundang yang memang orang ahli di bidangnya terutama untuk masalah kesehatan. Kita biasanya mengundang dokter. Entah itu dokter dari instansi seperti rumah sakit, ataupun dia punya praktek pribadi.18 (Prita, 2021).*

*"...so we expect that if, for example, a broadcast provides information that is not correct, in the end people will believe that it is not good either. That's why for the resource persons themselves, we usually invite people who are experts in their fields, especially on health issues. We usually invite a doctor. Whether it's a doctor from an agency such as a hospital, or he has a private practice.18(Prita, 2021).*

#### ***Listener Flow Control Strategy (Control Of Audience Flow)***

This strategy is used to maximize the number of listeners flowing from one program to the next, and minimize listeners having to switch to a competing station's channel or stop listening to a broadcast.(Eastman, 1985).

In Morissan's theory, the monitoring and evaluation process determines how far plans and goals can be achieved or realized by a broadcasting station, department and employees. Periodic evaluation activities for each individual and management, supervision is carried out by looking at measurable work results and performance. Leila Karlina explained how to monitor ongoing program evaluation(Morrisan, 2018).

*"Untuk kita program director akan diskusi dengan produser program dan host, kira-kira saat ini tuh seperti apa format yang cukup diterima oleh Kanca Muda atau pendengarnya kita gitu. Jadi kita akan lihat apakah dengan format tersebut akan diterima dengan baik gitu dan kita juga akan lihat responnya seperti apa... Kadang-kadang memang kita harus meng-evaluasi gitu. Mungkin Temanya terlalu berat yang bikin Kanca Muda "duh paan sih!" gitu. jadi kadang-kadang kita harus berusaha mencari tema yang tentang seringan mungkin gitu, yang relate dengan Kanca Muda supaya mereka tertarik mendengarkan Klinik 24 yang kalo ngomongin kesehatan tuh identiknya sama serius ya". (Karlina, 2021).*

*"For us, the program director will discuss with the program producer and host, at this time, what kind of format is acceptable for Kanca Muda or our listeners. So we will see whether this format will be well received and we will also see what the response is like... Sometimes we have to evaluate that. Maybe the theme is too heavy which makes Young Kanca "oh what the hell!" like that. "So sometimes we have to try to find a theme that is as light as possible, that is related to young*

*people so that they are interested in listening to Klinik 24, which when talking about health is synonymous with being serious."*  
(Karlina, 2021).

Supervision is carried out so that they know whether the listeners are interested in the theme. The program director also ensures that there is no repetition of material with different sources and the same packaging. Apart from discussions, the program director also monitors Geronimo FM's social media to find out how interested listeners are in the themes presented. Because the clinic 24 announcer also uses social media such as Instagram Questions to give listeners space to ask questions to the resource person. Also with WhatsApp Messenger as a forum for listeners to ask about themes conveyed via chat. By monitoring social media, how many listeners respond to Instagram questions and WhatsApp chats can measure how interested listeners are in listening to KLINIK 24 and the themes presented in the program. Supervision is needed to prove whether the program broadcast is in accordance with the planning that has been determined, and whether the program theme can be accepted by listeners. If there is a problem or error, Geronimo will evaluate it and then correct it.

#### ***Strategy for Saving Program Resources (Conservation of Program Resources)***

The storage of program resources in question is so that the program can be used again at some point, of course with a different presentation. The availability of materials and other resources to support the program must be really taken into account because broadcast hours are continuously according to schedule by repackaging the program material with different approaches and methods of presentation. As stated by Leila Karlina as Program Director of Geronimo FM, KLINIK 24 is one of the programs that has been maintained since Geronimo was founded.

*"kadang-kadang tema itu pasti berulang. Kalau dalam sebulan biasanya lebih mudah dikontrol. Karena host pasti tahu tema-tema dalam satu bulan gitu. Tapi bisa jadi perulangan di bulan kedua atau bulan keempat atau bulan keenam. Karena permasalahan kesehatan itu berputarnya kesitu-situ aja atau tergantung dari mungkin ada berita hits. Misalnya lagi hits ngomongin penyakit apa gitu. Jadi bisa jadi itu akan diangkat lagi, diobrolin lagi di Klinik 24 lagi-lagi untuk meluruskan informasi yang salah untuk mengedukasi Kanca Muda juga".*  
(Karlina, 2021)

*"Sometimes the theme definitely repeats itself. If it's within a month it's usually easier to control. Because the host definitely knows the themes of the month. But it could be a recurrence in the second month or fourth month or sixth month. Because health problems just go from side to side or depend on what news there might be. For example, there are hits talking about what kind of disease it is. "So it could be that it will be brought up again, discussed again at Clinic 24 again to correct wrong information to educate Kanca Muda too."*  
(Karlina, 2021)

Because health programs are very important and you have to be careful in delivering the material, broadcasters sometimes repeat the same theme but still use different packaging, either live on-air or tapping (recording) which is

recorded and produced before the day of the broadcast. . For this strategy, the program director records every time the program is running, and stores it in the production section so that it can be used at any time. With this strategy, if at any time something undesirable occurs, the program broadcast can still run by playing the previous recording that has been selected by the program director and listeners who have been waiting will not be disappointed. Apart from that, if obstacles can be avoided the broadcaster uses the tapping method (recording) which is produced before the broadcast day and the recording is played during program time so that the program continues to run.

### ***Mass Appeal Strategy***

This strategy is very important to pay attention to because broadcasting stations gain profits by attracting the attention of listeners as much as possible. By packaging broadcast programs that are as interesting as possible and suit the needs of listeners. Because not all listeners have the same needs, differences in interests and things that listeners like must be taken into account by broadcast radio. In the KLINIK 24 program, to attract listeners and retain listeners, the program director and announcer invite resource persons from doctors or health agencies in Yogyakarta. By bringing in sources from outside, you can bring the sources' followers to listen to the KLINIK 24 program.

*"kemudian tentunya dari koneksi si narasumber juga. Kan kadang-kadang itu kan ada dari koneksinya si narasumber ini mungkin belum tahu sama sekali tentang Geronimo misalnya. Nah itu ketika si narasumber akhirnya bergabung dengan siaran Klinik 24, otomatis kan dia akan melakukan promosi sosial media juga nih. Nah dari situ orang-orang yang sebelumnya mungkin belum tahu sama sekali ataupun ya pernah dengar ataupun sekilas tahu aja jadi kayak menggaet, mereka-mereka ini yang bener-bener mungkin backgroundnya belum tahu sama sekali dan sebagainya tadi itu jadi aware. Jadi dapet nih brand awareness nya dari ketika kita mengundang si narasumber ini sendiri." 23*

(Prita, 2021)

*"Then of course it also comes from the source's connections. Sometimes it comes from the source's connections, maybe he doesn't know anything about Geronimo, for example. So, when the source finally joins the Klinik 24 broadcast, he will automatically carry out social media promotions Also, from there, people who previously perhaps didn't know at all or had heard of it or only had a glimpse of it became like it was interesting, these people who really might not have known at all and so on became aware. So You get brand awareness from when we invite the resource person himself." 23*

(Prita, 2021)

By inviting health agencies, sponsor collaboration can also hold quizzes for listeners that can attract the masses.

*"Kalau untuk menggaet pendengar baru dengan tetap mempertahankan pendengar yang sudah ada itu biasanya macem- macem sih, apa lagi sekarang kita punya kayak sosmedia yang oke sih, selain radio. Itu lebih ke kita bener-bener memanfaatkan sosial media itu pasti. Karenakan disitu pun juga target audiensnya bercampur nih, dari rentang usia sekian sampai sekian gitu yang sesuai dengan target market si radio ini sendiri"24*

(Prita, 2021)

*"To attract new listeners while still retaining existing listeners, there are usually various kinds, especially now that we have good social media, apart from radio. It's more about us really making use of social media, that's for sure. "Because there the target audience is also mixed, from this age range to that which is in accordance with the target market of this radio itself" 24*

(Prita, 2021)

Based on the interview with KLINIK 24 Broadcaster above, apart from this strategy, social media also plays an important role in radio. Utilizing social media to publish broadcast themes on posters, uploaded by Geronimo FM and resource persons can add to and remind the audience to listen to the program.

*"...kita akhirnya sebagai suatu media yang mencoba untuk menjawab kemajuan teknologi itu. Akhirnya pun kita menggunakan dua alam, secara analog dan juga secara digital. Nah itu responnya sih yang paling besar selama ini memang lewat sosial media, platform digitalnya. Karena memang mau ga mau rata-rata kalau kondisi sekarang kan radio itu masih eksis, cuman untuk radio ini secara berdiri sendiri tanpa bantuan platform digital pendukungnya, orang jaman sekarang mah dengerin radio paling di mobil, jarang orang sekarang punya radio analog. ... Itu kenapa pendengar radio sekarang itu masih cukup banyak bisa dibilang. Cuman mereka mostly pendengar pasif." 25*

(Prita, 2021)

*"...we are finally a media that is trying to respond to technological advances. Finally, we use two realms, analog and digital. Well, the biggest response so far has been through social media, digital platforms. Because whether we like it or not, in the current situation, radio still exists, but for this radio as a stand-alone without the help of a supporting digital platform, people nowadays mostly listen to the radio in their cars, rarely do people now have analog radios. ... That's why you could say there are still quite a lot of radio listeners nowadays. It's just that they are mostly passive listeners." 25*

(Prita, 2021)

The internet has also helped radio survive to this day. As stated by the broadcaster KLINIK 24, the existence of social media and digital platforms can help attract the masses to listen to radio. With this strategy, bringing in valid and popular doctors, creating quizzes with prizes, using social media and messengers to interact with listeners can attract listeners to keep listening to the KLINIK 24 program and attract new listeners.

## **CONCLUSIONS AND RECOMMENDATIONS**

### ***Conclusions***

From the results of research and discussion in the previous chapter using interview, observation and documentation methods carried out by researchers. So the author came to the conclusion of the thesis "strategy for broadcasting the KLINIK 24 program on Geronimo FM radio in retaining broadcasters". The KLINIK 24 program uses several strategies to retain listeners. The strategy used is in accordance with Susan Tyler Eastman's five stages, namely, first, Compatibility Strategy, by carrying out scheduling conformity. Scheduling is

made according to the target audience. The broadcast schedule at three o'clock in the afternoon was chosen because it is the time when people are resting after carrying out their routine on Sundays, and students are working on their assignments for tomorrow. The broadcast style was chosen with a talk show format because it is more effective when discussing health with valid and interactive sources. Second, the Habit Formation Strategy, namely by creating inserts/ID's which are played widely in other Geronimo FM programs, to get attention and remind listeners to listen to the KLINIK 24 program according to their schedule. Third, Listener Flow Control Strategy, namely, in order to maximize the number of listeners flowing from one program to the next and minimize Geronimo FM listeners switching to other stations. This strategy is carried out through monitoring and evaluation which the Geronimo FM program director implements periodically to find out listener responses and things that need to be improved in the program. Fourth, the strategy for storing program resources (Conservation of Program Resources), so that the program can be used again at some time and with a different presentation. By repackaging the material, you can use different sources, different approaches and methods of presentation. And also by recording while the program is running so that it can be played back when conditions are urgent. Fifth, Mass Appeal Strategy, to get the listener's attention. In this way, Geronimo FM invites the collaboration of hit doctors or agencies in Yogyakarta to become resource persons and also collaborate to hold quizzes for listeners. Apart from that, use social media to interact with listeners. Of the five Susan Tyler Eastman strategies above, the mass attraction strategy is the strategy implemented in the KLINIK 24 program. Namely by bringing in popular doctors and inviting collaboration with health agencies in Yogyakarta to become resource persons and sponsor quizzes. By collaborating, the material presented can be very diverse and valid in delivery, listeners can also believe in the material presented because there are valid sources. So, this strategy can be effective in attracting new listeners and retaining listeners.

### ***Recommendations***

Based on the literature review and theoretical analysis, the following recommendations are proposed for enhancing the broadcast strategy of the Klinik 24 program on Radio Geronimo 106.1 FM:

#### ***a. Enhanced Audience Segmentation***

Conduct more detailed audience segmentation studies to better understand the demographics, interests, and media consumption habits of listeners. This could involve surveys, focus groups, and data analytics to tailor the program more effectively to the needs and preferences of different audience segments.

#### ***b. Interactive Engagement***

Increase the interactivity of the Klinik 24 program by incorporating more real-time listener participation. This could include live phone-ins, social media interactions, and online polls during the show. Enhancing interactivity will not

only increase audience engagement but also provide immediate feedback on the program's content.

*c. Cross-Platform Expansion*

Expand the program's reach by actively promoting Klinik 24 on various digital platforms such as social media, podcasts, and a dedicated website. This multi-platform approach can help attract new listeners and retain existing ones by making the content more accessible and convenient.

*d. Strategic Time Slot Optimization*

Reassess the current time slot of Klinik 24 to ensure it aligns with peak listening times for the target audience. If necessary, experiment with different time slots and monitor audience response to identify the most effective broadcasting time.

## **ADVANCED RESEARCH**

### *Limitations of the Research*

Despite the comprehensive approach, this research has several limitations that should be acknowledged:

#### *Limited Scope of Theories*

The research predominantly focuses on three major communication theories: Uses and Gratifications, Agenda-Setting, and Cultivation Theory. While these theories provide valuable insights, they may not fully capture all the dynamics of radio broadcasting. Future research could explore additional theories such as Diffusion of Innovations or Social Cognitive Theory to gain a more holistic understanding.

#### *Geographical and Cultural Constraints*

The findings of this research are primarily based on the context of Radio Geronimo in a specific geographical location. Cultural differences and regional variations in media consumption habits might limit the generalizability of these findings to other contexts. Future research could compare the effectiveness of broadcast strategies across different regions and cultures.

#### *Limited Empirical Data*

This research is largely theoretical and relies on existing literature. There is a lack of primary data, such as listener feedback, ratings, or audience surveys, which could provide a more empirical basis for the recommendations. Future researchers should consider conducting empirical studies to validate the effectiveness of the proposed strategies.

#### *Directions for Future Research*

To address the limitations mentioned above and to contribute further to the field, future researchers should consider the following directions:

### ***Empirical Validation of Theories***

Conduct empirical studies to test the applicability of the recommended theories and strategies in different broadcasting contexts. This could involve case studies, audience surveys, and listener analytics to gather data on the effectiveness of various broadcast strategies.

### ***Cross-Cultural and Comparative Studies***

Explore how broadcast strategies vary across different cultures and geographical regions. Comparative studies between different radio stations, both locally and internationally, could provide valuable insights into best practices and innovative approaches.

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