



The Existence of Local Public Broadcasting Institutions Radio Irama FM Amid Digital Transformation in Public Information Distribution

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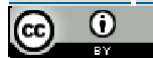
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ABSTRACT

The aim of the research is to describe and analyze the existence of the local public broadcasting institution Radio Irama FM in the midst of digital transformation in the distribution of public information. The type of research used in this research is descriptive qualitative. Based on the results of the study it can be concluded that 1) indicators of organizational goals have been determined at the local public broadcasting institution Irama FM radio, to achieve existence in the midst of a rapidly growing digitalization stream; 2) this leadership is a character possessed by each leader which will have a direct impact on the existence and progress of an organization. The pattern of relationship between superiors and subordinates will affect harmonization and create a sense of kinship in an organization. 3) at LPPL Radio Irama FM there is a clear organizational structure for the division of labor, although in some time there has been a change in leadership. This is an innovative effort to maintain the existence of LPPL Radio Irama FM amidst the current digital transformation. 4) The responsibility has been firmly held by all employees at LPPL Radio Irama FM to maintain existence in the midst of the digitalization era, even though there are still obstacles that arise in the field.

INTRODUCTION

Broadcasting is explained in Law No. 32 of 2022, which is defined as a series of messages or messages in the form of images, sounds, or images and sounds, also in other forms in the form of characters, graphics, which can be interactive or non-interactive, then received by broadcast receiving devices directly. , on the other hand, broadcasting or what is called broadcasting has a definition as a form of dissemination/dissemination of broadcasting activities, with means of transmission and broadcasting covering sea, land and space areas using radio signals (frequency spectrum) in the form of which is in the form of electromagnetic waves in the process of spreading through cables, air or other media, with the aim of being able to be utilized and obtained by the public simultaneously through broadcast receiving devices. In general, the broadcast process is the use of electronic mass media to convey messages to the public, in essence the Radio Station is used as a place or means of providing news regarding the design and results of regional government activity programs so that they can be received by the people in a particular area, as a form of relationship between the community and the government in regional development. There is an important point regarding broadcasting as a means of making government services more efficient and effective. Basically, in a broadcasting system, especially those related to the public, all communities can provide feedback or input, in the form of criticism, suggestions and hopes, to stakeholders in the regions, so that the existence of local public broadcasting in the regions can build good and mutual relations. provide benefits between the government and society. (Utami 2016: 2).

As a form of support for regional autonomy policies, it is very important to create innovative public/mass communication networks that can be used as a means and media to bridge two-way information needs between the government and the community. Especially for areas that have a wide geographical area and a large population. Local Public Broadcasting Institution (LPPL) Radio which is at the regional government level plays a role as a distributor of information in the fields of entertainment, education, health, politics and other things that are beneficial to the surrounding community, apart from that LPPL is also very intensive in informing about activities. culture that exists in an area. Local Public Broadcasting Institutions represent regional governments in distributing information. The existence of a radio public information broadcasting institution really needs to be maintained and maintained in the era of development of communication systems and information technology which are adapted to the dynamics of each region.

Radio Irama FM is one of the local public broadcasting stations in Purworejo Regency whose existence is starting to decline due to the very rapid development of digital technology. In fact, the mission of local community broadcasting radio Irama FM is very necessary to provide public information services regarding the development of local government, especially Purworejo Regency. Information is the key to change, especially through the media.

In the implementation of local public broadcasts, Radio Irama FM has various obstacles, namely limited human resources, in this case the need for

transmission improvements, as well as new programs and songs so that they can keep up with current developments. Another problem is the lack of optimal facilities and infrastructure to support information services: 88.5 Hz radio transmission is needed to compete in an era where radio is no longer the public's media of choice. replaced by social media and cyber media. Radio content needs to be packaged well if listeners want to keep listening. Apart from that, the third problem is the involvement of the regional government, in this case the Indonesian Regional Broadcasting Commission, Purworejo Regency, which has not been optimal. Irama FM Radio must be able to serve all segments in order to become a radio that can share information about all activity programs in Purworejo Regency.

LITERATURE REVIEW

Existence

According to Save M. Dagon (1997), the most important and important concept of existence in a person's social life is the condition or existence of the person himself. Existence can be interpreted as something 6, which assumes that human existence is not static, but is always changing. This means that humans always move from possibility to reality. This process will change, if it is possible today, tomorrow it will become a reality. Because the people have freedom, all development movements rely on the people themselves. Being means having the courage to make decisions that determine one's life. Therefore, if we do not dare to act, then we do not exist in the true sense (quoted by Yuliana, 2014).

According to the Big Indonesian Dictionary, existence is existence, a presence that contains elements of survival. Existence is the existence of a visible form, the existence of an object that differentiates one object from other objects. For a social organization, its existence is very important so that it can be felt in its environment and ultimately influence the community around it. According to Zaenal, existence is a dynamic process, becoming or existing. This is in accordance with the origin of the word itself which means to come out, overcome or conquer. Thus, its existence is not rigid and stagnant, but rather flexible or supple and experiences development or, conversely, decline, depending on the ability to realize its potential (Prameswari: 2015).

Organizational / Institutional Theory

Experts explain many definitions of social organizations. According to experts, there are several definitions of organization:

1. Stoner said that an organization is a model of human relations through groups where people work under the direction of superiors to achieve common goals.
2. James D. Mooney states that an organization is a form of association of people to achieve a common goal.
3. Chester I. Bernard believes that an organization is a cooperative system consisting of two or more people.

4. Stephen P. Robbins states that organizations are consciously coordinated social units with relatively identifiable boundaries that continually work toward a common goal or group of goals.

This organization has several principles, namely:

1. That the organization must have clear goals, this is something that the organization absolutely must have, wherever the organization wants to achieve, the organization must have a clear mission and vision, so that it is not left behind in the middle. road.
2. The fact that there must be management is essential for the organization to function under proper coordination, direction and control.
3. The need for division of labor is important, because the organization consists of different member structures within it and each member has their own duties.
4. The organization must have responsibility, the organization is responsible for all elements within it, not only the responsibility of the president/leader, but is a collective responsibility (Depoky in Pramesti 2015).

Public Information

Information is the result of data processing, but not all results of processing can become information, the results of data processing that do not provide meaning and importance and are not useful for a person, are not information for that person (Deni Darmawan and Kunkun Nur Fauzi 2013:2). Information is an interpretation of information, so it has meaning because it has been processed. Good information is information that contains values and standards. Correct (valid and authentic) official information can be used as a decision-making tool to reduce uncertainty and prevent the emergence of obstacles. So the information is not just raw data which is then simply transferred. However, you have to handle, process and filter what is good, right and what needs to be communicated to certain parties. Public administration officials become information seekers and sources of information for their communities, Inu Kencana Syafii (2007:99).

The obligation to disseminate public information should be carried out in a way that is easily accessible to the public and in language that is easily understood by the information and archives officials concerned. In short, it can be said that according to Samodra Wibawa (2012: 149), the benefits of ICT are in the administrative, constitutional or state administration processes, namely transparency: politics and administration (in the direction) are open, there is doubt about the relationship. between parties is reduced. ; although subsequent arguments between actors can be seen more freely (repeatedly) on television. Participation: fast communication between state and society, entrepreneurs and consumers or ordinary citizens, the press or mass media can operate more freely. Freedom of opinion, choice and negotiation is also more pronounced. Society has higher power. Efficiency: with smooth flow of information, the

community service process can also be faster. Government work processes can be shortened, bureaucracy can be cut.

The analysis of the existence of local broadcasts used in this research is based on Depoky's theory of organizational principles. The indicators used include that institutions must have clear objectives. Second, there must be leadership, the important thing is that the organization functions under proper coordination, direction and control. Third, division of labor, this is important because the organization consists of a structure of different members within it and each member has their own duties. These four institutions or organizations must have responsibilities.

METHODOLOGY

The form of research used is qualitative descriptive research which aims to provide a systematic, careful, detailed and comprehensive description of problems related to phenomena that occur in the midst of analyzing the existence of LPPL Irama FM radio. about the digital transformation of distribution. public information. Qualitative research places more emphasis on meaning and focuses on higher quality data through qualitative analysis. In other words, qualitative research focuses more on meaning, which is not determined by quantity, but by process and perspective or point of view. The research was conducted at the local broadcasting station Radio Irama FM, Purworejo Regency. In this research, Purposive Sampling Technique was used, namely. Researchers try to find sources (informants) who are considered to know information and problems in depth. Researchers conduct in-depth interviews with informants and participants, meaning that researchers do not only interview informants, but also observe the surrounding environment. The researcher chooses the appropriate technique, meaning the researcher determines the criteria for the informants who will be interviewed.

Primary data is the main source of information obtained directly from sources related to research, namely. informants who have the qualifications and knowledge to provide the information necessary for the research. Primary data is data taken directly from data sources by researchers. This information can be collected through interviews and observations of research informants. In this research, the researcher took primary data in the form of interviews and direct observations from several sources, namely the LPPL Management of Radio Irama FM, the Head of the Broadcasting and News Section, the Radio Irama FM broadcasting institution and listeners related to the existence of the radio. Radio Irama FM, a local broadcasting station, is undergoing a digital transformation in the transmission of public information.

Data collection techniques through interviews, observation and document review. According to Miles and Huberman (Moleong, 2014), an interview is a conversation between an interviewer and an interviewee with a specific purpose. This interview is a face-to-face interview between researchers and respondents using in-depth interview techniques based on interview guidelines. prepared in conjunction with the parties involved in the discussion. Meanwhile, observation is a research activity that collects data according to

research problems through a field observation process according to Spardley in (Sugiyono, 2012). In this research, the researcher chose participant observation according to the object of his research, where he then took part in various activities on the local radio station Radio Irama FM and participated actively to get more in-depth information. Moreover (Sugiyono, 2012), documentation is a record of past events. Documentation can be in the form of writing, drawings or someone's monumental work. The documentary method used in this research is all types of recordings or notes related to the subject of the existence of LPPL Irama FM Radio in research such as photos, books, literature, archives or documents.

Data analysis is the final stage of qualitative research (Creswell, 2012). The technique used in this research is inductive using the phenomenological method (Moleong, 2014). This data analysis was carried out starting from typical findings in the field, which were then interpreted in general terms.

RESULT AND DISCUSSION

The Local National Broadcasting used in this research uses the organizational principles theory from Depoky Pramest (2015). The first indicator is that the organization must have clear goals. Second, there must be leadership, the important thing is that the organization functions under proper coordination, direction and control. Third, division of labor, this is important because the organization consists of a structure of different members within it and each member has their own duties. These four institutions or organizations must have responsibilities.

The Organization Must Have Clear Goals

In an organization, whether government or private, goals are something that is absolutely necessary, a good management system is also needed to determine the direction in which the organization wants to go, so the organization must have a clear mission and vision so that it does not stop. half local public radio station Radio Irama FM is one of the oldest broadcasts which was founded on June 26 1969, previously called RSPD Suara Irama until 2002. The aim of establishing Radio Irama FM is so that LPPL will be loved by all levels of society. Radio Irama FM is a means of information and education for the public through various news. As an entertainment medium, this radio presents music, drama, advertisements and other entertainment programs.

Radio Irama FM pampers its listeners by offering various programs. Radio broadcasts can reach various levels of society. Diverse entertainment programs provide choices to listeners and increase competition between one radio station and another. The aim of organizational activities is to find out whether the planning, implementation and control of the development and implementation of radio activities can be planned in such a way that the radio broadcasting plan can be implemented or vice versa.

In accordance with the vision and mission set by LPPL Radio Irama FM Purworejo. Organizational goals are statements regarding conditions or situations that do not currently exist, but are intended to be achieved in the future through organizational activities. The chosen strategy determines activities

and binds resources over a long period of time (Widiastuti 2015). Rhythm FM Radio, a local public radio station, has set organizational target indicators to achieve existence amidst accelerating digitalization. It is hoped that in the future the broadcasting process will also be carried out in the form of digital radio.

Leadership, Running Under Proper Coordination, Command, Supervision

Leadership is very important in an organization. Because management has a big influence in creating a safe, orderly and comfortable environment. Communities with different characters definitely need leaders who are wise and able to protect them. In any organization or public broadcasting institution, this leadership role is very important because it is the captain of the direction that the institution or organization wants to go. To maintain the existence of LPPL Radio Irama FM in society, the role of management is very important in implementing management principles. The way each manager coordinates, orders and monitors the performance of their employees will of course be different, but if everyone in the organization can accept and adapt to the manager's instructions and directions then this will be easy to do. achieve the desired goal.

The management of LPPL Radio Irama FM has gone through several phases of change, the latest being the transfer of the Appointment Decree (SC) to two members of the Board of Directors (Dewas) of the Local Public Broadcasting Institution (LPPL) Irama. FM. , February 3 2023. The handover took place at the sub-district building. The two Dewas members, Ulik from the Sri Widiatm Mission Element and Luwes Catur Siwi from the Wahyu Hartat Community Element, will serve for the next five years. These executives are committed to advancing Irama FM through their responsibilities and oversight. Basically, this leadership characteristic is inherent in every leader, which has a direct impact on the existence and progress of the organization. The relationship between superiors and subordinates influences harmony and creates a sense of family in the organization.

Division of Work, Structure and Duties of Each Member

Organizational structure refers to the arrangement and relationship of each part and position of an organization or company to achieve the expected and desired goals in carrying out operational activities. The organizational structure clearly describes the separation of work functions from each other and how the relationship between functions and functions is limited. A good organizational structure must clarify power relationships, who reports to whom, so that there is one responsibility for what is done.

According to Suranto Selviana (2019), organizational structure defines the division of labor and shows how different functions or functions are related to each other to a certain extent and also shows the level of specialization of work functions. In LPPL Radio Irama FM there are relationships between functions, departments or stations and people that show different roles, authority and responsibilities within the organization.

Division of duties LPPL Irama FM Purworejo is divided into several departments starting from Directors, General Manager, Head of Department to Broadcasting. This organizational framework is called organizational planning. A

specific form of organizational framework is called organizational structure. The results of the third indicator survey show that the organizational structure of the division of work at LPPL Radio Irama FM is clear even though changes sometimes occur in the management team. This is an innovative effort to maintain the existence of LPPL Radio Irama FM amidst the current digital transformation.

Organizational Responsibility, Responsibility for All the Elements It Contains

An organization/institution will be strong and survive if all its members know the meaning and meaning of the purpose of establishing the organization. In LPPL Radio Irama FM, the principles of accountability, transparency and efficiency are always upheld, the moral responsibility of each individual is realized by upholding the values in this institution, everyone from the supervisory board down to the lowest employees will automatically carry it out voluntarily and with full awareness, because everything done by members in an organization or institution must have consequences.

The strong existence of the local public broadcasting institution Radio Irama FM will not collapse or disappear because due to developments over time, this institution or organization is able to survive in the era of digitalization because there are leaders who have high integrity, followed by the commitment of all employees at LPPL Radio Irama FM who are always responsible responsible for completing their respective tasks. Organizations are built together and strengthen each other, no one is special, no one is the strongest or most influential.

CONCLUSION AND RECOMMENDATION

In accordance with the research results, it can be concluded that the organization has clear objectives, the local public broadcasting institution Radio Irama FM distributes information to all communities in Purworejo Regency, as a form of achieving existence amidst the rapidly growing digitalization current. Leadership plays a big role which will have a direct impact on the existence and progress of LPPL Rhythm FM Radio, because the leader's character brings a pattern of relationships between superiors and subordinates which influences harmonization and creates a sense of family in an organization.

In the organizational structure section of LPPL Radio Irama FM there is a clear description of the division of work, although at some time there have been changes in leadership. This is an innovative effort to maintain the existence of LPPL Radio Irama FM amidst the current digital transformation. Lastly, all employees at LPPL Radio Irama FM have firmly held the responsibility to maintain their existence in the era of digitalization, even though there are still obstacles that arise in the field. The several indicators above show that LPPLRadio Irama FM has tried to maintain its existence amidst the development of digitalization.

ADVANCED RESEARCH

Future research could explore strategies for enhancing the sustainability of local public broadcasting institutions like LPPL Radio Irama FM in the face of ongoing digital transformation. A comparative study of similar organizations in other regions could provide insights into best practices for leadership approaches, organizational adaptation, and employee engagement in the digital era. Additionally, examining the role of technological innovation in expanding audience reach and improving operational efficiency would be beneficial. Research could also delve deeper into overcoming the specific obstacles faced by LPPL Radio Irama FM, such as resource limitations or technical challenges, to provide practical solutions for maintaining relevance and competitiveness in a digitalized environment.

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