



Communication Strategy Of Republic Of Indonesia Radio Broadcaster Medan In Attracting The Interest Of Listener

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ABSTRACT

This research begins with the existence of radio broadcasts which have begun to fade. But not with RRI Medan, which still exists by continuing to broadcast and having its own place in society. in Attracting Listeners' Interest. Informants in this study were KABID Broadcasting RRI Medan, Plh Administration, 6 broadcasters, and 2 listeners. The type of research used is qualitative research, using a descriptive approach. Data collection techniques use observation, interviews, and documentation. The communication strategy of the broadcaster of Radio Republik Indonesia Medan in attracting listeners is by doing several stages. First, the broadcasting process must run in accordance with the provisions that have been set. Second, the broadcaster's communication style based on educative, informative, and persuasive broadcasting techniques has its own differences and characteristics depending on what type of broadcast the broadcaster will bring. Third, the strategy of RRI Medan in formulating communicators (broadcasters), media, messages in attracting listeners. To attract listeners, broadcasters always insert motivating messages. Broadcasters also share radio broadcasts to social media such as Instagram, YouTube, and the RRIPlay Go application. The result, when viewed from the response of listeners to RRI Medan, the broadcaster's communication strategy of RRI Medan succeeded in attracting listeners. Listeners are attracted by the way broadcasters present broadcast programs. What makes listeners most comfortable is that the announcer can always get along with his listeners

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1. INTRODUCTION

Communication can be interpreted as a process of conveying messages by communicators to communicants either directly or indirectly in the hope of getting feedback or feedback as well as the goals and desires of the perpetrators. The essence of communication is the process of

expression between people. What is conveyed is a person's thoughts or feelings to others by using language as a channeling tool. With the communication process, a person will be able to know, understand, and accept each other's time. This means that with communication we can know, build relationships with other people, not least with a radio announcer. A radio announcer always interacts with listeners, of course broadcasters need effective communication to build listener comfort.

Radio as a communication medium has the following roles. First, it provides information. Information is everything whose function is to inform the public, be it economics, politics, culture, and people's habits. Second, entertainment. Radio also has a role as entertainment media through existing programs, such as music and culture. Third, education. Radio can educate through information that provides knowledge to listeners, (Afifiyah, 2019).

In the midst of the rapid development of communication media, radio is increasingly starting to be forgotten and even very far behind with advances in communication technology. Broadcast radio of course must have an interesting strategy and also programs that are suitable for listeners will add more value that can attract people's attention. With the growing segmentation of broadcast radio, of course, it will create a competition in broadcasting, be it private radio or state-owned radio. Currently, there are many competitors that are an obstacle for RRI Medan, especially for today's society, it is not only radio that is used as a medium of communication. Today's society has divided the portion for the use of mass media, such as television, online media, magazines and so on.

RRI Medan is not a broadcast media without competitors, because there are many competitors such as private radio (Radio Sonora 90.40 FM, FeMale Radio 88.00 FM, Prambors Radio 97.50 FM, and others) and television. The presence of competitors will certainly lead to competition which must make RRI Medan carry out new innovations by following the trend of new media developments. In fact, RRI Medan is already superior to other broadcast media. This is because the programs broadcast by RRI Medan cover all levels of society, which include broadcasts of culture, education, information, music and entertainment. The problem is how RRI Medan manages the company so that it continues to broadcast, build and develop its existence. Especially how RRI Medan broadcasters present broadcast programs. Because broadcasters are the spearhead for broadcast radio. Of course, broadcasters have their own strategies in bringing broadcast programs, because a radio announcer has their own characteristics. With different programs owned by RRI Medan, of course, it has a different strategy in its implementation. With a distinctive broadcast, it is hoped that RRI Medan will always have a place in the community. The interest of researchers in this research because the presence of new media can be a challenge that must be faced by the RRI Medan to adjust to the advancement of communication technology media. Based on the above background, the researchers formulated several problems, namely; first, how is the broadcasting process at RRI Medan. Second, how is the communication style of RRI Medan broadcasters in carrying out educative, informative, and persuasive broadcasting techniques. Third, how the broadcasters of RRI Medan formulate communicators, messages and media in attracting listeners. From the problems above, the researchers set the title "Communication Strategy for Radio Broadcasters of the Republic of Indonesia Medan in Attracting Listeners' Interests".

Communication Strategy

Communication strategy is a form of communication planning and management in order to achieve a desired goal. The strategy is intended to show how operational tactics are desired but

do not have a function as a road map (Cangara, 2003: p.61). Wyne Pace, D.Peterson, and Dallas Burnet stated that the main objectives of communication activities are as follows;

- a) to secure understanding (ensure that the recipient of the message (communicant) understands the message received)
- b) to establish acceptance (then the acceptance must be directed)
- c) to motivate active (active in motivating activities) (Dhita and Fuady, 2017: p.135-148).

According to Harold D Laswell, the best way to explain the communication process is to answer the question "who says what in which channel to whom and with the effect?"

1. Who? (who). is the main source who has an interest in communicating whether it is individuals, groups, or organizations involved as senders of messages (communicators).
2. Says What? (message). Is the content of the message delivered to the recipient of the message (communicant), from a source that provides information (communicator).
3. In Which Channel? (media). Is a tool or channel used to communicate with the public.
4. To Whom? (For who). It is the target (recipient of the message) of the message to be conveyed, commonly called the communicant, can be individuals, groups, organizations and even countries.
5. With What Effects? (expected effect). Is there an impact on the communicant after receiving the message. Is the effect that occurs in accordance with the expectations of the communicator. (Zulvianti, 2012: p. 96-109).

Mass Communication

Mass Communication consists of two words namely; communication, and mass. There are many experts who reveal the definition of communication. One of them is Wilbur Schramm who says that communication comes from the Latin "communis" which also means "common" which means the same.

The study of mass media can be seen through two dimensions of mass communication. The first dimension is able to explain the relationship of the media to the audience, the intended audience can be individuals or groups. The second dimension is usually referred to as the study of the macro dimension, where the study of the macro dimension is more concerned with the influence of the media on the wider community and its institutions.

Characteristics of Mass Communication according to William R. Rivers:

- a. One way.
- b. There is always a selection process (audience).
- c. Reach a wide audience.
- d. Target a specific target, segmentation.
- e. Conducted by social institutions (media/press institutions); media and society influence each other/interaction (Novia et al, 2019).

Uses and Gratification Theory

The uses and gratification theory was popularized by Elihu Katz and Herbert Blumer (1972). This model shows that the main problem is not how the media changes the behavior and attitudes of the audience but how a media can meet the personal and social needs of the audience.

This theory emphasizes a more human approach. Which means that humans have the right and authority to use the media. This is because the audience has their own reasons for using the

media. Then, the audience also has the freedom to decide how they use the media and what they use it for, media.

An announcer is someone who is given the task of bringing an event on a radio broadcast. Everyone certainly has the opportunity to become an announcer, as long as they do not have speech disorders, such as abnormal voices and stuttering. However, it is still possible to become a professional broadcaster. , someone must have a characteristic in bringing radio broadcasts.

Radio broadcasters are the spearhead of radio stations. Because it is the broadcaster who interacts directly with the audience, the broadcaster's way of delivering broadcast programs is a determinant of the success of a radio station. A broadcast radio announcer must have creative ideas, concepts, and ideas in communicating when doing radio broadcasts for the convenience of listeners because the profession of a radio broadcaster is in charge of entertaining the public. (Saraswati and et al, 2018: p.196-218).

Radio

Radio is a communication technology that allows sound to be transmitted simultaneously in the air via radio broadcast waves. Radio is also a mass communication medium that can reach audiences on a wide scale. Broadcast radio has answered the demands as a means of communication and can reach various groups in Indonesia. Astuti conveyed his views on radio, he said that radio was the result of technological developments, which allowed simultaneous voice transmissions through radio developments. At the same time, Effendi explained to the radio station that radio is called the fifth estate, which means that radio is direct, distanceless, and interesting (Theodora, 2013).

Asep Samsul believes that radio has five characteristics, namely:

- a) Auditory, sound only, audit Broadcast radio is sound, to be heard, consumed by the ear or hearing. Radio only broadcasts in the form of sound.
- b) Radio broadcasts can be heard through the transmitter (transmission)
- c) Frequent radio interference, such as dissipating or fading interference and technical interference due to channel noise factor
- d) Mind Theater Broadcasting, creates images in the imagination of the audience and plays a role in the imagination of the audience, by using the power of language and sound. Broadcasting can stimulate the imagination of listeners through sound, music, and vocals.
- e) Radio is generally synonymous with music, initially radio was used as an entertainment medium to listen to music. (Ardiningtyas and Hartono, 2015).

2. RESEARCH METHODE

The researcher uses a qualitative approach in this study. Qualitative research focuses on understanding the general principles behind the meaning of social phenomena. The object of analysis of a qualitative approach is the meaning of social and cultural phenomena, and a certain classification description can be obtained by using the culture of the community in question.

Qualitative research is descriptive analysis. The data obtained, such as observations, document analysis, interviews and others, are not stated in the form of numbers. This research is a qualitative research because it is aimed at finding out how the "Communication Strategy of the Radio Broadcaster of the Republic of Indonesia Medan in Attracting Listeners' Interest" will be studied by conducting observations, interviews and documentation (Salim and Haidir, 2019).

The subjects studied were broadcasters at RRI Medan. Where the key informants in this research are radio broadcasters at RRI Medan, and RRI Medan employees who can provide information for research. As well as additional informants in this study, namely the listeners of RRI Medan radio which was intended to find out whether the communication strategy of RRI Medan radio broadcasters succeeded in attracting listeners' interest.

3. RESULT AND ANALYSIS

Communication Style of Radio Broadcaster of the Republic of Indonesia in Medan Based on Educational, Informative, and Persuasive Broadcasting Techniques.

The style of communication when presenting a broadcast program is a distinctive feature for a broadcaster and is also part of the broadcaster's strategy to attract listeners. Therefore, the researcher will discuss about how the broadcaster's communication style in conducting educative, informative, and persuasive broadcasts.

Based on the findings and results of interviews conducted by researchers, broadcasters at RRI Medan have different communication styles in broadcasting. Sometimes broadcasters in broadcasting only serve as an accompaniment to songs that will be played, present fairy tales, convey news/information, as an accompaniment for entertainment broadcasts, talk shows, spiritual programs and other discussions. Because RRI Medan is a public radio whose broadcast is comprehensive to all circles of society.

How broadcasters at RRI Medan influence the audience through the content of the message to be conveyed. Can be delivered in the form of messages that contain facts, experiences and opinions. Its main purpose is to influence the expected behavior and attitudes of the audience. The communication style of RRI Medan broadcasters in educative broadcasts usually sounds more assertive and not too relaxed because the broadcasts they deliver must be able to educate many people.

“When we deliver broadcasts that are in the form of education, we must be able to sound firm but not rigid. Usually, the educational broadcast also coincides with an interactive dialogue with resource persons who we invite to deliver educational materials according to our theme. In the broadcast, the resource person delivered his material while talking with the broadcasters. Then as the broadcaster he would open an interactive dialogue with the listeners such as a question and answer session. It's called an educational broadcast, of course, you can't understand it right away, so we opened a question and answer session so that listeners understand the material we broadcast” (results of an interview with Mrs. Istyanti on August 6, 2021).

The educational program at RRI Medan is very diverse, one of which is "INOVASI". In the innovation program the target is more towards young people. In this program, RRI Medan invites listeners to innovate and create because the younger generation must produce things new challenges and can change the perception of many people about a masterpiece.

"In the innovation program, as a broadcaster, I must sound energetic and enthusiastic so that I can wake up the spirit of young people. Because this event is more aimed at young people. As at the opening, usually with an enthusiastic or powerful tone, Assalamualaikum friends of innovation, meet again with me here in an innovation event where young people are creative. So our theme today is a masterpiece with Rizal as the speaker. That's an example at the time of the opening of the broadcast, when the broadcast is in progress, don't be too serious and must be interspersed with jokes so that listeners don't get bored. As for the closing, I usually still invite the listeners to be creative and continue to come up with new ideas with us here and end with closing greetings” (results of an interview with Bang Odi on August 6, 2021).

Numpang show is one of the educational broadcast programs that can contain facts or opinions of broadcasters with resource persons. This broadcast involves the broadcaster with the resource person as well as the listener, a kind of interactive dialogue.

Based on Informative Broadcasting Techniques

Aimed at influencing the public through lighting. The explanation in question is conveying everything as it is, actually, based on real facts and data.

RRI Medan broadcaster's communication style based on informative broadcasts is usually the way of conveying a message that sounds heavy and more serious, because the message conveyed contains a thing or event that really happened or is commonly referred to as a fact.

Lintas Medan Morning is one of the information/news broadcast programs at RRI Medan. This broadcast involves the broadcaster with resource persons and listeners. This broadcast contains information that is currently hot to be reported to the public.

"Usually I convey news such as hard news with a fast tone but must be heard clearly, and also the character of the voice must be emphasized in a medium tone of voice, and the last one must be confident" (results of interview with syarudi on August 6, 2021).

"When I bring the news, the voice is firm and confident, the vocals must be clearly heard by the listener, and greeting the listener must also be. So basically the way I present news is with a moderate tempo, firmness, confidence and the voice must be heard clearly" (results of interview with Desy Utami on August 6, 2021).

Broadcasters at RRI Medan have their own character in delivering informative broadcasts. There are those who read the news in fast and medium tones. Based on the results of observations through listening to RRI Medan radio broadcasts and also through interviews with broadcasters, the communication style of RRI Medan broadcasters in conveying information is carried out in a medium and fast tone, the way of speaking is in a conversational style because the broadcasts often have dialogue. Gives the impression of an informal voice. In his demeanor always with firmness aimed at making the atmosphere serious. And broadcasters must be able to control their emotions in the broadcast process.

Based on Persuasive Broadcasting Technique

Persuasive technique is convincing through persuasion. In this situation the audience will be moved their feelings and thoughts. Here, the role of the communicator becomes the main one so that the audience feels confident about the message he brings.

So in persuasive techniques, broadcasters tend to be able to make listeners feel confident about the information/messages conveyed, namely through persuading, such as describing something good from the message conveyed.

"Drugs are not scary, what is scary is when we, our children, relatives or our neighbors are addicted to using them. Because drugs and alcohol are in fact still very much needed in the medical world to save many lives. It is very important to know what drugs are like, their forms and types to the symptoms, from the user's behavior to the process of occurrence and consequences".

The text above is one of the contents of the message conveyed during the broadcast "How do we treat drug addicts". It is clear that the contents of the message above are addressed to listeners so that listeners must know what drugs are and the dangers posed by drugs.

In doing this broadcast, the broadcaster at RRI Medan sounded serious but with a relaxed atmosphere like telling a story. The voice that was issued sounded soft and clear and interesting to listen to.

“If it's broadcast to influence listeners, we must deliver it gently and confidently. Because it invites listeners, so the nature must be relaxed and our job as broadcasters must make listeners comfortable with the broadcast that is delivered so that the message conveyed has feedback, so in order to get feedback, the message we convey must really be useful for listeners” (interview results with Desy Utami on August 7, 2021).

“When our broadcasts are well received by listeners, usually there will be feedback. So listeners feel like they get what they want on our broadcast, that's usually going to be regular listeners. That means often listen to our broadcasts. Because often when there is an incoming call with the same person the previous day” (interview with Desy Utami).

RRI Medan in Formulating Communicators, Messages and Media to Attract Listeners' Interest

To answer the question of the communication strategy of the broadcaster of Radio Republik Indonesia Medan in attracting listeners, the researcher uses Laswell's theory. According to Harold D Laswell, the best way to explain the communication process is to answer the question "Who Says What In Which Channel To Whom With What Effect?"

a) 4.2.1. Who

The who element is occupied by the broadcaster. In the who element has a role as a messenger in communication activities. The broadcaster also acts as a carrier of the communication flow, which means that the broadcaster controls the ongoing broadcast process. For this reason, a broadcaster must have his own characteristics or character as his identity.

“I have to be more cheerful, enthusiastic and understand the listener's personality as much as possible. As much as possible, the broadcaster should be able to enter the listener's personality as much as possible. must be considerate and not racist towards listeners” (interview with Nur Asma Lubis)

The communication strategy used by the Broadcaster of Radio Republik Indonesia Medan in this element is that the characteristics must be highlighted, how to greet the listener, must be familiar with the listener, read out incoming messages sent by the listener, play music that is of great interest to the listener, and play music according to the listener's request.

b) 4.2.2. Says What

Next is the Says What element or the message conveyed. Communication is effective if there is a message conveyed. Therefore, the message element is very important to strengthen the communication strategy. The message conveyed in the broadcast of Radio Republik Indonesia Medan is a message of education, information, entertainment, culture, and spirituality.

"I always remind listeners before going to bed not to forget to lock windows and doors. When driving, always be careful on the road and keep driving safe" (interview with Odi). Programmatically, broadcasts on Radio Republik Indonesia Medan are presented to be heard by all levels of society because Radio Republik Indonesia Medan is a public radio that is listened to by all levels of society. The way to make the message conveyed can be received by listeners is to convey the message clearly with an interesting intonation. To get the interest of listeners of Radio Republik Indonesia Medan, broadcasters usually insert motivational messages in their broadcast programs.

c) 4.2.3. In Which Channel (Media Used)

This element is very influential in the era of new media development at this time. Without the broadcast media will not be able to take place. However, the media referred to by the researcher is not radio media itself, but additional media to streamline the broadcast process and attract listeners' interest. The media used to assist broadcasters include:

a. Instagram

RRI Medan has as many as four Instagram accounts as media to help broadcast. Broadcasters use Instagram to disseminate information and hold live broadcasts so that listeners are more interested in RRI Medan.

b. Youtube

RRI Medan's Youtube account functions as a venue for broadcast activities which are published in the form of videos which usually contain ideas in the form of competitions and interactive dialogues.

c. RRIPlay Go

The RRI Play application is for people who cannot reach broadcasts so they can enjoy broadcasts through the RRI Play application.

d) To Whom (To Whom/Listener)

Radio broadcasts aim to convey information to the public. Therefore, radio broadcasters must have a good communication strategy so that the information conveyed can be well received by the community. Broadcasters must also know who the target audience for their broadcast is.

For the intended target, according to Rudi (40) "So we are RRI, a public radio that is shaded by the State, so RRI does not have a specific target. All programs in RRI are to be listened to by all levels of society. It's just a matter of how listeners adjust their needs". In a radio station, the listener is a valuable asset in conveying information. Without listeners, the information conveyed will have no impact. The target for RRI Medan is all levels of society, because RRI Medan is a public radio that is shaded by the State to serve as a medium for providing information and also as an entertainment medium for the community. The programs at RRI are also very complete to meet the needs of listeners, from news, entertainment, spiritual, cultural, educational and so on.

e) With What Effect (Expected Effect)

Effects are included in Laswell's communication elements. The effect referred to here is a right that occurs after the communication process takes place. The expected effect is the goal of the broadcaster's communication strategy for RRI Medan, which is to make listeners comfortable and interested in broadcasting on RRI Medan.

To find out whether the effects received by listeners are in accordance with the wishes of RRI Medan broadcasters, the researchers also conducted interviews with listeners of RRI Medan.

Based on the listener response database of RRI Medan, the researcher chose two listeners who communicated with broadcasters the most.

"In bringing broadcasts, usually every broadcaster at RRI Medan has their own characteristics. In carrying news broadcasts, I think it is appropriate that the tempo is medium-fast, the voice is firm. close relationship between the announcer and the listener" (results of interview with listener Rahman).

"Until now, as long as I listen to broadcasts on RRI Medan, it's always comfortable, the broadcasters can always get along with the listeners. What I like is when the announcer gives a motivating message. . The broadcaster did a good job of broadcasting the words used were easy to understand, and also often used the Medan language style so that we felt familiarity as listeners" (Interview with listeners Anto).

When viewed from the response of RRI Medan listeners, the communication strategy of RRI Medan broadcasters succeeded in attracting listeners' interest. Listeners are attracted by the way broadcasters present broadcast programs. What makes listeners most comfortable is that broadcasters can always get along with their listeners. Sometimes some listeners who listen to RRI Medan's broadcasts the most are invited for an interactive dialogue.

4. CONCLUSION

Based on the results of observations, interviews, and documentation of the "Communication Strategy of the Radio Broadcaster of the Republic of Indonesia Medan in Attracting Listeners' Interest", the researcher concludes that the broadcaster's strategy is based on a list of broadcast programs (DAS). Where the role of the broadcaster as the spearhead of the radio must be able to adapt to broadcast events.

The broadcaster's communication strategy is based on the program and the target audience by raising programs related to local culture and wisdom, entertainment, information and education with the characters and characteristics of each broadcaster.

In terms of attracting listeners, broadcasters at Radio Republik Indonesia Medan also use social media to disseminate information about broadcasts on RRI Medan and also as additional communication media so that broadcasters can communicate directly with listeners through streaming broadcasts.

The results are based on listeners' responses to the communication strategy of the broadcasters of Radio Republik Indonesia Medan.

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