Management of Youth Creative Sound Broadcasting Program (Pro 2) at Rri Medan in Maintaining Its Existence

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ABSTRACT

Managing broadcast programs on radio is not an easy thing, but it is a challenge that must be faced by radio companies. Moreover, managing a radio program means also managing its human resources. However, the success of the program also depends on the quality of the people working in that field. Therefore, good management is needed to realize a successful program. This study examines how the management and obstacles in the management are carried out by Radio Republik Indonesia (RRI) Medan City through planning, organizing, implementing and supervising which are applied to the Suara Creativity Broadcasting Program (Pro 2). This study aims to determine the management and obstacles in the creative sound broadcast program (Pro 2) at RRI Medan in maintaining its existence. This research uses a qualitative approach with descriptive research methods and data collection techniques using observation, interviews, and documentation. This study uses the theory of communication management put forward by George R. Terry. The results of this study indicate that planning as the first step of the program has been going well where the determination of a program idea, broadcast scheduling, and determining broadcast topics have been well formulated. The stage of organizing management is by preparing information to be conveyed through the program that has been prepared. The implementation phase is carried out on air and also publishes information through social media. The monitoring phase is carried out by means of evaluation, in the evaluation of things that are likely to occur can be changed or prevented. As well as obstacles in the implementation of broadcasting are the lack of innovation, the pressure of deadlines and weather conditions.

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1. INTRODUCTION

In the era of globalization, technological advances are increasingly showing their fangs. All of this was followed by developments in all aspects of life which were also increasing rapidly. Communication technology has also become the prima donna of the world in providing

information development through the ever-evolving communication media. In fact, most of the work currently being done by humans can be done with advanced technology. In fact, it cannot be denied that today's society is very dependent on information. This information is available through various communication media. Information needs can be met through various media such as television, radio and newspapers. Radio is one medium that provides information quickly and is supported by high technology.

Radio is a technology that is useful for sending signals through modulation or electromagnetic radiation (electromagnetic waves). These waves propagate and pass through the air and can propagate in a vacuum, because these waves do not need a carrier medium such as air molecules. The development of technology in the current era is very rapid, this makes the existence of radio marginalized. Media that has a history during the independence of the Indonesian nation by conveying information on the independence of the Indonesian nation at that time, almost throughout the country. Now his work is starting to be eliminated by the presence of television media, internet to cell phones which are increasingly mushrooming among the public. (Nurudin, 2004: 3)

Radio has a unique characteristic, in which this medium is widely used by the public in general. The interests of the audience range from news, information, diversion, training, requesting that radio stations have the choice to place one according to advances in technology and information, to the satisfaction of mutual freedom in obtaining information and entertainment tools by broadcast media, one of which is Radio Republik Indonesia **(RRI)** Medan . According to Rizky (2017: 2), **RRI**'s power as radio transmission can reach audiences in the districts/cities of North Sumatra Province to remote areas, and make it a significant media in its segment, especially for information dissemination, schools, entertainment and culture as well as functioning as social ties in strengthening the solidarity of uniting the people and the nation according to **RRI**'s vision and mission.

Broadcast media competition is basically a competition to grab the audience and grab the audience's attention. Broadcasting station managers must understand who their target audience is and what their needs are. In this era of competition, every broadcast media must have a clear strategy to attract audiences. The strategy for capturing an audience is almost identical to the management strategy. Therefore, it is necessary to increase the role of radio, improve its quality and package programs that reach the public and steal listeners' hearts so that the frequency is always on.

In its management there are radio broadcasts where radio broadcasters must be able to communicate ideas, concepts and emotions, and are tasked with carrying out broadcasts in a program on a radio station. Along with the development of increasingly sophisticated technology, it turns out that radio is less interested in the hearts of listeners. So those who are involved in the development of the radio, must take pains to re-attract listeners.

Radio Literacy and Its Characteristics

Radio is a mass communication medium that is considered the fifth estate after the executive (government), legislative (parliament), judiciary (judicial institutions), and news media or newspapers. This is fragmented considering that radio has direct power, knows no distance and obstacles, has its own charm, including in terms of sound power, music and audio effects.

Radio is a very extraordinary electronic media that becomes sound, thus, if the audience gets it from the radio, the audience is in a psychological state that is not involved and relies on the clarity of a sentence expressed by the radio announcer himself. Radio is an audio medium (only

can be heard), but simple, popular, and easy to carry or listen to anywhere and anytime. Radio has the most prominent advantage as an innovative medium, considering the fact that as a blind medium, radio amplifies countless voices, and tries to imagine the factual information that the announcer gets from the voice through the ears of his audience. (Nurhasanah, 2018: 167-178)

Radio Existence

According to the Big Indonesian Dictionary, existence is an effort to remain unchanged from its original condition. Existence can also be known by one word, namely existence, which means that there is an influence on whether or not we exist, this existence needs to be "given" by other people to us, because with the response from people around us, this proves that our existence is acknowledged. (http://kamuslanguageindonesia.org).

Existentialism is etymologically derived from the word existence, from the Latin existere which means to appear, to exist, to arise, to choose actual existence. Existentialism itself is a philosophical movement that opposes essentialism, its focus is on the human situation. (Lorenz, 2005:185)

In other words, existence is a feeling in order to get recognition from the audience about our existence. Thus, the existence of the radio can be seen from how much the radio is known and known by listeners. This can be measured by how many listeners respond to each program designed by the radio.

To get information broadcast by radio, the audience can get it through a broadcast program. Without a broadcast program, a media cannot follow or maintain its existence in the world of broadcasting. Thus, broadcast program management is very important for radio maintenance while on the air. In managing a broadcast, it doesn't always run smoothly, there must be challenges or obstacles in every process.

Challenges lead to the meaning of a problem, distraction, to difficulty. The definition of obstacle according to the Big Indonesian Dictionary is an obstacle, with conditions that hinder, interfere, or limit the achievement of goals. (https://kbbi.web.id/tantangan). Each activity must have obstacles and difficulties that must be faced. There are no exceptions in the production process of a broadcast program. Barriers and difficulties generally arise as the production process progresses. However, obstacles and challenges can be controlled if the production team remains compact and organized.

2. RESEARCH METHODE

This study uses a descriptive analysis research method with a qualitative approach, namely a description of facts, symptoms, or phenomena found or investigated in the field, then explained based on the description. Descriptive is a description of a condition and situation, an event, not looking for or clarifying connections, testing hypotheses, or making predictions. (Rachmat, 2000: 24-25)

Qualitative research itself is basically a particular social science tradition that depends on the perceptions made and carried out on the people in its area and the management of individuals to their language and words. With a qualitative approach it is expected to be able to produce descriptive data in the form of written or spoken language, by observing the behavior of an object. (Rachmat, 2000: 25)

This research was conducted at the Medan public broadcasting agency (RRI) which is located at Jalan Jendral Gatot Subroto Number 214 Sei Sikambing C. II, Medan Helvetia District, Medan City, North Sumatra 20123. Informants are part of individuals or group members who seem to have important data information. Researchers in qualitative research are human instruments

whose function is to determine research focus, select informants as data sources, collect data, assess data quality, analyze data, and draw conclusions from what is found in the field. (Hardani, et al, 2020: 117) In this study, the informants consisted of 3 informants, namely the Head of Broadcast Programming, Head of Program Section 2, and broadcasters at Pro 2 RRI Medan.

3. RESULT AND ANALYSIS

Every radio broadcasting institution, be it community, public or commercial, must be competing to win the competition with other radios. Especially in the era of online media like today, many new media have sprung up. So that currently radio competition is not only between radio and television but also online media. Online media is currently experiencing a fairly rapid increase. However, the existence of radio will still be able to exist even though it competes with online media. Therefore Pro 2 RRI Medan will continue to make every effort to create interesting and useful programs in order to maintain its existence. Before all programs are implemented properly, there are things that need to be done by Pro 2 RRI Medan, namely the P.O.A.C (George R. Terry) Management strategy. maintain its existence.

Planning in the Management of Pro 2 RRI Medan

In order to achieve the goal of maintaining its existence, a radio institution needs to plan a good and effective broadcast program. A good strategy starts with good planning to implement the plan. The Head of Section is responsible for the idea of a broadcasting program, the suitability of the program with the company's vision and mission, and the broadcasting implementation.

According to Masduki (2004: 46) self-planning is part of the production Standard Operating Procedure (SOP) that must be obeyed by every broadcaster, one of which is the program SOP proposed by Masduki is planning, which means that production planning is the result of a broadcast production package through discussion. group by the creative team with other implementers.

At this planning stage it is very important because if this stage is carried out in detail and well, some of the work from the planned production will have been completed, the pre-production stage of the creative sound broadcast program (Pro 2) includes planning and preparation. The planning carried out by the production team has been carefully prepared including the composition of the broadcast, in terms of material, the selection of sources, broadcasters, and other plans.

According to Morrisan (2005:282) radio consists of two types, namely music and information. These two programs are then packaged in various forms whose purpose is to meet the audience. This program can be in the form of radio news, talk shows, entertainment info, and jingles. Pro 2 RRI Medan is in accordance with the theory put forward by Morissan who tries to fill the radio with information and music. Besides that, the program format contained in the Pro 2 RRI Medan is Music and Information. Herawati said in an interview:

Pro 2 RRI Medan has carried out the planning process well, manifested through planning levels, namely Upper Management and Lower Management, which, if explained by Upper Management, are Commissioners, Station Managers, and Program Directors (Kasi) who are in charge of the Pre-Production section by carrying out searches Program idea and determine the broadcast pattern. Then Lower Management continues the duties of Upper Management by carrying out the Information production section by packaging the program through the process of Collecting, Writing, Vocal Recording and Mixing with the creative touch of the Program Director

(Kasi), Creative Production, and Determination of music from the Music Director so that the packaging of the information program is more interesting and comfortable for listeners to listen to the information presented by Pro 2 RRI Medan.

Organizing in the Management of Pro 2 RRI Medan

After the planning process has been carried out, it will proceed to the organizing process. At this stage the management of organizing, according to GR Terry in Wahyudi (1994:77) organize can be interpreted as a series with integrated parts, organizing is the process of preparing an organizational structure that suits its purpose. According to Herawati, when she was interviewed, she explained the process of organizing the 2nd RRI Medan event. She explained that her job was only to carry out what was previously planned.

Information from the head of the Pro 2 section said that in the process of producing content for a youth creative broadcast program (Pro 2) it is no different from radio in general which includes plot: program ideas managed by the section head - Creative Production who manages the audio - Music Director who adjust the songs according to the broadcast hours and then sort out the broadcasters of a broadcast program.

In accordance with the interviews and observations the researcher concluded that the Organizing process at Pro 2 RRI Medan was only a program preparation process involving the Head of the Pro 2 section, which only managed programs that had been planned previously and only followed the existing systematics. The head of the Pro 2 section only needs to compile the program, share the news information that has been obtained from various sources to the appropriate programs in Programa 2 RRI Medan, after that select broadcasters, namely broadcasters who are in accordance with the broadcast style of the program (PRO 2 Activity, PRO 2 Creative, PRO 2 Issue, and PRO 2 Popular), then you can proceed to the next stage, namely Actuating.

Pro 2 Obstacles of RRI Medan in Broadcast Program Management

Obstacles according to KKBI are obstacles or obstacles. Obstacles have a very important meaning in every task or job. A task or job will not be carried out if there is an obstacle that interferes with the work. Obstacles are conditions that can cause implementation to be disrupted and not carried out properly. (https://kbbi.web.id/hambatan)

Every communication activity certainly expects effective communication. However, it cannot be denied that every communication will certainly run as expected, of course there will be obstacles and obstacles in communication. To get information broadcast by radio, the audience can get it through a broadcast program. Without a broadcast program, a media cannot follow or maintain its existence in the world of broadcasting. Thus, broadcast program management is very important for radio maintenance while on the air. In managing a broadcast, it doesn't always run smoothly, there must be challenges or obstacles in every process.

There is something that can hinder the broadcast production process, namely the negligence or negligence of the broadcaster who delivers the broadcast itself. what is meant by the omission is the lack of innovation in finding the right words or terms for naming broadcast programs. This hunger arises because news writers are lazy to find suitable ideas for what they want to say. But this is a milestone to be able to form broadcast well. Indonesian when used correctly and appropriately, becomes an effective tool in conveying information. Even though people often complain about this language, the words are polysyllabic, but when used neatly without carelessness, it will produce sentences that meet the requirements of saving words, being simple, clear, and direct.

Another obstacle for **RRI** Medan's program 2 broadcasters is being chased by broadcast deadlines, speed in delivering news which is a must in the world of information. both speed in terms of how to convey information and speed of deadlines that must be met. Broadcasters who are chased by broadcast schedules barely have time to compose texts for broadcast, choose the right words to beautify texts, shorten sentences unnecessarily to make bad texts good or bad, or make good writing perfect. The hasty nature of news handlers is more or less an obstacle to achieving good quality writing and broadcasting.

In addition to the broadcaster's negligence and broadcast deadlines, weather conditions are also an obstacle in the implementation of broadcast programs, when the weather is not possible (lightning, storms, heavy rain) the broadcaster will have difficulty broadcasting due to rumbling sounds and wind which will cause the waves emitted to become intermittent (modulation).

4. CONCLUSION

Based on the research and discussion that has been carried out by researchers, it can be concluded that the management of the Pro 2 broadcast program on **RRI** Medan in order to maintain its existence uses the P.O.A.C (Planning, Organizing, Actuating, Controlling) management strategy put forward by George R. Terry which is implemented in Pro 2 has been running well and there are also several obstacles that occur in the management of Pro 2 **RRI** Medan.

Based on the data presented in the research results, Pro 2 **RRI** already has stages of planning, organizing, implementing, and supervising that have been regulated based on the provisions that have been implemented.

    a. Planning process
    b. Organizing process
    c. At the stage of implementation (actuating)
    d. The implementation of external evaluation control is carried out by the Central **RRI** LPP (Jakarta).

The obstacles faced by Pro 2 **RRI** Medan in managing broadcast programs are quite diverse, including: the broadcaster's own negligence, the tight broadcast schedule so that workers at Pro 2 **RRI** Medan tend to be chased by program deadlines that must be broadcast every day, as well as conditions the weather is a barrier from a broadcaster.

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