



## Marketing Communication Strategy in Increasing Advertisement Revenue (Case Study on Radio Rau 105 FM Padang Sidimpuan)

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### ABSTRACT

*This research is entitled "Marketing Communication Strategy in Increasing Advertising Revenue (Case Study of Radio RAU 105 FM Padang Sidimpuan)". The purpose of this study is how the marketing communication strategy is applied to Radio RAU 105 FM Padang Sidimpuan to get increased advertising. The theory used is Communication Theory, Communication Mix Theory and Communication Strategy Theory. This study uses a qualitative research model, namely a descriptive approach. Retrieval of data used is observation, interviews and documentation. This research has seven informants including the person in charge of radio, main director, head of administration and finance, radio broadcaster, advertiser and the public. Based on the research that has been carried out, Radio RAU 105 FM Padang Sidimpuan uses a marketing strategy to increase revenue, especially in advertising. The promotion model used is to carry out social activities to the community, give confidence to business actors by broadcasting featured programs and working with potential advertisers at affordable prices and more flexible confirmation of cooperation. The frequency range of Radio RAU 105 FM Padang Sidimpuan is still limited so that it can influence potential advertisers to work with the radio. Another factor that affects the increase in revenue through advertising is the income of business actors and the economic improvement obtained by business actors.*

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## 1. INTRODUCTION

In the current era of technological development. In this case, the media certainly has to think about the right steps to maintain its existence. One of the media that is growing rapidly is social media such as Instagram, Facebook and so on. This media is able to make people start to change direction. In addition to its practical use, this media can also generate great exposure for its users. Competition for existence is getting tougher and mass media such as radio must have a good strategy in order to survive and still be accepted by the wider community.

To maintain the existence of radio, stable income and an upward curve are needed, one way is to increase advertising on radio. Advertising is distribution messages that greatly influence potential buyers to buy products at the lowest possible cost (Jefkins, 1997:5). Goods and services that have been created by producers, of course, look to the media to promote their goods or services so that they are known by the wider community. This includes advertising defined by promotion in the form of goods, services and ideas, which must be reciprocal between the media and the company. (Supriyanto, 2008:19).

This research explores what kind of marketing communication strategy must be implemented by radio and further explores what are the factors that influence so that the income on the advertisement increases. This is studied so that mass media such as radio can survive and provide information to the public.

One of the advantages of radio is that this media packs short and concise advertisements so that people who listen don't feel bored and bored. The ad is enjoyed through hearing so it is more flexible and practical. Apart from that, advertisements on radio are much cheaper because the production costs for making these advertisements are more affordable than media such as TV or social media.

In order for the advertising on radio to last a long time, it is expected that a structured and up-to-date marketing communication strategy. One of the marketing strategies that can provide good income for radio is to provide innovation and characteristics in each of its programs. The songs played must also be more distinctive, because it is not enough for a radio to only rely on the latest songs, but it must have its own character so that advertisers are more interested in advertising on the radio. Apart from that, radio administrators must know what listeners need.

Listeners are an important asset for radio, if listeners are loyal to listen then advertisements will also increase, of course to maintain its effectiveness as a media. However, radio stations must also provide comfortable and good service so that advertisers will prioritize advertising again.

Radio RAU 105 FM provides an opportunity for local entrepreneurs to advertise their business so that it is more accessible to people who want to promote their business. Through the main director and entrusted to the marketing department, this provides an opportunity for other employees to take over partners with advertisers. Even apprentices or Field Work Practices (PKL) from schools/universities are invited to submit advertisements.

Based on the explanation above, it makes researchers very obsessed with knowing what kind of marketing communication strategies are made by Radio RAU 105 FM in getting advertisements. So researchers have to discuss more deeply about the strategies implemented in the study entitled "Marketing Communication Strategies in Increasing Getting Ads (Case Study of Radio RAU 105 FM Padang Sidimpuan).

## 2. RESEARCH METHODE

This study uses a type of qualitative research that uses a descriptive approach (Lexy J Moleong, 2000: 105). This research was conducted at Radio RAU 105 FM Padang Sidimpuan, North Sumatra Province. To reach this research location, you can use land routes such as motorbikes, tourist buses and other city transportation. The distance from the author's house is about 1 hour 30 minutes, approximately 100 KM.

Sources of data in this study are divided into two, namely primary data and secondary data. The data sources determined by the qualitative research methodology are observation, interviews and documentation. The primary data source is the main data obtained from the research object in the form of information about profiles and advertising data from Radio RAU 105 FM Padang

Sidimpuan. Secondary data sources, namely the results of documentation in the form of visual results obtained by the author such as pictures during research.

To produce the information and data needed in this research, the authors used data collection techniques in the form of observation, interviews and documentation. For the process of analyzing information so that the analysis is carried out with domain analysis (domain analysis), it means that this research is capacitated in order to obtain a realistic reflection of the object being prioritized without having to specify in detail the factors contained in the completeness of the object under study.

### 3. RESULT AND ANALYSIS

#### Factors Affecting Advertising Revenue

##### 1. Cooperation Program and Social Activities

According to Soerjono Sokanto (2006) Collaboration is a joint effort between individuals or groups to achieve certain goals. The commentary clearly says that cooperation is a form of bond between several parties who are interconnected to achieve a common goal. In this case, Radio RAU 105 FM Padang Sidimpuan has mutual cooperation with several media involved in mass media, namely:

###### a. Radio Edukasi Yogyakarta

The collaboration between Radio RAU 105 FM Padang Sidimpuan and Radio Education Yogyakarta was carried out about 4 years ago. In this case programs related to education programmed by Radio Education Yogyakarta are played back on certain Padang Sidimpuan FM Radio programs, for example the weekend program for children. This collaboration has a positive impact on both parties, the main goal is to gain wider exposure.

###### b. Radio KBR 68 H Jakarta

Radio which is located at Jl. Utan Kayu, Central Jakarta, has been working with Radio RAU 105 FM Padang Sidimpuan for about 5 years. In this case the partners provided are factual news programs presented by KBR 68 H Jakarta Radio which are re-programmed on RAU 105 FM Padang Sidimpuan Radio. In this case the two media have a good impact on each other so that they provide useful things not only to listeners but to radio as well.

###### c. VOA Amerika Indonesia

VOA America is a media that focuses on news about America, Indonesia and the world. This media has many great journalists and its news sources are reliable and accurate. VOA America has collaborated with Radio RAU 105 FM Padang Sidimpuan in 2012 until now. In this collaboration, VOA provided the latest news to Radio RAU 105 FM Padang Sidimpuan in the form of news recordings and re-grade according to the characteristics of Radio Rau 105 FM Padang Sidimpuan. This collaboration was long enough so that it can be concluded that the collaboration went well and had an impact on the two media.

Based on the data obtained, the authors also interviewed the director of Radio RAU 105 FM Padang Sidimpuan Hj.dr. Indriati said "the collaboration that we have established until now is the start of working with other media. As we have seen, we have worked with VOA Amerika Indonesia for almost a decade. This is a good achievement for us as a media provider of information. As we know today, the media have collaborated with each other to work hand in hand to realize the ideals of the media, namely to educate the nation," he said.

In addition to cooperation with other mass media. Radio RAU 105 FM Padang Sidimpuan also has social activities that are routinely carried out, namely Blessing Friday. Blessing Friday is an activity every Friday that provides food in the form of packaged rice, snacks provided by sponsors and groceries to cleaners, pedicab drivers, orphans and mosque worshipers as well as to people in need.

This weekly activity is carried out from Friday morning at around 08.00 WIB until the Friday Prayer is over. This social activity can be carried out through personal office funds, advertiser sponsors and the public can also provide assistance with cash or can be transferred through an available bank account.

This Friday blessing program has been implemented for more than 3 years, through this program people care more about each other and are competing to start life by sharing. Around 100 mosques have been traced to run the Friday blessing program.

Raja Hasibuan, one of the people who works as a pedicab driver who received the Friday blessing assistance, said "every Friday, Radio RAU 105 FM Padang Sidimpuan always provides assistance to us as pedicab drivers in the Jalan Jend. Sudirman, this is very helpful to me and my colleagues. The forms of assistance include breakfast, instant noodles, cold medicine and so on. I hope that activities like this can be maintained and improved," he said.

This social activity program changes every Friday as the chairman of the committee, the chairman of the committee is usually given to radio broadcasters who have completed their program at that time, Nasrul Padly said "this social activity is very challenging and fun for me, apart from meeting in cyberspace with listeners I also directly meet and listen to their complaints and thanks through this social activity. My hope, as broadcaster and committee for Friday, is that people will care more about each other and be motivated to do good," he said.

Based on the results of the observations, the authors found that the cooperation programs and social activities carried out by Radio RAU 105 FM Padang Sidimpuan are very useful and influential for the existence of the radio, when you get a good response from listeners it will automatically generate increased income. The collaboration of several media with RAU 105 FM Padang Sidimpuan Radio proves that today's media must synergize and work together with each other to produce good impact and income, this aims to maintain the existence of mass media amid the current rise of social media.

Seeing the social activities carried out by Radio RAU 105 FM Padang Sidimpuan, this activity had a lot of impact on the community. In line with Raja Hasibuan, one of the residents interviewed by the author said that in outline this activity could provide good things for them, namely fellow pedicab drivers and street sweepers. Thus, according to what the authors observed and interviewed, things that are not included in the main broadcast can have a good impact on the radio, the broadcaster and of course the owner of the radio. In effective communication, of course, the management of Radio RAU 105 FM Padang Sidimpuan has given their best, good communication will have a good impact.

## 2. Finance

Finance on radio tends to be obtained from cooperation with institutions, government and other agencies, namely in the form of advertising. For Kotler (2002: 65), advertising is defined as a form of presentation and promotion of inspiration, goods or services non-personally from an associated sponsor that requires payment. For Kasali (1992: 21), in short advertising is meant as a message that offers products intended for citizens through

intermediary media. But that thing, to differentiate it from ordinary announcements, advertisements are more intended to seduce someone to buy.

Ads are made in such a way as to attract the audience, resulting in a good impact for advertisers. Finance on Radio is managed directly by the finance section of Radio RAU 105 FM Padang Sidimpuan. In this case, of course, with the increase in advertising, the revenue from radio will certainly increase and make a profit.

According to (Ridwan and Inge, 2003) finance is a study that studies the art of managing money that affects the lives of every audience. Finance also deals with the processes, agencies, markets and management involved in transactions between individuals between businesses and government agencies.

To increase the number of listeners, radio management must also be more careful in terms of observing the situation, one example is regular social activities so that it can attract public curiosity about the media that is being sold. In addition, cooperation between media also adds added value as well as through print media such as banners and posters.

The person in charge of Radio RAU 105 FM Padang Sidimpuan, namely H. T. Laksamana M.H said, "We from Radio RAU 105 FM Padang Sidimpuan provide quality radio program content so that people can digest the contents of the radio program, so that it will succeed in maintaining our rating and audience. In addition, the strategy that we provide is to determine the product, place, price and promotion must be systematic and have the right formula to get sustainable sponsorship. Apart from that, to convince advertisers to stay and want to advertise on our radio, we provide price promos. Not only that, we also offer radio advertising offers plus advertisements or endorsements on our social media, such as Facebook, Instagram, Youtube and so on." .

In this case the author compares the salaries and expenses carried out by Radio RAU 105 FM Padang Sidimpuan, the salary list issued by the financial parties varies greatly, Uswatun Hasanah as an old broadcaster for about 5 years said "The salary we receive is relatively different, because it matches the working hours. what we hold and how long we work on this radio. As is the case with me, the salary I receive every month varies according to the program I hold and the performance I have spent in the past month," he said.

As the author has explained above, the revenue of Radio RAU 105 FM Padang Sidimpuan in advertisements from the beginning of the month to September tends to increase and provides cash benefits from the radio. To increase advertising revenue, Masjuni said "we from the finance and administration sector are trying to provide even better performance, for example when the price fix process with advertisers we provide good communication, structured notes and flexible time. During the Covid 19 Pandemic, Radio RAU 105 FM, in terms of revenue, experienced a significant decline, the ads were still there, but the advertisers were trying to ask for a discount for each ad slot. defend advertisers" he said.

One of the advertisers for Radio RAU 105 FM Padang Sidimpuan Mrs. Zuriati owner of Faisal Optik said "I have advertised on Radio 105 FM Padang Sidimpuan for about 5 years, the thing that made me survive was of course the feedback the store received was increasing so that the store sales increased, next was the price. which is cheap, for us as regional shop owners this gives us a plus point because the price rates given are still pocket-friendly," he said.

According to conversations from several sources, the author can observe that the marketing communication strategy carried out by Radio RAU 105 FM Padang Sidimpuan is quite good, the Person in Charge of Radio RAU 105 FM Padang Sidimpuan Mr. H. T. F. Laksamana said "Radio management tries to provide good communication to potential

advertisers, new advertisers and subscriptions to our advertisers. Not only as advertisers, but we emphasize that advertisers must be made into a new family, because with sincerity in partnering, we believe that advertisers will feel more comfortable and want to advertise to us. The hope is that the past pandemic that we have experienced will not be repeated, because we as media players have experienced a decline in radio revenue through advertising."

In this case the author observes the results of interviews from several radio management and advertisers that an increase in radio revenue can increase if listener stabilization and the impact on advertisers increases. In this case, Radio can continue to grow if advertisers increase, not only that the management of the Radio can also increase the previous price rate if the given program experiences a positive response from listeners. The point is that if the listener increases, the response that is felt will certainly increase.

Looking at the price rates and advertisers who enter Radio RAU 105 FM Padang Sidimpuan, the author can see that revenue from advertising is very helpful and provides the benefits that Radio RAU 105 FM Padang Sidimpuan gets. This can be seen based on interviews with several national advertisements including advertisements on RAU 105 FM Padang Sidimpuan radio, it can be said that national brands are not adventurous about price fixes. About five national brands survive to enter advertisements on this radio. It is possible that regional advertisers who place advertisements on radio are advertisers who have been advertising for a long time and some have even placed advertisements for up to 10 years.

#### 4. CONCLUSION

Based on the results of research related to the Marketing Communication Strategy of Radio RAU 105 Padang Sidimpuan in increasing advertising revenue, several conclusions were drawn, namely:

1. Marketing Communication Strategy for RAU 105 FM Padang Sidimpuan Radio is to provide more interesting programs and follow community requests. Some of the leading programs from the Radio are Pantun Marbalos, Good Morning Sidimpuan and Ketabo Tu Sidimpuan. Apart from that, the promotions carried out by Radio RAU 105 FM Padang Sidimpuan are providing information to potential advertisers who will advertise, persuading advertisers with a positive impression through good and polite impressions, reminding potential advertisers so that when there is a price discount advertisers return to remember and want to advertise on radio.
2. The factors that affect advertising revenue on Radio RAU 105 FM Padang Sidimpuan are cooperation programs and social activities. Radio RAU 105 FM Padang Sidimpuan certainly has a formula for increasing advertising revenue through cooperative relationships with several media such as Radio Education Yogyakarta, KBR 68 HJKT and VOA America. donation to people in need, not only that the community can also participate, of course brands, businesses and advertisers can also participate in this activity.

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