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THE PHENOMENON OF SUARA AKBAR RADIO STATION'S EXISTENCE

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Keywords: Advertiser, Digital Age, Efforts, Existence, Listener, Radio Station, The Phenomenon.

Abstract

Suara Akbar Radio Station is one of the company located in Jember Regency of East Java Province established since November 25, 1967. The best achievement ever achieved by Suara Akbar Radio Station is to become the best private radio in Indonesia in 1993. Suara Akbar Radio Station is the oldest private radio in Jember Regency is able to maintain the existence of more than 50 years. This study aims to answer what efforts have been made Suara Akbar Radio Station to maintain its existence. The data was collected through interview technique and observation on the Suara Akbar Radio Station through Management Team and daily activities. It has experienced ups and downs of the industry of mass media competition. Efforts to maintain the existence of which are: consistent on local content, listener is the main asset, connect through the community, using of social media, and cooperation.

Introduction

Radio is the oldest type of electronic mass media and is considered very flexible. Radio adapts to the changing world by developing mutually beneficial relationships and complementing with other media (Ardianto 2007: 123). As an element of the process of mass communication, radio has characteristics and properties different from other mass media, that is audio. The advantages of radio media is cheap, populist, and broadcast can be heard anywhere. Radio broadcast content can be consumed by consumers or listeners along with other activities. The digital age also affects the role of radio broadcasts that are slowly beginning to emulate with the existence of new media that is much more interesting with the concept of audio visual on broadcast television, youtube, online player song, and still a lot of media with the look and content that is considered more interesting for most people. These conditions have an impact on the decrease of public interest in radio broadcasting.

Radio stations have event content that overall is an attempt to gain as much audience attention as possible. In addition to listeners, what is also important to radio existence is advertisers. Advertisers and listeners are consumers of a radio, both of them are interconnected and influential each other against the existence of radio. Listener is the main capital for a radio station. The more radio broadcasts in the hearing by the public it becomes a consideration for the advertisers who will calculate the efficiency and effectiveness of using radio as a means of promotion.

Radio as a media provider of information and entertainment services are laid off to adjust the changing tastes and habits of consumers. Listeners as a radio consumer can be fulfilled satisfaction if the radio can understand and present the content of the event that is in demand. Advertisers as a radio consumer can be satisfied if the radio can adjust the advertiser's desire in displaying promotional materials to the intended audience and the facilities desired by the advertiser. Consumer needs that can be met or even exceed expectations is a form of customer satisfaction that affects loyalty.

Suara Akbar Radio Station is one of the company located in Jember Regency of East Java Province established since November 25, 1967. The best achievement ever achieved by Suara Akbar Radio Station is to become the best private radio in Indonesia in 1993. Suara Akbar Radio Station is the oldest private radio in Jember Regency is able to maintain the existence of more than 50 years. This study aims to answer what efforts have been made Suara Akbar Radio Station to maintain its existence.



Literature Review

Mass communication

The simplest definition of mass communication put forward by Bittner (Rachmat, 2003: 188), mass communication is a message communicated through mass media to a large number of people. Based on these definitions can be seen that the communication must use the mass media. This understanding can be interpreted that when communicating with a wide audience does not use the mass media, then it can not be called mass communication. According Effendy Ardianto (2007: 18) suggests the function of mass communication in general, among others, the function of information, function of education, influence function.

Radio

Radio is one of the mass media that has great potential in facilitating communication. Its personal, cheap, fast and dynamic is able to attract the interest of the listener. Radio broadcasting has unique and distinctive characteristics with various advantages. The form of delivery of the message or the content of the statement packaged in a program, the radio has its own way with the radio style including the language of spoken words, music or songs and sound effects that became the main key of the identity of a radio station in presenting its program to captivate the listener (Triartanto, 2010 : 32)

Contemporary Marketing

The customer community is formed largely because of the need to exchange knowledge and share experiences about the same product or brand, so that they feel comfortable, happy, recognized, and are in the same environment or group. In the community, no longer pay attention to education, income, lifestyle, social status, gender, and so on. Having the same interests is enough for them to form a community. By forming a customer community, companies will find it easier to develop the programs the community wants. The goal is to create loyalty and lead to increased sales. (Tandjung et al., 2016: 53-54).

Research Model

This research uses qualitative method based on phenomenology approach by understanding the core and experience gained from individuals or groups related to certain phenomena. The interesting phenomenon of this research is the existence of Radio Suara Akbar Jember which has survived more than 50 years. According Sugiyono (2014: 1) qualitative research is a research method used to examine the condition of natural objects, (as opposed to experiments) where researchers are as a key instrument, data collection techniques done in triangulation, data analysis is inductive and qualitative research results more emphasizes the meaning of generalization.

Phenomenology is one of the qualitative research models that seek to uncover and study and understand a phenomenon and its unique and unique context experienced by individuals to the level of "beliefs" of individuals concerned (Herdiansyah. 2010: 66). The data was collected through interview technique and observation on the Suara Akbar Radio Station through Management Team and daily activities.

Result and Discussion

Observations and interviews were conducted on April 2nd, 2018 until May 5th, 2018. Interviews were conducted to the management team of Radio Suara Akbar Jember, among them were Director, Head of Broadcast, Marketing Coordinator, and Music Director. The results of this study explain that the current mass media industry experienced a graph of decline when compared before 2000. The condition is a consequence of the digital era that creates entertainment and information media alternatives the people on the side of the listener or the advertiser side. Suara Akbar is a local radio that can last more than 50 years and is called as the oldest Private Radio in Jember Regency. It has experienced ups and downs of the industry of mass media competition. Efforts to maintain the existence of which are:

A. Consistent on local content

Jember Regency is an area with a Moslem majority population. Culture called *pandalungan* is a combination of several cultures around Jember, it can be seen from the language used by the people of Jember in addition to Indonesian as the national language of Jember community also uses the language of the Region of Java, Madura, and Osing Language. One effort Radio Suara Akbar able to survive more than 50 years is to be consistent on the



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content of the event presented with attention to the demographic conditions of the people of Jember. Adjustments to the content of the event at any time are made to follow the changing tastes and desires of the people without leaving the hallmark of religious radio and cultural radio. Even though the radio broadcast a decline, but people will still need it. Currently, the main target of listeners of Suara Akbar Radio Station is Housewife, since the majority of radio listeners today are women who usually listen to radio broadcasts to accompany their routines. Based on the event's content, Suara Akbar Radio Station features entertainment and music contents of 50%, including dominant dangdut music (that's Indonesian Music genre), then Ethnic consisting of Javanese, Madurese, Osing, Mandarin and popular music and old music as well as religious music.

B. Listener is the main asset

The existence of a radio broadcast depends on the people's appreciation for listening. Suara Akbar Radio Station has the principle that the listener is the main asset, the more radio broadcasts are heard then the existence of a radio will be increasingly acknowledged by the public. Efforts made by Suara Akbar Radio Station is through the content of the event presented, People of Jember Regency is the main target of Suara Akbar Radio Station so it is necessary to maintain the local identity on the whole event owned. The goal is to be able to attract the interest of the majority of listeners of radio broadcasting to listen to the broadcast of Suara Akbar Radio Station.

C. Connect through the community

As an information and entertainment service company, radio definitely has a market share for its products, ie event content for listeners and advertisers' advertising services. The digital era affects the decreasing number of markets to be served, to facilitate market segmentation, Suara Akbar Radio Station conducts contemporary marketing, through the community.

1.) Community of listeners.

Suara Akbar listener community is a group of active listeners at an event held by the Radio Station, they need a medium to be a place to exchange information and get to know each other. Suara Akbar radio Station facilitates the formation of a listener community. The listener community of Suara Akbar regularly organizes activities which are entertainment and social at certain times and related radio program broadcasters are always involved in such activities in order to create a close relationship between radio broadcasters and radio listeners, in the hope of forming loyal listener.

2.) Community Music Director.

Suara Akbar Radio Station is active as a member of Indonesian Music Director Association or Asosiasi Music Director Indonesia (AMDI), a forum for Music Director from Radio throughout Indonesia. Through AMDI, Suara Akbar Radio Station can get the latest music content and information. AMDI can also be a medium for exchanging information between radios. Through AMDI, Suara Akbar can also build a good relationship with the record label or artist management that affects the existence of Suara Akbar Radio Station not only in Jember Regency but also nationally through cooperation made between the record label. The cooperation is in the form of airing and delivery of the latest music content information from certain musicians by Suara Akbar Radio Station, while the benefits obtained by Suara Akbar are radio promotion media through the media owned by the record label.

D. Using of Social Media

The use of social media can help Radio's existence in the digital age extensively. Radio Suara Akbar utilizes media instagram, twitter, and facebook to publish broadcast activities and all related content. Through social media the public can also access the broadcast streaming.

E. Cooperation

Advertising cooperation for all radio is important to support its existence, that is income. In the digital age this is a serious concern because of the increasing number of promotional media in addition to radio that can be selected by advertisers and possibly at a cheaper cost of radio promotion provide. Suara Akbar Radio Station is trying to always maintain good relationships with clients and provide the best service. The purpose of Suara Akbar Radio Station remains consistent with local content is to retain its audience as well as promotional targets for advertisers who still need radio as a promotional medium. In addition, Suara Akbar Radio Station located in the middle of the City is an advantage to make cooperation efforts in addition to advertising cooperation.



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Namely cooperation of selling herbal medicinal products with profit sharing agreements and utilizing the existence of towers leased to the cellular provider to be able to strengthen the cellular signal.

Conclusion and Recommendation

Suara Akbar Radio Station is the oldest private radio station in Jember Regency. Currently the media radio business is experiencing a graph of decline and needed efforts to maintain its existence in the digital age. Suara Akbar Radio Station has made several attempts to maintain its existence in both the listener and the advertisers aspect. An effort made as a local radio is to retain locally content to match demographic conditions. Position the listener as the main asset by understanding the listener's appetite and preferences about the content of the event without having to leave the hallmark of Suara Akbar Radio Station to get the attention of the majority of radio listeners in Jember Regency. Community is a way to segment the market that is decreasing nowadays, the aim is to keep consumers to be loyal consumers, Suara Akbar Radio Station into a medium for the formation of listeners community and active as a member of Indonesian music director community with the purpose of development of music content information and media promotion of Suara Akbar Radio Station to the public. In the digital age the use of social media becomes an important thing to maintain existence and it has been done by Suara Akbar Radio Station. The existence of radio must also be supported by the income that can meet all the needs so that now required another form of cooperation in addition to cooperation on on air advertising services. The suggestion given by the author related to the phenomenon is to complement the digitalization efforts of Radio Suara Akbar, one of the things that can be done is to continuously improve the quality and infrastructure that support and utilize Youtube channel as a means of existence in digital media.

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