

RRI Programa 2 Yogyakarta A Media Convergence Strategy for Maintaining Existence in the Digital Era

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ABSTRACT

Keywords

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In the digital era, technology is developing very rapidly, and the media industry has to keep up. Mass media, especially radio, must keep up with globalization and the internet to survive, especially as people have moved away from traditional media. Media convergence is a solution so that radio can still be accessed by the public. The purpose of this research is to find out and explain the form of RRI Programa 2 Yogyakarta's strategy for maintaining its existence in the digital era. The method used in this research is descriptive-qualitative. Data collection techniques include interviews and documentation. This research uses three stages in analyzing data: data reduction, data presentation, and conclusion drawing. The result of this research is that RRI Programa 2 utilizes media convergence in on-air activities and various digital platforms, including the RRI Digital application and social media such as Instagram, to distribute content. Digital media serves as a complement and reinforcement to conventional media such as radio, expanding and dynamizing its functions as well as enabling a wider range of information.

1. Introduction

In recent years, RRI Programa 2 Yogyakarta, like many other radio stations, has faced great challenges in maintaining its relevance and competitiveness amidst the rise of digital media. Media transformation into multiplatform digital media has become a necessity, in line with RRI's 78th anniversary theme, "Multiplatform Transformation for Advanced Indonesia." The multiplatform transformation implemented by RRI reflects their seriousness about adapting to technological developments. This allows RRI to remain relevant in the digital era (Riyanto, n.d.). It is important to recognize that in today's digital era, radio, including RRI, faces significant challenges. The emergence of various broadcast platforms provides people with many alternatives to get information. Therefore, adapting to the times is key to keeping radio relevant and appealing to the public.

In the digital era, the shift in radio audience behavior has become more striking, with many of them turning to digital media to seek information (Hayati & Ariestanty, 2023). The number of radio listeners is currently experiencing a decline caused by the emergence of various sophisticated electronic devices, such as gadgets. Today, many people prefer and use the sophistication of their gadgets, which has led to a decline in interest in radio. Many individuals now rely on smart devices for various purposes, one of which is accessing the latest information through the media. Today, almost all levels of society have adopted the use of gadgets in various daily activities, involving most of their time interacting with these devices (Puji Asmaul Chusna, 2017).

The increasing growth of internet users, supported by fast internet access, is a trend that accompanies this development. In developing countries like Indonesia, the growth of internet users also continues to increase every year. As revealed in a survey conducted by data from the Indonesian Internet Service Providers Association (APJII), the number of internet users in Indonesia reached 215.63 million people in the period 2022–2023. This figure shows an increase of 2.67% from the

previous period, which recorded 210.03 million users. The percentage of internet users is equivalent to 78.19% of Indonesia's total population, which amounts to 275.77 million people. This percentage has increased by 1.17 points compared to the previous period, which was 77.02% in 2021-2022.



Figure 1. Percentage of Internet Users in Indonesia

Source: <https://dataindonesia.id/internet/detail/apjii-pengguna-internet-indonesia-21563-juta-pada-20222023>

Research conducted by APJII highlights the constant growth in the number of internet users each year, showing how the internet has become the main means of accessing unlimited information and entertainment without being limited by time and space, as long as it is connected to the internet via a smartphone or computer. This is a shift from previous conventional methods that often had obstacles in obtaining information and entertainment due to certain restrictions (Rusadi, 2014).

Amidst growing competition from new media platforms such as audio streaming, podcasts, and online music services, traditional radio broadcasters are striving to stay relevant and up-to-date with technological trends. As part of the effort to meet this challenge (Irma Lutfiani Ismail, 2022), some radio stations have adopted a digital media convergence strategy, which involves using various digital platforms and social networks to expand coverage, increase audience engagement, and create relevant content. This change has resulted in a richer and more dynamic variety of information, which is able to attract listeners' attention and increase their interest in viewing, reading, and listening to the information through online platforms, such as the internet. In seeing changes in people's behavior in seeking the latest information and entertainment, especially in the context of radio changing from conventional analog to digital forms via the internet, radios need to find solutions to stay relevant and retain their listeners (Moestopo & Aini Shofiya Asy, 2018). One solution is to converge.

Changes in people's behavior in seeking information through digital media are one of the reasons why RRI Programa 2 must converge in order to meet the needs of the audience and get information from the radio more easily and efficiently. Evidence showing that RRI Programa 2 has adopted digital media convergence can be found in its various radio-related information content. Information is not only channeled through conventional analog radio with sound frequencies, but since the existence of new media platforms such as the internet, messages or information can be quickly disseminated and accessed by listeners through various social media such as Instagram, @rripro2jogja, Twitter, @RRIPro2Jogja, and Youtube, @pro2riyogyakarta859. Listeners even have the option to access live broadcasts of program information through streaming on the website or using a streaming radio application called RRI Digital that can be downloaded through the Play Store and App Store. However, the updates that RRI Programa 2 has made are still not widely known by the public, especially among young people in Yogyakarta. Young people today prefer to use social media to find information and entertainment rather than radio broadcasts.

This research is expected to make a significant contribution to the understanding of the practice and application of media convergence on radio, with the aim of expanding the reach of listeners and maintaining its existence in the digital era. In addition, this research is also expected to be a valuable reference for future research, especially those related to media convergence on radio. To strengthen the data in this study, researchers used references from previous studies. (Hamma, 2018). Entitled *Media Convergence on Journalist Performance: A Case Study of Fajar TV and Fajar FM*. The results showed that media convergence occurred between the two media platforms, Fajar TV and Fajar FM. This convergence has an impact on the performance of journalists, who work twice as hard to meet the needs of media companies. This convergence also causes journalists to inevitably be required to improve their abilities to meet the needs of the human resources (HR) of the media platform. Furthermore, research from (Nugraha & Yulianti, 2020). With the title *Media Convergence Strategy as a Means of Promotion, Audience Expansion, and Content Development, Based on the results of the study*, it was found that the application of media convergence was used as a means of program promotion. In addition, social media helps Ardan Radio expand the reach of listeners. The previous research focused on the study of media convergence as a means of promotion and content development. This research will examine the implementation of convergence strategies implemented by RRI Programa 2 Yogyakarta.

2. Method

This research adopts a qualitative methodology. Qualitative methods in research refer to methods that do not rely on quantitative procedures, statistical calculations, or numerical measurements. The main principle of qualitative research is to understand the object of research thoroughly and deeply (Werdiningsih & B, 2022). Meanwhile, the approach used is descriptive-qualitative. Descriptive-qualitative research can be interpreted as a type of research that aims to explain objects, facts, or social situations through narrative writing. In this writing, quotes of data (facts) described in the field are included to provide support for the content presented in the report (Anggito & Setiawan, 2018). This research was conducted in Yogyakarta, with the research subjects being the coordinator and content manager of RRI Programa 2 Yogyakarta.

To process data, researchers need to analyze the data that has been obtained. Data analysis is the process of systematically searching and compiling data, obtained from interviews, field notes, and documentation, by organizing data into categories, breaking down into units, synthesizing, arranging into patterns, choosing which ones are important and which ones will be studied, and making conclusions so that they are easily understood. There are three steps in data analysis: data reduction, data display, and data verification. In qualitative research, researchers must try to get valid data. In this study, researchers used triangulation to test the validity of the data. Triangulation is a data validity checking technique that utilizes something else outside the data for the purpose of checking or comparing the data. In testing the validity of the data, researchers use source triangulation, which means comparing and rechecking data from more than one source to determine whether the data is correct or not (Sugiyono, 2018).

3. Result and Discussion

3.1. Implementation of Media Convergence Strategy of RRI Program 2 Yogyakarta

The trend of media convergence has been in the spotlight since the advent of the internet, which changed communication technology. RRI Programa 2 Yogyakarta began to respond to this challenge by implementing media convergence. Programa 2 Yogyakarta has a young audience segment aged 15–30 years old that is very familiar with technology. Therefore, the radio needs to adapt to the trend by adopting various platforms, such as online media and various social media channels. The adoption of multiplatform media convergence has a close relationship with industry change, where industries are becoming more dynamic and highly dependent on technology. These changes include the transformation of information media, changes in the way of communicating, the modification of print media, and the evolution of the use of digital media, according to Flaw in (Fadeli et al., 2022). RRI Programa 2 Yogyakarta has a goal to be closer to its listeners and for radio to remain in the community. This is in accordance with the opinion of Briggs & Burke in (Ananda, 2023) that media convergence is the process of combining various forms of media to achieve certain goals. Briggs & Burke added

that as new services develop, people's life patterns and perceptions will change, presenting a variety of information options that they can customize to their liking.

Another reason RRI Programa 2 Yogyakarta adopts media convergence, besides following the trend and facilitating access to information, is media competence in the mass media business. This competition makes Programa 2 Yogyakarta more creative and innovative in uploading content on social media to keep attracting listeners. The technological transformation that pushes media into the digital realm has changed the way people consume information, as they now want and need information quickly. Programa 2 understands the needs of its listeners and implements media convergence by continuously improving the information and creative content presented. Industry demands also force RRI Programa 2 Yogyakarta to present content in various forms, such as writing, photos, videos, audio, and graphic design.

The author concludes that RRI Programa 2 Yogyakarta applies the media convergence theory initiated by Henry Jenkins. According to Jenkins, convergence has five dimensions: technological convergence, economic convergence, social or organic convergence, cultural convergence, and global convergence. RRI Programa 2 Yogyakarta adopts some of these dimensions, namely technological convergence and social or organic convergence. Technological convergence refers to the process by which individuals incorporate various media and technologies into their daily routines, creating a seamless experience between the physical and digital worlds. RRI Programa 2 not only relies on traditional radio broadcasts but also utilizes various digital platforms such as the RRI Digital app, social media (Twitter, Instagram, Facebook), and website (rri.co.id). They ensure that their content can be accessed anywhere and anytime, in accordance with the media consumption habits of diverse listeners. Thus, RRI Programa 2 Yogyakarta also applies the theory of social or organic convergence, successfully creating an integrated media ecosystem, allowing them to remain relevant and attractive to young listeners in this digital era. RRI Programa 2 Yogyakarta also embraces the concept of cultural convergence, which refers to the interaction and mutual influence of various forms of media and cultural practices in an increasingly connected media ecosystem. Through digital media, Programa 2 Yogyakarta can control the content needed by consumers. The internet has now become an essential requirement for mass media, especially radio. Jenkins states that old media will never die and that the presence of the internet is not considered a threat but a source of innovation that encourages the development of radio.

Rich Gordon, in his book "The Meaning of Convergence," divides convergence into five levels: ownership convergence, tactical convergence, information gathering convergence, and storytelling convergence. From the research data, RRI Programa 2 Yogyakarta belongs to the information gathering convergence and storytelling convergence levels (Derviana & Fitriawan, 2019). This convergence refers to the ability of media workers to master more than one type of media and present information through various platforms. RRI Program 2 applies Standard Operating Procedures (SOPs) for workers to ensure content quality for both online media and broadcast content. However, the demands of multitasking can impact workers' concentration and reduce content quality. Despite facing some imbalances, RRI Programa 2 Yogyakarta has anticipated quite well, opening internship opportunities for the media department and having quality control over the content to be uploaded. A media convergence strategy is very important for the media to survive in the midst of intense industry competition. Media activists need to have the ability to organize media convergence strategies effectively and appropriately. RRI Programa 2 Yogyakarta, with its youth segmentation, seeks workers who are young at heart, open-minded, flexible, innovative, and creative. Flexibility is an important thing that must be owned by the media industry as a supporting factor in order to survive in the midst of the times. Multimedia convergence in news packaging, or storytelling convergence, is applied by RRI Programa 2 Yogyakarta by packaging news using multimedia to enrich the information conveyed and provide various options to the public. RRI Programa 2 Yogyakarta has succeeded in presenting news and information content effectively on various platforms, in accordance with their target market, namely young people.

3.2. Forms of Convergence of RRI Programa 2 Yogyakarta to Maintain Existence in the Digital Era

To adapt to the times and meet the information needs of consumers, RRI has developed various platforms, including RRI Digital and other digital channels such as social media. Information and

news disseminated through these platforms go through a careful content management and processing process: content material collection, editing process, content distribution, and content evaluation. The process of gathering content material involves finding relevant and high-quality information. After that, the content goes into the editing stage, where the information is processed to conform to broadcasting standards and an attractive language style. Content distribution is done through various digital platforms, ensuring the information is accessible to a wide audience. Finally, content evaluation is conducted to assess the effectiveness and resonance of the content with the audience.

Content processing at Programa 2 Yogyakarta involves pre-production, production, and post-production stages, all based on concepts set by the content manager, Robby Angga Maulana. Ideas that arise are discussed and planned in detail. The production stage involves information gathering, interviews, shooting, and audio recording. The post-production stage is where all the material is processed into the final content. The principle of content collection for Info Pro 2 news at RRI Programa 2 Yogyakarta starts with collecting material from news that is broadcast live on-air. After the broadcast, the social media division processes this information and distributes it through various social media accounts. This activity reflects the concept of continuum convergence, where content is repackaged for distribution on various social media.



Figure 1. Info Pro 2 RRI Programa Yogyakarta
Source: @rripro2jogja

Based on the research findings, RRI Programa 2 Yogyakarta has implemented a content sharing strategy several times to repackage content before uploading it to various digital platforms, such as the RRI Digital application and Instagram. This content sharing activity is evident in the Info Pro 2 upload on Instagram, which is exactly the same as that uploaded on Info Pro 2 on the RRI Digital application. RRI Programa 2 Yogyakarta determines that the content presented must be balanced and cover various significant aspects such as presentation, entertainment, education, social, and cultural. Each program is designed to contain a variety of elements that support the overall program. This approach is in line with the Uses and Gratifications theory expressed by Elihu Katz in (Karunia H et al., 2021). which states that audiences actively choose media that suits their needs. RRI Programa 2 Yogyakarta also utilizes various digital platforms to present diverse and relevant content, allowing audiences to access information anytime and anywhere according to their preferences. By providing balanced content, RRI Programa 2 is able to meet the diverse needs of its audience, ensuring they remain engaged and loyal.

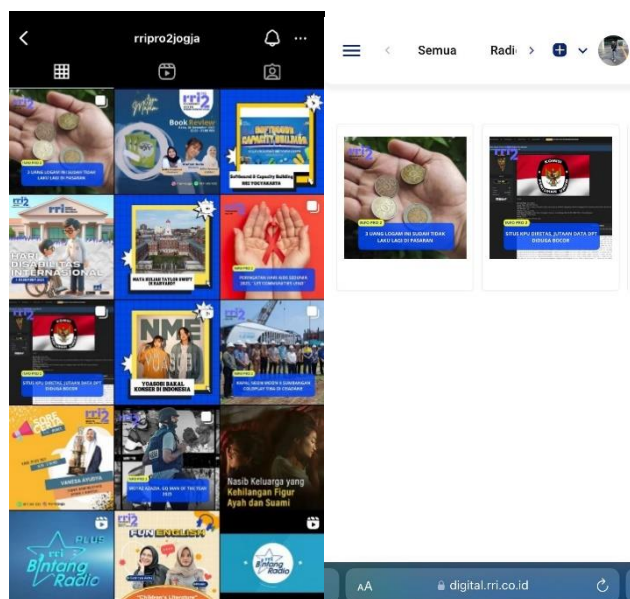


Figure 3. & 4. Content Sharing Activity on Instagram and RRI Digital App
Source: @rripro2jogja and digital.rrj.co.id

In addition, this strategy reflects the concept of media convergence as proposed by Henry Jenkins, who states that media convergence involves a cultural shift where audiences become more active and have more control over media content. Based on the interviews conducted, Programa 2 Yogyakarta focuses more on developing their social media channels, especially Instagram. They are very active in using Instagram for activities. Programa 2 also follows the trend by using Instagram as a tool to deliver messages to listeners. Instagram offers various interesting features, such as stories, videos, and reels, that can display content in a more interesting way. The purpose of this social media development is to present creative content to listeners and maintain the existence of RRI Programa 2 Yogyakarta. One form of media convergence carried out by Programa 2 Yogyakarta is through content repackaging. The content broadcast through the radio is re-recorded in visual form and uploaded to Instagram to provide a different experience to listeners. In broadcasting information, RRI Programa 2 uses live Instagram and story strategies to present information, connect with audiences, and present more interesting and diverse content. This media convergence allows Programa 2 to reach a wider audience and provide a different experience to listeners.

3.3. Discussion

The results of this study reveal that RRI Programa 2 Yogyakarta has successfully implemented a media convergence strategy to maintain its existence in the digital era. The use of various digital platforms, such as the RRI Digital app, social media (Instagram, Twitter, and Facebook), and websites, shows RRI Programa 2 efforts in adopting technological convergence and social or organic convergence, as described by Henry Jenkins. The findings clarify and support the theory of media convergence proposed by Jenkins, which includes the integration of technology into daily routines and the creation of an integrated media ecosystem. This research is also in line with Briggs & Burke's view that media convergence is the process of combining different forms of media to achieve specific goals. As revealed in the interview, RRI Programa 2's focus on developing social media channels, especially Instagram, supports this theory. The use of Instagram features such as stories, videos, and reels allows RRI Programa 2 to present more interesting and interactive content, expand listener reach, and increase audience engagement.

This study also shows that RRI Programa 2 Yogyakarta applies the concepts of storytelling convergence and information gathering convergence proposed by Rich Gordon in (Derviana & Fitriawan, 2019). The repackaging of radio broadcast content into visual formats to be uploaded on Instagram, as well as the use of Instagram Live and stories to present information, support this strategy. This finding emphasizes the importance of flexibility and creativity in the presentation of media content in the digital era, which is also emphasized by Gordon. Nonetheless, this study found that the multitasking imposed on media workers can reduce the quality of content. This shows that there are challenges in the implementation of media convergence that have not been fully resolved. However,

RRI Program 2's efforts to overcome these challenges by opening internship opportunities and implementing quality control show good adaptation to industry demands. This research also clarifies the importance of cultural convergence, as described by Jenkins, where the interaction and mutual influence of various forms of media and cultural practices occur in an increasingly connected media ecosystem. Through media convergence, RRI Programa 2 can present balanced and relevant content, meet the needs of diverse audiences, and maintain listener loyalty.

4. Conclusion

Based on the previous discussion, RRI Programa 2 Yogyakarta's media convergence strategy shows some important findings. RRI Programa 2 utilizes media convergence in its on-air activities and various digital platforms, including the RRI Digital app and social media such as Instagram, to distribute content. Digital media serves as a complement and reinforcement to conventional media such as radio, expanding and dynamizing its functions, as well as enabling a wider range of information. Through digital platforms, listeners can access radio broadcasts anytime and anywhere, in various formats such as written, audio, video and graphics. This increases the flexibility, accessibility and appeal of conventional media. RRI Programa 2 sees online media as an effective means to distribute content, retain loyal listeners, and attract new audiences. The addition of digital platforms and mobile applications increases the number of radio listeners as they can access broadcasts via smartphones anytime and anywhere. The hope for future research is to review the convergence strategy comprehensively because this study lacks analysis of media convergence strategies implemented by other radio stations as a comparison, which can provide more insight into the effectiveness of RRI Programa 2 Yogyakarta's strategy.

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