



Policy the mark XBT FM Radio as an education medium among students in the city center

Adhi Satria Ujanggara^{1*}, Fitrinanda An Nur²

^{1,2}Ahmad Dahlan University, Yogyakarta, Indonesia

Email: adhi1700030223@webmail.uad.ac.id¹, fitrinanda@comm.uad.ac.id²

ABSTRACT

Keywords

Branding Strategy
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Radio is a form of mass communication, which to this day still has appeal and is sought after by some people as a tool for obtaining information and entertainment. Before television was famous, around the 80s, radio was a media that was very trendy at that time, exactly the same as the internet trend today, especially in remote villages in remote villages, even in the corners of cities. , radio was not only popular among older people, even among young people, at that time radio was one of the best alternative media for entertainment, listening to comedy, music, religious lectures, serial dramas and even getting the latest information through news broadcasts. Because the public's demand for radio broadcasts is so great, radio has become a very effective medium for providing information and education to the public, even today, amidst the rapid development of information technology, amidst the proliferation of online media, radio is still an effective choice. to serve as an educational resource to share information with the public. XBT FM Radio is a radio managed by the foundation, not only providing information and entertainment but also providing educational value in every aspect of the programs and content presented. This radio, which uses line streaming as its broadcast medium, is trying to survive behind the growth of technology and other computer radio. Radio, which aims to educate future generations, by becoming an educational medium, especially for elementary to middle school children, has a branding strategy to maintain its existence. The aim of this research is to describe the branding process carried out by XBT FM Radio which includes all promotional efforts carried out by the management as well as feedback from audience segmentation. This research is descriptive research using a qualitative approach. Based on the concluded research results. The promotional efforts carried out are considered not optimal, XBT FM Radio has not been able to become an educational medium among students in Central Lombok.

1. Introduction

As time continues to progress, so does technology, the development of which now greatly contributes to the development of the world of communication, especially mass media (Baade, 2015). With media also developing, such as newspapers, television and radio, it can be seen that the public's need for information, education and entertainment has become something that is considered important to everyone (Pancawati et al., 2019). Stakeholders media to continue to provide the latest innovations according to the development of each time (Stanwick & Stanwick, 2020). The Internet exists as a new digital medium, which cannot be denied that the existence of the Internet provides many conveniences to its users (Khairiah, 2020). We can easily access various information and entertainment from all over the world. Of course, with such rapid progress, it makes it easier for foreign cultures to enter and

be absorbed by our future generation, namely Generation Z. And if Generation Z is not properly educated about these new media, then whatever they absorb can happen without filtering. The information first. This will lead to a belief that all the information they receive is true and may lead to misuse of the media for negative things (Meier et al., 2021).

However, technological developments not only affect users, but also have positive and negative effects on today's traditional media, especially radio (Effendy et al., 2020). The positive effect that we can see is that the performance of radio to date is of course inseparable from the emergence of the Internet as a new medium that has helped radio to continue to expand its broadcast area using streaming media that rely on the Internet (Sjuchro et al., 2022). Because radio is acoustic which stimulates the listeners through sound so that the listeners can visualize what the broadcaster means (Pratiwi, 2022). With the internet, radio can now be enjoyed anytime and anywhere and it can be among today's young people. This can be confirmed by the results of a survey according to Nielsen RAM in 2016, 57% of radio listeners in Indonesia are Generation Z and Millennials who listen to radio through *Mobile phone*. ([https://marketing.co.id/radio-masih-tetap-diminati/diakses Wednesday, December 19, 2018](https://marketing.co.id/radio-masih-tetap-diminati/diakses-Wednesday-December-19-2018)).

In Central Lombok, there is a radio that not only provides entertaining and informative programs, but also provides educational services that the current generation needs (Pancawati et al., 2019). XBT FM is a digital platform that provides educational information services along with educational entertainment. XBT FM can be listened to anytime and anywhere for 18 hours as long as there is an internet connection when accessing it (Anastasia & Adjie, 2020).

The negative effects of the advent of this new medium, according to one student, Ariyani (on Tribunjambi.com accessed on Saturday, April 27, 2019) said that the advancement in technology, along with the rapid growth of gadgets and the advent of social media, meant that today's society, especially the youth, is no longer interested in listening to the radio (Suri & Puspaningrum, 2020). Moreover, the ephemeral nature of radio that relies solely on the ears makes it different from the nature of television that can provide audio and video presentations, which of course are still popular with the public today (Valos et al., 2017). Even though television and new media still rule today, that doesn't mean radio has been abandoned by loyal listeners (Danaher & Rossiter, 2011). Radio still exists and is used, this has been reported in an article which states that according to a survey by Nielsen Radio Audience Measurement (RAM) in 2016, radio media accounts for 38 percent of all print electronic media and other online media (Lin et al., 2013). This means that about twenty million consumers in Indonesia still listen to radio.

Nowadays, listeners do not just look at radio as headphones to listen to a program, but they evaluate programs carefully and use common sense, thereby forming a critical attitude towards what they consume (Aviv & Shamir, 2021). If the radio program being broadcast does not meet their expectations, they will easily switch to another radio station or be averse to radio broadcasts that they find uninteresting and do not provide benefits to listeners. Here is a *brand name* The right one can help shape perceptions and will later influence listeners' decision-making to choose which radio station suits their interests (Septiawan et al., 2020).

Given the high competition and segmentation, it is almost the same as local and national radio, *brand name* It is very important for the continuity and existence of XBT FM, especially with the aim of educating future generations through the programs it offers. So, from the above background, researchers are interested in studying strategy *brand name* xbt FM radio as an educational medium for students in Central Lombok.

2. Method

The research method used is descriptive qualitative (Wenerda, 2022). Qualitative methodology is a research method that produces descriptive data in the form of written or spoken words from people and observable behavior, as stated by Bogdan and Taylor in (Lexy J. Moleong, 2019). The qualitative research method is a method based on the philosophy of postpositivism, used to study the conditions of natural objects, where the researcher is the key tool, with a data collection technique carried out by triangulation, data analysis is inductive/qualitative. And qualitative research results emphasize meaning rather than generalization (Sugiyono & Lestari, 2021).

At the same time, a descriptive study only describes situations or events. This research method does not seek or explain relationships, does not test hypotheses or make predictions (Liu et al., 2020). The following indicate when qualitative methods can be used:

- A. If the research problem is not yet clear, such a situation is suitable for research using qualitative methods, because the researcher goes directly into the object and explores with a *question about grant travel*, so that problems can be clearly identified.
- B. Understanding the meaning behind visible data, because social phenomena often cannot be understood based on what people say and do.
- C. Understanding social interactions, by participating in them. In this way, a clear pattern of relationships can be found.
- D. To develop theories, qualitative methods can be used to develop theories based on data obtained from the field.
- E. To ensure the validity of the data. Social data is often difficult to find the truth, because by using qualitative research methods we can use triangulation techniques so that certainty will be guaranteed better (Sugiyono, 2017).

3. Result and Discussion

Researchers use several theories to explain the relationship between methods *brand name* which is built by radio and *harmoni picture* which is realized as an educational medium among students.

1. Marketing communication

Marketing communication is the process of communicating information about a company and what it wants to offer (*invite*) in the target market. Basically, every business always needs a marketing concept because no product can be offered successfully without establishing the best marketing concept for consumers. And a product can be considered well offered in the market if consumer attitudes are formed *brand image* itself. *Figis* a perception that is relatively consistent over long periods of time (*permanent perception*), because it is not easy to create or edit an image. Therefore, an appropriate branding strategy is needed for the target market segment.

- Trademark

Label (label) is one of the important aspects of marketing communication. Brand included Philip Kotler (Kotler & Lee, 2008) A trademark is a name, term, sign, symbol or design, or a combination thereof, intended to identify the goods or services of one seller of a group of sellers and to distinguish them from those of competitors. (A trademark is a name, term, sign, symbol, design or combination of things that identifies a product/service produced by a company. This identification works to distinguish it from similar products). There are three main objectives in promoting a brand viz:

1. Brand communication can increase brand awareness
2. Able to reinforce, clarify and accelerate a brand's message
3. Stimulate and encourage target consumers to take purchasing action (Larasati & Kertamukti, 2016).

Brand awareness for Radio Xbt fm is the ability of the target audience to recognize or remember that a brand is part of their product. Brand awareness is a measure of the strength of a brand's presence in the minds of customers (Zabojnik, 2018). The role of consumer brand awareness in overall brand equity depends on the level of awareness achieved.

- A. *Unprotected by trademark*; is the lowest level of the brand awareness pyramid, where consumers are unaware of the existence of a brand.
- B. *Trademark* (brand recognition); minimal brand awareness. This is especially important when consumers choose a brand to consume.
- C. *Brand recall* (brand reminder); this is done by asking someone to name a specific brand within a product category without assistance.
- D. *Top of mind* (top of mind); The first mention of a particular brand is top of mind. This brand is the main brand of various brands that exist in the minds of consumers (Kertamukti, 2015: 95).

Thus *abrand awareness* It is very important for the survival of broadcast media, especially radio, which is now constantly mushrooming and sinking slightly compared to other media. And if *abrand awareness* Once embedded in the target's mind, brand loyalty will be generated by the target, which is a measure of how likely the target is to switch to another brand. Because brand loyalty will ensure that customers will not switch to competing brands, even if competing brands provide cheaper prices and better quality (Todorova, 2015). And listener loyalty can grow with help *brand name* which is right because it just is *brand name*- is the one who is ultimately able to bridge the between the provider and the recipient; between authority and freedom (Moro & Rita, 2018). This is, of course, very closely related to the trust and dialogue that grows thanks to the cooperation and communication of all employees involved in Radio with the listeners (Kim et al., 2018). We create *brand name* In the world of complete broadcasting, some supporting elements like these are also needed *segmentation, targeting, positioning, profiling and programming* (Bloom, 2020).

In big cities, a radio station like radio can no longer be a mainstream media that targets all levels of society. Radio stations that have a clear audience segmentation will basically have the potential to reach the market and can easily achieve the goals they are building (Nasirin & Pithaloka, 2022)r. Determining clear segmentation will also help determine the broadcast format which includes program selection, broadcast style and music selection suitable for the intended audience. Apart from that, segmentation is needed not only for reaching the market but also for community activities and other non-profit activities. According to Eric Berkowitz (Student et al., 2021), audience market segmentation is a very important concept for understanding broadcast audiences and program marketing, market segments are defined as;

1. To segment markets into distinct groups that have common needs and (dividing the market into clear groups that have the same needs).
2. Will respond similarly to a marketing campaign (which gives the same answer as a marketing function).

The concept of segmentation provides an important guide to understanding broadcast audiences. This concept also provides advice on selecting only certain segments of a very broad group to provide optimal service (Malpartida Gutiérrez et al., 2021). With this audience segmentation, companies can design programs that better respond to audience needs. Therefore, it is necessary to know the basic elements of segmentation which consist of demographic, geographical, geographic and psychological components (Morissan, 2015).

Segmentation is based on population maps such as age, gender, size of family members, highest education attained, type of consumer occupation, income level, religion, ethnicity, and so on. This demographic data is necessary to predict audience changes in how broadcasters estimate the potential audience available in each region accessible geography (Morissan, 2015). In this segmentation, the audience is divided based on different geographic distribution, such as covering country, province, district, city and residential area (Morissan, 2015). This segmentation is a combination of geographic segmentation and demographic segmentation. This segmentation considers the audience living in a certain geographic area to have similar demographic characteristics, but must be in as narrow a geographic area as possible (Morissan, 2015). Psychology is a division based on human lifestyle and personality. Lifestyle influences a person's behavior and ultimately determines a person's consumption choices and of course affects their needs for types of radio programs. Thus, psychological segmentation classifies the audience more sharply than just demographic variables (Morissan, 2015).

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A. Targeting

Target audience is choosing one or more target groups that will be the focus of marketing and promotional activities. This is a competitive broadcaster's attention, because it is an important part of program strategy and has a direct impact on advertising and promotional activities.

According to Clancy and Shulman cited in (Shah et al., 2020), there are 4 conditions that broadcast media managers need to meet in order to achieve the best results for a target audience, these criteria include: The program to be broadcast must have a fairly wide sales potential. The greater the chance that the program will reach the target audience, the greater its value. The size is determined not only by population size but also by purchasing power (Choi et al., 2017). The audience cannot react immediately. The audience slowly grows until it eventually grows rapidly. If the growth of the audience is slow, it is necessary to consider steps so that the program will be more accepted by the audience (Matani & Hassanpour, 2013). The target audience can be reached optimally if advertisers can choose the right medium to promote and promote their products. Sometimes a product does not reach the market due to a lack of good knowledge of media planning and the features of existing media. Therefore, advertisers are required to be creative and understand how to best reach a target audience.

B. Location

It is a communication strategy related to how the audience places a product, brand or company in the brain, in the imagination, so that the audience has a certain evaluation. Positioning must be done with careful planning and proper steps. Positioning is an important thing for broadcasters given the fairly intense competition. According to Hiebing & Cooper cited by (Morissan, 2015), positioning definition can build product perception in the target market relative to competitors. When developing an image for a product, it is very important to consider the relationship between the image and the nature of the product, so that the perception created can be well received by the audience. In formulating a positioning statement, marketing managers must know how the target audience differentiates the product in question from other competing products. There are three stages that distinguish the competitive structure proposed by Myers as cited in (Novalia Agung Wardjito Ardoyo, 2018), including:

It is a form of competition experienced by companies or products that are better in various areas than their competitors. Dominance is a very desirable state, but is usually very difficult to achieve. The company acts rationally, that is, it does not excel in everything, but limits itself to one or more aspects that are superior to its competitors. In this case, the company and its products are completely indistinguishable (Nurendah, 2015). The audience cannot tell which is better between the products produced by company A and other companies. Therefore, imaginary distinctions are usually created by inculcating a brand image, linking to characters, humor, cartoons, and so on. Location will help listeners to always remember a radio station according to the image created on the radio. This can be used to state whether the radio is a radio for young people, education, family, dangdut and so on. All this requires constant and constant effort so that the desired positioning concept can become a reality in the mind of the listeners (Sari & Basit, 2020).

C. Formatting and Programming

Radio shows need to be packaged in such a way that it attracts attention and can be followed by as many people as possible. Any program production must also refer to the needs of the target audience. This will determine the radio station profile that must be selected. As explained by Pringle-Starr-McCavitt in (Mujamiasih et al., 2013) that: Most stations' programming is characterized by one main content or sound, known as a format (Most radio stations' programs are characterized by a single main topic or unit of sound called a profile).

Format can be said to be the presentation of programs and music that has certain characteristics in each radio station. This is the effort of the management of the radio station to produce programs specifically according to the goals that the radio is aiming for. According to Joseph Dominick in (Morissan, 2014), the format of a radio station when translated into radio operations must appear in four areas, viz.

1. Personality (*personality*) broadcasters and reporters
2. Choice of music and songs
3. Choice of music and speech style (*dollars*)
4. Spots and a selection of commercials, rings and other forms of radio promotion.

According to Darmanto, cited in (Widiastuti, 2021), the station format is one of the identity of a radio station. Apart from that, a format can make the existence of radio recognized and have a unique

audience. However, the word format actually has three additional meanings, namely program format, production format and broadcast format. Program format refers to a plan for the presentation of a program based on the content of radio content. A production profile includes an understanding of how a program is presented with its technology. At the same time, broadcast format can be interpreted as the personality of a radio station as can be heard from its broadcast schedule.

Because there aren't too many types of radio shows, creating a radio show requires the ability and skill to produce a program that is interesting to listen to and conforms to a predetermined format. In general, radio programs consist of music and information, which are then packaged into various formats that can ultimately meet the audience's music and information needs. Therefore, special attention must be paid to the preparation of the program format, because it plays an important role in forming the brand image of the radio itself.

2. Theory of uses and gratifications (*uses and gratifications theories*)

This theory proposes the idea that individual differences cause audiences to seek out, use and respond to media content in different ways due to various social and psychological factors that differ between individual target groups. This theory believes that audiences in media use are goal-oriented, active, and differentiated. Audiences are believed to know their needs and are responsible for choosing media that can meet their needs. This theory also explains when and how audiences as media consumers become more active and passive in using media and the consequences of using this media. Because media use is driven by needs and goals determined by the audience themselves.

There are five basic assumptions about uses and gratifications theory that are the core of the ideas of this theory that Katz, (Wibowo, 2022) put forward, these assumptions include: Audiences are active and purposeful in their use of media. From the perspective of uses and gratifications, the audience is seen as active participants in the communication process, but the activity of each individual is not the same. The initiative to get media satisfaction is determined by the audience (Helianthusonfri, 2020). This second assumption relates to the need for gratification in relation to certain media choices determined by the audience themselves. Media competes with other sources of pleasure. Media and audiences do not exist in a vacuum that receives no influence. Both are part of a wider society and media-audience interactions are influenced by society. Audiences are fully aware of their interests, motivations and media usage. Sufficient self-awareness of the internally generated interests and motivations that accompany media use allows researchers to obtain an accurate picture of an audience's use of media. Evaluation of media content is determined by the audience.

According to this theory, media content can only be judged by the audience itself. Apart from that, the audience can participate in determining the needs and satisfaction of the audience with the media. The core of the uses and gratifications theory is that audiences use mass media for specific motives. And this study will reveal the factors that motivate the audience to use mass media to fulfill their information needs.

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paid to the preparation of the program format, because it plays an important role in forming the brand image of the radio itself.

Public perception of XBT FM radio as a learning medium. Based on the results of interviews with XBT FM radio listeners, most listeners have a positive perception of XBT FM radio as a learning medium. Listeners consider that XBT FM radio has interesting learning content and is relevant to the needs of the community. The success of XBT FM radio branding strategy as a learning medium

Based on the results of interviews with XBT FM radio management, XBT FM radio has implemented several branding strategies to become an effective learning medium. These strategies include: Building the image of radio as a source of quality information and education, Presenting learning programs that are interesting and relevant to the needs of the community, Utilizing social media to reach a wider community, Building cooperation with educational institutions to improve the quality of learning programs.

These strategies have not succeeded in increasing public awareness of the potential of XBT FM radio as a learning medium. This can be seen from the number of XBT FM radio listeners who use radio to learn. Suggestions to improve the effectiveness of XBT FM radio branding strategy as a learning medium.

Based on the results of the study, here are some suggestions to improve the effectiveness of the XBT FM radio branding strategy as a learning medium: Improve the quality of learning content, Developing more innovative learning programs, ncrease social media reach, Building cooperation with wider educational institutions

By implementing these suggestions, XBT FM radio can become a more effective learning medium for people in Central Lombok. Thus, it can be concluded that the promotional efforts carried out are considered not optimal, Radio XBT FM has not been able to become an educational medium among students in Central Lombok.

4. Conclusion

Based on the results of the analysis, it can be concluded that XBT FM radio has the potential to become an effective learning medium for people in Central Lombok. This is supported by the positive public perception of XBT FM radio as a learning medium and the success of XBT FM radio in implementing branding strategies as a learning medium.

To increase the effectiveness of XBT FM radio branding strategy as a learning medium, XBT FM radio can improve the quality of learning content, develop more innovative learning programs, increase social media reach, and build cooperation with wider educational institutions.

By implementing these suggestions, XBT FM radio can become a more effective learning medium for people in Central Lombok.

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