

Exploring Private Radio Broadcasting Strategies in the Digital Age

Rocky Prasetyo Jati ¹

¹ *Budi Luhur University*

Jl. Ciledug Raya, Petukangan Utara, Pesanggrahan Sub-district, South Jakarta City, 12260, Indonesia

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Corresponding Author:

rocky@budiluhur.ac.id

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Abstract. The landscape of private radio broadcasting has changed significantly in recent years, requiring specific strategies to reach audiences effectively. Unlike the challenges faced by private broadcasting a decade or two ago, contemporary private radio stations can no longer rely solely on the traditional listener model. Instead, they should adapt and improve their radio management practices by leveraging media convergence and technology. This research investigates how private radio broadcasters can leverage digital technology to enhance content delivery. In particular, the study explores the concepts of cooperative communication and hyperlocal media as potential strategies for private radio broadcasting in the digital age. This study aims to examine the role of digital technology in the evolution of private radio broadcasting, explore the concept of cooperative communication and its relevance to private radio broadcasting strategies and examine the potential of hyperlocal media as a private radio broadcasting strategy in the digital age. This research uses a qualitative approach to gain deep insight into the development of Radio Kotaperak Yogyakarta. Information about the experience and strategies carried out by Radio Kotaperak was obtained by conducting interviews with Radio Kotaperak personnel. Qualitative data collected through interviews will be analyzed using thematic analysis to identify key themes and patterns emerging from the discussion. This research aims to highlight the growing role of private radio broadcasting and the strategies it employs in the digital age. By focusing on the case study of Radio Kotaperak Yogyakarta and exploring the concepts of cooperative communication and hyperlocal media, this study seeks to contribute to the existing literature on private radio broadcasting. The qualitative approach involves interviews with Radio Kotaperak personnel and will provide rich and nuanced insights into their experiences and strategies. The main objective is to generate recommendations and practical implications to improve the effectiveness of private radio broadcasters' digital strategy. Through disseminating research findings in international journals, this research aims to have a meaningful impact on media studies.

Keywords: Hyperlocality; Cooperative Communication; Media Convergence.

INTRODUCTION

Hyperlocal media and new systems for radio stations in the digital age are becoming increasingly important in the broadcasting industry. With the advent of digital technology, radio stations have had to adapt to new ways of producing and distributing content to their audiences. One of the ways radio stations are adapting to the digital age is through the use of

social media. Radio producers have started using social media platforms to engage with their listeners and create a more participatory production culture [1]. In addition, the shift to digital has opened up space for hundreds of new community stations and enabled more localized and hyperlocal content [2]. Despite the challenges posed by the digital age, radio stations continue to compete for listeners by offering new

approaches to broadcasting and getting a response from listeners [3]. Multiplatform radio is important because it allows radio stations to maintain their existence and perform media functions in the digital age [4]. The radio broadcasting industry is undergoing significant changes in the digital age. Previous studies in Finland have cited the historical transformation of commercial radio popular music policy from 1985 to 2005, highlighting the role of terrestrial radio in the contemporary digital age [5]. Overall, the digital age has significantly changed the radio broadcasting industry. Radio stations must adapt to new technologies and find new ways to engage with their audiences. However, the advent of hyperlocal media and new systems for radio stations has enabled more local and participatory content, creating new opportunities for the industry.

Theoretical basis

News and information targeted at specific locations, such as neighbourhoods or small towns, is referred to as hyperlocal media. This type of media often covers subjects such as local events, environmental issues, and small company news that more extensive mainstream media do not typically cover. There are many types of hyperlocal media, such as social media groups, neighbourhood newsletters, and internet news sources. One of the advantages of hyperlocal press is that it can provide more appropriate and relevant content. Hyperlocal media can offer content with needs related to issues important to society by concentrating on specific geographic locations. By providing a forum for residents to communicate and exchange information, hyperlocal media can also contribute to developing a sense of community.

Nevertheless, hyperlocal media face challenges, such as limited resources and relatively more limited audiences. Hyperlocal media developers need help to generate enough revenue to sustain their operations and may rely on volunteers or part-time staff to produce content. In addition, hyperlocal media may need help attracting audiences large enough to be financially viable. Despite these challenges, hyperlocal media play an essential role in many communities, providing residents with a valuable source of news and information. As technology evolves, hyperlocal media will likely continue to adapt and find new ways to serve its audience.

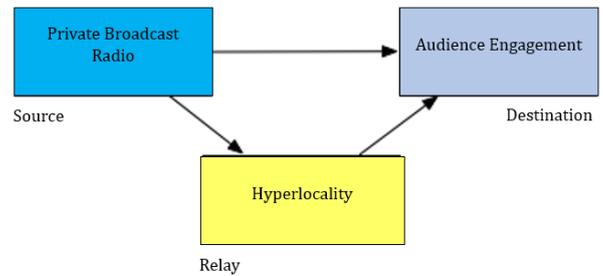


Figure 1 – Cooperative Communication Concept

The concept of hyperlocal media has been widely studied in recent years, with researchers exploring its potential as a new model for local journalism and community engagement. Previous research has cited insights into the definition, role, and challenges of hyperlocal media and their relationship to traditional media, local journalism, and community engagement [6, 7, 8, 9, 10, 11]. In recent years, hyperlocal media has also been associated with the new concept of radio stations, as both aim to provide local content and information to their audiences.

Authors [12] highlight the lack of a consensus definition for "hyperlocal." Nevertheless, this type of hyperlocal media has grown in popularity in recent years due to the decline of traditional media and the emergence of digital platforms [10]. Hyperlocal media managers are essential in creating and distributing content to their local communities [8].

Broadcast radio has also explored the concept of hyperlocal media by using social media to engage with its listeners and create a more participatory production culture [1]. In some cases, hyperlocal media emerged due to declining media coverage from conventional media [13]. Community radio is one example of hyperlocal media owned, produced, and operated by the community to amplify marginalized voices [14]. Hyperlocal media then evolved, and it is essential to understand the various practices and approaches that fall under this term [12]. Radio stations have also used social media platforms like Instagram to establish communication with their audiences [15]. Hyperlocal media can also be used as a medium of development communication, as shown in the case of Jamaican Community Radio stations, which were converted into commercial stations after the Jamaican government adopted new media policies [16]. The importance of community radio and hyperlocal media has been recognized

in various countries, including the United States, Canada, and the United Kingdom [17].

Overall, hyperlocal media and radio stations are exploring new ways to engage with local communities and create a more participatory production culture. The concept of hyperlocal media is evolving, and it is essential to understand the various practices and approaches that fall under this term [18].

METHODS

The landscape of radio broadcasting has undergone significant changes in recent years, necessitating specific strategies to reach audiences effectively. Unlike the challenges faced by radio broadcasting a decade or two ago, contemporary radio stations can no longer rely on traditional listener models. Instead, they must adapt and improve their radio management practices by harnessing the power of convergence and media technology. This study examines how radio broadcasters can use digital technology to enhance content delivery. To achieve the objectives of this study, a qualitative approach was chosen to gain insight and deep understanding. This research uses the Radio Kotaperak radio broadcast as the focus, which allows for a comprehensive review of the strategies used. Researchers interviewed Kotaperak radio personnel to gather information about their experiences and strategies. Qualitative data is collected through these interviews, and thematic analysis is used to identify the main themes and patterns emerging from the discussion.

By focusing on Kotaperak radio case studies and exploring the concepts of cooperative communication and hyperlocal media, this study aims to explain the evolving role of private radio broadcasting and the strategies used in the digital age. The qualitative approach, which involved interviews with Kotaperak radio personnel, allowed for a deep understanding of their experiences and strategies.

RESULTS AND DISCUSSION

In the rapidly evolving realm of radio broadcasting, where traditional listener models are no longer enough, radio stations have been forced to embrace digital transformation and innovative strategies to engage their audiences

effectively. One example is Radio Kotaperak, a private radio station in Yogyakarta, Indonesia, which broadcasts on 94.6 FM. In recent years, Radio Kotaperak has gone on a remarkable adaptation journey, harnessing the power of digital technology to improve its content delivery strategy.

One of the cornerstones of Radio Kotaperak's digital evolution is the development of its online presence. Recognizing the critical role of the internet in contemporary media consumption, the station invested in a comprehensive website that serves as a digital hub for its content. The website extends the reach of radio stations beyond traditional FM frequencies. It provides listeners with a convenient platform to access various content, from live broadcasts to podcasts and written articles. In addition, Radio Kotaperak is also expanding into the world of podcasting, embracing the on-demand audio nature of this medium. The station has accommodated its audience's preferences and busy schedules by offering podcasts, increasing engagement and loyalty. This shift towards digital content delivery is necessary in today's media landscape, as the boundaries between traditional broadcasting and digital media continue to blur. Central to Radio Kotaperak's success is its commitment to cooperative communication, fostering a dynamic and interactive radio experience. The station has fostered community and participation by engaging with its audience through digital platforms. Listeners are encouraged to contribute content ideas, share song requests, and provide feedback, further strengthening the bond between the station and its audience.

Radio Kotaperak and Hyperlocality. According to researchers' observations, Radio Kotaperak also developed the concept of hyperlocal media. The station has leveraged its deep local roots to produce content that resonates deeply with Yogyakarta viewers. This locality strategy improves the station's relationship with its community and strengthens viewer loyalty. The power of hyperlocal in Radio Kotaperak's strategy is relevant and has significant implications for its continued success and relevance in the media landscape. The station has established a unique and intimate relationship with its audience by promoting content deeply rooted in Yogyakarta's culture, interests, and local issues. In an era where media consumption is often dominated by global content, the station's emphasis on hyperlocality sets it apart.

It recognizes that today's listeners crave content that speaks directly to their lives, experiences, and worries. This localization strategy ensures that the station remains culturally relevant and positions it as a trusted source of information and entertainment within the Yogyakarta community.

Hyperlocality-based media technologies, such as podcasts, the YouTube platform, and the social network Facebook, have become essential in today's communication context. Hyperlocal media refers to various media types that utilize communication technologies, including blog-based websites, Facebook, Twitter, and discussion forums [19]. These media are often individual initiatives, not corporate or institutional institutions, and they operate on multiple levels of space, from content relating to a specific region to coverage involving entire cities. In addition to Facebook [20], other social media platforms, such as Twitter, also play a role in hyperlocal media. For example, during the London riots in 2011, London police used Twitter, Facebook, YouTube, Flickr, and hyperlocal message boards to provide local information about the events [21]. The platform enables real-time updates and engagement with local communities.

Hyperlocal media technologies also include linked podcasts and YouTube media. Podcasts have become famous for delivering hyperlocal content, allowing individuals to share stories and information about their local communities [19]. Conversely, YouTube provides a platform for video-based hyperlocal media, allowing individuals to create and share content related to their local area. Overall, hyperlocalization-based media technologies encompass various communication platforms, including Facebook, Twitter, related podcasts, and YouTube media. The platform allows individuals to engage with local communities, share information, and contribute to a sense of place and community. They fill the gap left by traditional local newspapers and provide highly localized content and conversation.

The power of the concept of hyperlocal is that it reinforces listener loyalty. When listeners feel that a radio station understands and represents their community, they are likelier to engage with, interact with, and remain committed to that station. In essence, Radio Kotaperak's hyperlocal approach not only captures the unique spirit of

Yogyakarta but also secures a dedicated and enthusiastic listener base, which is essential for the sustainability and long-term success of the station. This reinforces the idea that in today's media landscape, where global influence is prevalent, local relevance can be a powerful asset for any broadcaster [22].

The case study of Radio Kotaperak serves as solid evidence of the evolving role of private radio broadcasting in the digital age. Through proficient use of digital technology, cooperative communication, and hyperlocal, it has adapted to contemporary challenges and revitalized its content delivery mechanisms. This research underscores the importance of embracing digital transformation and driving audience engagement strategies to survive and thrive in the ever-changing landscape of radio broadcasting.

Radio Kotaperak's Innovative Approach to Building Cultural Connections. Radio Kotaperak develops content that captivates locals and tourists by reaching the fabric of culture, tourism, and community engagement. It also has a strategy for forging innovative partnerships with the hotel management community. This approach enriches broadcast content and strengthens the city's cultural and tourism structures.

Yogyakarta, often called the centre of tourism and culture, offers an exciting blend of historical heritage and living traditions. When travellers from all over the world visit this culturally rich city, they often have to explore a city that has a unique but complex appeal. In this context, Radio Kotaperak's innovative approach has become invaluable. Working closely with the hotel management community, the radio station has become a significant source of information, providing comprehensive guidance for tourists visiting the city. This facilitates the visitors' journey and builds an atmosphere of hospitality and a strong welcome, positively strengthening Yogyakarta's reputation as a tourist destination full of warmth and hospitality.

However, Radio Kotaperak's innovative collaboration has a far more profound impact than its role as a source of information for visitors. Radio Kotaperak's role in maintaining and promoting Yogyakarta's cultural heritage is vital. However, the most striking and remarkable thing about this collaboration is its ability to connect communities deeply. In every broadcast

delivered by the leading broadcasters of Radio Kotaperak, namely Oland and Anang, there is a powerful sense of Yogyakarta. They rely on the rich Javanese language in their communication and bring elements of imagination and discussion that reflect the typical local humour. The Javanese language is used not only as a means of communication but also as a window that opens insight into the soul and character of this city. Every word spoken carries a strong cultural vibe, drawing listeners inside and outside the city into the unique atmosphere of Yogyakarta.



Figure 2 – Radio Kotaperak YouTube Screenshot

Radio Kotaperak broadcasts that combine the Javanese language with local humour create a profound experience that builds a solid and deep bond between listeners and the city of Yogyakarta. It is also a testament to the power of language as a bridge that connects individuals with local cultures and communities. By listening to this broadcast, listeners from outside the city of Yogyakarta become witnesses to the richness of Yogyakarta's culture and part of it. Radio Kotaperak's innovative approach is a testament to the power of radio to build cultural connectivity. It shows how a local radio station can transcend its role as a mere broadcaster and become a cultural ambassador, connecting individuals from diverse backgrounds and fostering a sense of belonging in a rapidly changing world. Located in the centre of Yogyakarta, where tradition and modernity blend harmoniously, Radio Kotaperak's partnership with the hotel management community, for example, is a very relevant illustration of the importance of community involvement and cultural preservation efforts in the challenging digital era.

Radio Kotaperak Yogyakarta combines culture, the Javanese language, and local humour to

create an immersive experience for its listeners. In an era where private broadcasting has had to adapt to the convergence of media technology, Radio Kotaperak combines traditional elements with digital technology. Kotaperak Radio broadcasts that combine the Javanese language with local humour entertain and build a strong bond between listeners and the city of Yogyakarta. The Javanese language is a means of communication and a cultural bridge that allows individuals outside the city of Yogyakarta to feel part of its cultural wealth. This is a testament to the power of language in connecting individuals with local cultures and communities.



Figure 3 – Screenshot of Kotaperak Podcast - Radiology Podcast

Radio Kotaperak may consider developing podcast content in the same Yogya local style to strengthen cultural connectivity and present authentic local entertainment. This podcast content can be a new vehicle to bring an immersive experience to listeners and expand their reach in the digital age. By developing entertaining "Radiology Podcast" podcast content in Yogya's local style, Radio Kotaperak can continue to strengthen listener engagement, expand its cultural impact, and maintain its relevance in the ever-evolving digital era.

Kotaperak Radio's Development. Radio Kotaperak, which operates under the auspices of Megaswara Radio Network, has shown excellence in facing the challenges of the pandemic period with an innovative approach. Radio Kotaperak also continues to develop towards digital-based television media by launching Sangaji TV. Migrating from audio to visual was a smart move, and they took the extra step of giving STB (Set-Top Box) gifts to their loyal listeners.

Create a tutorial for digital TV; we need STB. Every Tuesday, Kotaperak Radio then makes a quiz with STB prizes. How do we lead from audio to visual, and why is the concept of a morning event in Kotaperak kulonuwun jogja? The idea was to use 6–9 audios, then pull to watch Sangaji TV at 9 o'clock (Oland, personal interview).

With a concept that unites audio and visual experiences, Radio Kotaperak strives to provide comprehensive entertainment and information to its listeners, establishing itself as a trusted source of news and entertainment amid rapid media changes.

Collaborating with the Gunadarma TV team was also part of the initial management's efficiency strategy during the pandemic. So, a team from Jakarta assisted the initial production team to produce several pieces of content simultaneously (Oland, personal interview).

One initiative is collaborating with the UGTV (Televisi Gunadarma) team from Jakarta, which assists in producing various content. Given the pandemic's restrictions and constraints, this collaboration allows the production team to create diverse content efficiently. One exciting aspect of Radio Kotaperak's strategy is carefully managing content and broadcast schedules.

Tap several times a day for content savings. ABCDE-Rerun: The assumption can be watched on Rerun (Saturday-Sunday). ABCDE is Monday-Thursday. Weekends assume working people watch. Saturday of the week, they relax and watch (Oland, personal interview).

By taping several times a day, they gathered enough content to broadcast at various times, ranging from ABCDE-Rerun to special weekend programs. This approach allows stations to reach different audiences, including those who work weekdays and have more free time on weekends.

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The technological transformation of private radio media to meet Generation Z's unique habits and

preferences is a digital revolution. Born and raised in the digital age, this generation has reshaped the media landscape, pushing radio stations to thrive or risk becoming obsolete. One of the most striking changes is the adoption of multiplatform technology. Private radio stations have expanded their reach beyond the airwaves, venturing into the digital world with web streaming, mobile apps, and social media integration. The days of listening to radio stations are long gone for Generation Z. They want content on their terms through podcasts, live video streaming, or interactive social media experiences.

The news is presented in a long-lasting manner. It is soft news for production efficiency (Oland, personal interview).

This transformation is not just about the medium but the content itself. Gen Z demands authenticity, personalized experiences, and a connection to social causes. Private radio stations have stepped up to the challenge by curating content that resonates with the values and interests of this generation. They have become broadcasters and advocates for change, aligning themselves with social justice initiatives and sustainability efforts. Private radio stations have proven their adaptability and resilience in this ever-evolving digital landscape. By embracing technology, engaging with their viewers through multiple channels, and staying true to their mission, they have survived and thrived in Generation Z. Their transformation is a testament to radio's enduring power, redesigned for a new era.

CONCLUSIONS

Private radio stations have demonstrated their ability to adapt and persevere in the constantly evolving digital world. Through the utilization of technology, active engagement with their audience across various platforms, and unwavering commitment to their purpose, they have not only managed to survive but also flourish in the age of Generation Z. This evolution serves as a testament to the enduring influence of radio, which has been reinvented to suit the demands of a new era.

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