

RADIO MARKETING COMMUNICATION STRATEGIES IN AN EFFORT TO INCREASE THE NUMBER OF LISTENERS IN THE INDUSTRY 4.0 ERA IN 2021

(Study on Radio El John 89.7 FM Baturaja)

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ABSTRACT Radio as one of the audio mass media , radio ever has become a superior event whose strength is really taken into account . along with development technology communication radio start state dimmed and replaced by audio visual media, however until moment it's still radio still exists and airs one of them namely Radio El John 89.7 FM Baturaja. This radio has a superior program namely tourism, business, investment. Study This use approach qualitative descriptive For describe communication strategies marketing El John Radio 89.7 FM through featured programs in effort maintain radio listeners .Results study show that this radio use communication strategies marketing used with more utilise social media channels in effort reach listener from circles millennials and their results significant ie happen enhancement listener to radio's flagship programs .

Keywords : *Communication strategy radio marketing , improve amount listener*

I. Introduction

Communication is inherent activity in life man Good as individual nor the relationship with man other . It is said to be an activity that is inherent in human life because communication is a tool used to interact with each other in people's lives in the everyday environment. Communication is also a very important thing. Communication as a tool or as a bridging medium in relationships between human beings.

The bad quality communication will influence the bad attitude somebody towards other people. By concise that communication as an instrument of interaction social useful For knowing and predicting other people's attitudes ,

also for know success self Alone in creating balance with public .

The mass media also have it role important in build industry increasing information and communication developing and sophisticated, television, radio and radio print media are one of them tool effective communication will but radio became a secondary medium after emergence television but radio also has advantages that are not owned by television as well as other media radio can influence imagination the listener because radio doesn't can displays visually rather just radio.

Along with developments in the era of revolution industry 4.0. Revolution



Industry 4.0 is revolution industry that can differentiated with revolution industry previously. Revolution industry this 4th generation own scale, space more scope and discussion wide.

Progress technology new integrating the physical, digital and biological worlds has influence all discipline science, economics, industry and government. Condition This make Lots happen change in self society is starting switch consuming media isn't it? again in the mass media current main However switch to digital media, one of which is dominated by internet media and social media like *Instagram*, *Facebook* and *YouTube* . Facts the can seen from phenomenon .

Radio is getting better day the more left by the listeners and its advertisers so that required various method through communication internal installation develop A company is needed various one way with promotion. Promotion is business For convey message or information to public especially customer about existence something or service radio stations must create a variety of event programs type For interesting listener.

However, judging from the existing facts, the public cannot be separated from the various kinds of information and entertainment that exist. Information and entertainment is very useful because it can increase their knowledge and insight, both through print and electronic media. Radio is one of the electronic mass media that conveys entertainment and information and can be accessed anywhere, the offerings provided vary from dialogue programs, *talk shows*, music, sports, to lifestyles that are developing in society. In this modern era, it cannot be denied that people are very dependent on information. Information needed by

humans is fast, actual and reliable information. It 's very related tightly with mass media, both mass media print nor electronic. One of the media that presents information with fast as well as supported with technology tall is a radio medium now Still trusted become a popular information and communication medium public Because have role important in spread balanced and equitable information in society , has freedom and responsibility answer in operate its function as a medium of information.

1.2 Identification Problem

Based on background behind problems that have outlined above so identification problem in study This is :

- a. Communication strategy marketing implemented by Radio El John 89.7 FM Baturaja in increase amount listener Not yet maximum .
- b. Interview result with party management of Radio El John 89.7 FM Baturaja namely Mr. Abu Daud stated that decreasing amount radio listeners caused exists development *smartphone* which can replace all long radio function give information about condition or local news or national.

1.3 Formulation Problem

Based on background behind problems that have outlined above so formulation problem in study This is “ How to Communication Strategy Radio Marketing In effort Increase Amount Listener ?”

1.4 Literature review

a. Strategy

Strategy is approach in a way related whole with ideation , planning , and execution a activity in period time certain in a good strategy there is



coordination team Work own theme identify factor his supporters in accordance with principles implementation idea in a way rational efficiency in funding and owning tactics For reach objective

in a way effective strategy shows instruction the general public wants to taken by the organization For reach the goal . This strategy is plan big and plan important every organization For reach goal. Strategy This is plan big and plan important every managed organization in a way Good have a strategy, though No stated in a way explicit . About the following strategy definition This will mentioned a number of definition.

b. Marketing Communications

Communication marketing can understood with describes the two elements basically, that is communications and marketing. Communication is the process by which thinking and understanding be delivered between individuals, or between organization with individual. Marketing is bunch activities in which companies and organizations other transfer values (exchange) between they with his customers. Of course course, marketing more general meaning rather than communication marketing, however activity marketing Lots involve activity communication. When combined, communication marketing represent combined all element in assimilation brand marketing, which facilitates happen exchange with create a meaning that is disseminated to customer or his client.

c. Communication

Communication is activity man For each other understand or understand about something message encountered together that is between giver message (communicator) with recipient message (communication)through a medium.

Many experts evaluate that communication is something a very fundamental need for somebody in life social .Professor Wilbur Schramm said that communication and society are two twin words that cannot be separated from each other. Because without communication it is impossible for society to be formed, otherwise without society it is impossible for humans to develop communication (Schramm ; 1982 in Cangara , 2009: 2).

d. Marketing

Marketing can also be done interpreted as “a planning and implementation process conception, determination price, promotion and distribution, ideas, goods and services in frame satisfying objective individuals and organizations” Existing conceptions in related marketing in level communication. Preferably, deep matter This of course marketing understood as an internal process individual activities.

Sometimes of course marketing equalized with sales, even though No fully Correct . On a view perspective marketing consists on advertising and retail activities where price market research or planning is something like that absolute and very necessary. Another meaning regarding marketing is all related activities with advertisement or sale in a way



retail. For some people activities marketing covers a number activity like research marketing determination price, or planning product. Marketing basically covers all activity.

e. Communication Strategy

According to (Effendy, 2015: 32) everything development something field moment This need a communication strategy, communication Can considered succeed or not many determined by a communication strategy. Communication strategy is merger between planning communication (*communication planning*) and management (*management communication*) in reach the goal. Communication Strategy is one of the method For arrange implementation a communication process, begins from planning (*planning*), implementation (*implementation*) to evaluation For reach something objective . Communication strategy is one of the aspect important that makes it possible there is a process of acceleration and sustainability a development program especially in marketing.

f. Marketing Communication Strategy

According to Kotler & Armstrong (2008,45) , Strategy marketingis logic marketing where is the business unit hope For create value and earn profit from relationship with consumer . The marketing communications strategy developed

includes the 4Ps previously explained , the application of which can be spread across a wider spectrum . In the process of communicating product to the target market it is necessary noticed by marketers that is theme and content message that must be conveyed . Problem This becomes very important Because associated with How positioning product in the eyes consumers and this will decide position product in the eyes consumer.

g. Radio

Radio is technology used For delivery signal with method modulation and radiation electro magnetic (waves electromagnetic) waves This passing and spreading past air and bias also propagate past empty space air (Daryanto, 2010; 89). Radio waves are One form from radiation electromagnetic and formed when object charged electricity from wave oscillator (Wave carrier) is modulated with audio waves (superimposed frequency) at the existing frequencies in frequency radio waves (RF) on one electromagnetic spectrum , and radiation electromagnetic move with method oscillation electric or magnetic.

h. Industrial Revolution 4.0

According to German Chancellor , Angela Merkel (2014) revolution Industry 4.0 is transformation comprehensive from whole aspect production in industry through merger digital technology and the internet with industry conventionalThen , according to Schlechtendahl et al (2015) understanding revolution industry emphasize to element speed from



availability information ie environment industry where the whole the entity always connected and capable share information One with others. So , revolution Industry 4.0 is an industrial era where all entities that exist within it can each other communicate in real time when just with based utilization use of internet technology reach objective achieved creation mark new.

1.5 Methodology Study

a. Types of Research and Research Methods

In accordance with formulation problems and goals that have been set , then approach used in study This is approach qualitative . Study qualitative defined as a trying process For get more understanding Good about existing complexity in interaction man . This matter in line with Bogdan and Taylor's opinion (1975) in Moleong (2002:3) stated , " methodology qualitative " as procedure research that produces descriptive data in the form of written words or oral of the people and behavior that can be observed . In other words, research This called study qualitative Because is research that does not stage calculations , According to Jane Richie in Maleong Laxy (2007: 6) , in this research the researcher chose a qualitative research approach or method to determine radio marketing communication strategies in an effort to increase the number of listeners in the industrial era 4.0 in 2021.

b. Sources and Types

1. Primary data

The primary data used comes from interviews, data sources can be written or recorded.

2. Secondary Data

Secondary data is source written can shared become source books and magazines scientific , source from archives , documents personal and document official.

c. Data collection technique

For obtain data or information and information needed , then researcher use technique data collection as following :

1. Observation

Observation in something study is the most important instrument , because researcher get something the picture obtained through observation direct to What will researched . According to Endang Danial (2009:77) stated that : " Observation is observations made in a way direct to object study . Observation is step beginning For obtain the necessary data " .

2. Interview

Interview structured used as technique data collection , if researcher or data collectors have know with Certain about information What will obtained. Therefore in do interviews , data collectors have prepare instrument study form questions written alternative the answer is already there prepared . Interview in study This done with method interview data sources with submit a number of question to informant.

In terms of This researcher use guidelines interview For make it easier implementation interviews conducted to informant.

3. Documentation

According to Danial (2009:79) states that studies documentation is " Collecting a number required documentation as information data



materials in accordance with problem research, like maps, statistical data, numbers and names employee, student data, population data; graphics, pictures, letters ". With technique documentation data collection, researcher look for data sources such as documents and photographs that can be used researcher For analyze internal data research, use make it easier ongoing research researched by researchers This technique used For collect written data. The document in question that is form documentation of Radio El John 89.7 FM Batruaja.

d. Data Processing Techniques

After the data obtained from the field is collected then the stage Next is data processing the . As for the technique used in data processing as mentioned by Moleong (2008:38) are:

1. Editing

Editing that is technique process data with method research return the data that has been obtained through interview in-depth observation nor documentation For avoid mistakes and errors . The editing stage will be carried out by the author in study This serve results interviews and observations form missing sentences standardly served with use sentence standard and easy language understood.

2. Interpretation

Interpretation is an attempt to obtain meaning a deeper and broader meaning to the research

results which is being carried out. Discussion of research results is carried out by reviewing research results critically with theory relevant and accurate information obtained in the field. The interpretation made by the author in this research is discussion of research results regarding communication strategies radio marketing in the industrial era 4.0.

e. Data Analysis Techniques

According to Siyoto (2015:120) Data analysis is the process of organizing and sorting data into patterns, categories and units description base so that can found theme and can formulated hypothesis Work as the data suggest . Analysis is the process of breaking data into more components small based on elements and structures certain.

1. Data reduction

Data reduction is a process election centering attention to simplification, abstraction and transformation "rough" data that emerges from the notes written in field. On data collection The next stage of reduction occurs, namely making a summary regarding this research. Data reduction as a transformation process This continued after the field research.

2. Data Presentation

Better presentations are a way primary for valid qualitative analysis. Presentation of the most often used in qualitative data is shape narrative text various types of matrices, graphs and charts. All of them



are designed for use combines information arranged in a unified and unified form easy to achieve. In this research the presentation of data will be used is a narrative text form whose content related with study This naturally.

f. Data Validity Techniques

According to Sugiyono (2016:270) "test the validity of internal data study qualitative includes testing, *credibility* (validity interbal), *transferability* (validity external), *dependability* (reliability), and *confirmability* (objectivity). As for explanation from fourth data success test as following :

Credibility Test

Test the credibility of the data or trust to the results data study qualitative among other things, done with extension observation, improvement perseverance in research , triangulation , discussion with Friend peer , analysis case negative , and *membercheck* .

▪ Triangulation

For test data credibility is carried out with method Check the data you have obtained through a number of source . Data obtained analyzed by researchers so that produce something conclusion furthermore requested agreement (member check) with three data source (Sugiyono, 2007:274).Researcher's triangulation do research This that is triangulation technique that is For test data credibility is carried out with method check data to the same source with different techniques. For example For you can check the

data through interviews, observations , documentation.

On research This researcher do interviews, observation and documentation to the same source on El John Radio For test data credibility.

II. Discussion Analysis of Research Results

Presenting broadcast programs on radio is closely related to the desires of the market or listeners. The parties involved in making broadcast programs must be people who know the desires of listeners.

This really needs careful analysis from the management, because if you are careless in presenting broadcasts on radio, listeners will definitely be left behind. Such as presenting entertainment, education, news and information programs as well as other additional presentations, it would be very good if planning was done before presenting it to listeners. That the news must be factual and actual, entertainment broadcasts must be able to provide listeners with entertainment, not just gossip, educational broadcasts must be able to truly become a means of education.

The tourism program follows programs from the center which are presented at all primetime times. This program is the one that is most listened to and in demand by listeners of Radio El John 89.7 FM Baturaja, namely from noon to evening 12:00-15:00. The presentation of this program is most widely heard and understood by El John radio listeners. In this tourism program he discusses tourism in the city of Baturaja, one of which is tourism such as Goa Putri, Tiger Cave, Curup Kambas, Curup Tranquility and many more tourism projects which are



delivered or broadcast by El John radio in Baturaja city and outside Baturaja city. and this tourism program is the only program on Baturaja radio where he discusses tourism and this program is quite good for efforts to increase the number of listeners and increase the existence of Radio El John 89.7 FM Baturaja.

When the radio key with the voice and sound experiences an error, the listening comprehension of the information and news broadcast will automatically be incorrect as well. This means that it is very possible for listeners to misperceive the news conveyed. Because there are significant differences between the media of television and radio, like it or not, radio must maintain its characteristics, namely clarity and clarity of voice and sound, use of language and clear sentences, broadcasters must also truly master the material. Especially radio news that cannot be repeated.

The broadcasts on Radio El John 89.7 FM Baturaja have a big influence on listeners' interest in continuing to follow broadcast programs without any changes that can directly involve listeners. For example, several things that Radio El John 89.7 FM Baturaja has done to capture the masses and marketization strategies include holding events on the grounds of Radio El John 89.7 FM Baturaja. The public's enthusiasm is still very high. It is proven that many people attend when Radio El John 89.7 FM holds events or live programs in the morning, afternoon or evening.

III. Conclusions and recommendations

A. Conclusion

Through this research, it was concluded that the marketing communication

strategy implemented by Radio El John 89.7 FM Baturaja with equipment that meets broadcast standards, Radio El John 89.7 FM can maximize broadcast quality, expand broadcast reach and reach areas that have not yet been implemented. previously affordable so that information arrives quickly. As for advertising, placing advertisements on Radio El John 89.7 FM is relatively cheap.

The radio advertisements created by the alloy are certainly effective and able to involve listeners and make it easier for companies that are developing in the service sector, concrete evidence of the services that have been provided by Radio El John 89.7 FM in the social environment is the production of public service advertisements (PSAs) aimed at all listeners. Radio El John 89.7 FM public service advertisements to increase the number of listeners use marketing such as social media, Facebook, Instagram, Android applications, Offline Promotions and Cooperation Offers between Agencies and Companies.

By innovating Radio El John 89.7 FM Baturaja in an effort to increase the number of listeners, Radio El John 89.7 FM Baturaja follows current developments in the industrial era 4.0 presenting superior programs on Radio El John, namely tourism, business time, investment, godain programs. and karaoke. And being able to have a dynamic relationship with the listening community and the public, all elements of the broadcast sector play an active role in maintaining broadcast quality in providing information and entertainment. So Radio El John 89.7 FM can survive amidst the intense competition in the technological era of the broadcasting industry because through this program listeners can freely and openly express their concerns.



B. Suggestion

Based on the results of the analysis and conclusions presented, the researcher provides suggestions:

1. Radio El John, in an effort to increase the number of listeners, can maximize marketing through programs that are in line with current trends or phenomena that occur among millennials in order to increase the attractiveness of millennials to listen to radio, especially Radio El John. As the earliest radio and fighting radio, Radio El John 89.7 FM, both at the central and regional levels, should be able to become a role model for other radio stations in terms of radio management, professionalism, and the function and role of radio itself. Namely as a media for educating society and the nation.

2. Radio El John can do marketing through social media platforms that are currently trending, such as TikTok or Instagram, to attract people's interest in listening to Radio El John, such as providing positive content related to radio broadcast programs.

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