

Adaptation of Community Radio in the New Media Age

Dian Wardiana Sjuchro¹, Tri Budi Prasetya², Bagus Setya Rintyarna³,
Widyapuri Prasastiningtyas⁴, Syailendra Reza Irwansyah Rezeki⁵

¹Universitas Padjadjaran, Bandung, Indonesia

²Sekolah Tinggi Ilmu Pelayaran Jakarta, Indonesia

³Universitas Muhammadiyah Jember, Indonesia

⁴Universitas Sangga Buana, Bandung, Indonesia

⁵Politeknik Pariwisata Batam, Indonesia

Email: d.wardiana@unpad.ac.id

Abstract

Community Radio has played an important role in shaping good local governance, village governance, supporting the people's economy, and preserving local wisdom. However, in the current era of new media, the existence of community radio is increasingly tested by various challenges. This study aims to understand how community radio managers adapt to the development of information and communication technology that continues to evolve. The research method used is descriptive with qualitative approach. Community radio is faced with the fact that information and communication technologies are constantly evolving, forming what we know as new media. In earlier eras, radio was identified with a physical device called a radio, but now radio broadcasts can be accessed via online channels or by streaming without being constrained by frequency range. These new media-based broadcasts often lack personal interaction with their listeners. Therefore, to build a more emotional connection with its audience, community radio managers and broadcasters need to adopt a more humanist approach. They seek to strengthen the bond between community radio and its listeners through more direct, responsive, and personalized interactions. Thus, they create stronger bonds and build loyalty among their listeners. This study is expected to provide a deeper insight into the adaptation strategies undertaken by community radio in the face of rapid changes in the media environment. With a better understanding of the challenges and opportunities at hand, community radio can continue to be a relevant and beneficial means for local communities.

Keywords: *Community Radio, Community Radio Manager Adaptation, New Media Era, Listener Loyalty.*



A. INTRODUCTION

The presence of community radio that cannot be separated from the spirit of democratization serves as a medium of information also aims to invite the community to improve competitiveness, active participation in problem solving, and maintain and care for local wisdom in the region (Sjuchro et al., 2023). Onno W. Purbo emphasised the need of information as a means of directing the Indonesian country through a self-help community guidance process, independent of external support, to achieve infrastructure development that is not reliant on the government (Chaerowati, 2018).

Community Radio originated and sustained through the efforts of the community. The community itself incurs expenditures related to development,

improvement, and operations. The expense associated with operating community radio stations is frequently a challenge. Community radio operations are typically funded through multiple sources, including contributions and gifts from community members, as well as revenue generated from community radio activities. Some community radio stations also generate income by selling broadcast programming (Haryanto & Ramdojo, 2009).

Recognition of the existence of community radio is contained in Law Number 32 of 2002 concerning Broadcasting, and Government Regulation Number 46 of 2021 concerning Posts, Telecommunications and Broadcasting. However, the regulations contained in the legislation tend to be burdensome for community radio.

Community radio must be an autonomous, non-commercial, legally recognized organization with the goal of serving the needs of its local community. Technically speaking, the coverage area is constrained and the transmit power is low. By using radio frequencies that should not be used arbitrarily, because the frequency of public property (Yaqin M.S, 2022), the only barely workable frequencies that Community Radio should be using are 107.7, 107.8, and 107.9. A maximum of 2.5 kilometers can be covered by the community radio broadcast radius from the transmitter location. Only when community radio employs terrestrial media are there restrictions. When community radio uses a digital television broadcast multiplexing service to broadcast, the restriction is lifted. The broadcast range of community radio can be increased by using multiplexing channels, although renting multiplexing slots is required.

Community radio possesses immense potential. The limited range of low transmit power, reaching a maximum distance of 2.5 kilometers from the broadcast location, effectively defines the power of community radio in comparison to commercial or private radio. Community radio broadcasts information that is closely related to community life. The presence of community radio has a significant impact on the residents of the community who fall within the coverage area of its transmission.

Agricultural community the radio station in Lembang, located in the West Bandung region of West Java, provides broadcasts that cover a range of topics including agricultural issues, recommendations on decorative plant cultivation, and facilitating communication among people. Community radio serves as an alternative educational medium during the Covid-19 pandemic, particularly in locations where internet access is unavailable, enabling remote schooling or working from home. In Pekalongan, Central Java, teachers acknowledge that a significant number of students are ill-prepared to handle smart phones and internet data quota pulses. Consequently, the school has opted to utilize community radio as an instructional medium, given its cost-effectiveness and accessibility for students (Haryanto, 2020). Furthermore, numerous community radios have actively contributed to the establishment of effective local governance, village governance, promotion of the local economy, and the preservation of indigenous knowledge (JRKI, 2022).

In India, community radios help connect the disenfranchised, airing their challenges and concerns. Often, we tend to view rural development merely from the prism of economic growth. It should rightfully also include social, spiritual and moral enhancement too. Its role includes poverty eradication, illiteracy eradication and employment. Community radio is the common link which binds all these development factors over a common communication channel (Taneja, 2023). The Hindu cited an expert participating in the research on the influence of radio on the general public. Community radios effectively communicate using the dialect, language, and unique voice of the local population. Individuals can anticipate engaging in the programmes because becoming a radio speaker elevates the status of the local resident to that of a well-known figure in the vicinity.

Other attractions in Australia, community radio stations present opportunities for political leaders and policymakers to access community sentiment and experiences of climate change (Backhaus et al., 2023). Community radio stations are strongly embedded in their particular communities and possess a profound comprehension of local values, attitudes, beliefs, as well as the political, economic, and socio-cultural environment (Anderson et al., 2020). In Australian community radio's role, stations serve as platforms for both internal consumption of community narratives and external access to community experiences and opinions. These experiences of PulseFM and 3MGB illustrate the significant relevance of this topic for conversations on the local effects of climate change, as well as local attempts to reduce its impact and adapt to it. However, there is a pressing need for institutional listening methods that comprehend the distinct function of community radio and are open to the difficulties and possibilities that arise from the close links between stations and their local communities.

Radio possesses a unique influence in comparison to other contemporary forms of media. The specialty resides in the ability to captivate the listener through the power of imagination. An abundance of auditory characteristics. It can be perceived by listening, hearing, reading, or vocalization. Radio employs a transmission mechanism that facilitates the spread of signals through transmitters. Radio is ephemeral. Cannot be replicated. Thus, it is imperative that the message is unambiguous, uncomplicated, and instantly comprehensible. The language employed by radio presenters consists of spoken language and regularly used vocabulary in everyday conversations. The selected words must align with the listener's lexicon to ensure instant comprehension. Due to its affordability, radio serves as an accessible medium that enables people from different regions to get information and enjoy inexpensive pleasure (Baktiar, 2023).

Ignatius Haryanto argues that the solution to an issue cannot always be found in high-tech solutions. Contrary to popular belief, even with the use of basic technologies like community radio, significant problems can be effectively addressed. Nevertheless, community radio is seeing growing difficulties in maintaining its existence among the current era of new media. Despite the continued availability of radio broadcasts today, the use of radio for cultural preservation,

information, and entertainment has been undermined by the advent of digitization (Indah Pratiwi et al., 2023).

Currently, various mass media activities can be accessed through one device with a very wide scope (Baktiar, 2023). Community radio must possess the ability to adjust to the ever-changing information and communication technologies that are constantly advancing in the era of new media and digitalization. Indonesia currently has approximately 3000 radio broadcasting institutions, comprising private, community, and local public stations. According to data from the Ministry of Communications and Information Technology, the advancement of technology necessitates radio station owners to enhance their creativity in order to thrive in this highly advanced era (Rivani Raissa Risnandar et al., 2023).

The demand has emerged in many regions of the world, manifesting in diverse forms and manners. The radio communications technology media industry has been utilised in various ways, including the advancement of transmedia radio broadcasting and iPhone applications such as Hackney Hear in the United States, Canada, and Australia. Additionally, talkback programmes in Australia were developed in the 1990s through websites and audio streaming services that incorporated web-cam images. Furthermore, digital radio has been developed in Australia and the United States using L-band technology. In addition, the application can also be used to listen to traditional North American Music radio; the creation of the iPod as a traditional music radio distribution method; the creation of standalone audio podcasting, and more (Ningrum & Adiprasetyo, 2021).

In 2014, Nielsen Audience Measurement performed a survey in ten major cities in Indonesia, including Jakarta, Surabaya, Medan, Semarang, Bandung, Makassar, Yogyakarta, Palembang, Denpasar, and Banjarmasin. The survey results indicate that television is the primary medium of media consumption for Indonesian people, with a usage rate of 95%. The Internet is the second most popular medium, with a usage rate of 33%, followed by radio (20%), newspapers (12%), tabloids (6%), and magazines (5%). This trend is observed both in cities inside Java and in cities outside of Java. Customers outside Java exhibited a higher radio usage rate (37%) compared to customers in Java (18%). Consumers residing outside of Java predominantly utilise radio receivers for listening to radio broadcasts, whereas consumers in Java primarily rely on mobile phones for radio consumption (Yubiantara & Retnasary, 2020).

Radio goes through a long journey to keep its audience (Maharani et al., 2022). In Indonesia, there is a growing and irregular demand for new media. Online Media has emerged as a very efficient platform for readers to swiftly and effortlessly access information (Ritayani & Muzakir, 2022). Emerging media companies are now found on streaming and podcasting platforms, engaging with audiences through social media. They distribute live content aimed at young people, offer streaming services on websites, and collaborate with community radio networks, private TV, and online media. They also integrate on-air and off-air activities. These companies

focus on developing websites, social media platforms, and online radio broadcasting services to support their streaming and podcasting endeavours.

Insufficient attentiveness can result in disillusionment and disempowerment within communities, which goes against the objectives of both community radio and meaningful communication. Hence, it is imperative to implement adaptation measures to ensure the survival of community radio for the benefit of local citizens. This study investigates the strategies that community radio might employ to effectively adjust to the rapid changes brought about by digitization.

B. METHODS

The method used is descriptive, with a qualitative approach. Qualitative research methods examine a wide range of topics in the study of environment and resource management (Caggiano & Weber, 2023). Descriptive method is to describe or expose the state of the object under study as it is, in accordance with the situation and conditions when the study was conducted. Qualitative approach is the mechanism of research work based on nonstatistical or nonmathematic subjective assessment, where the measure of value used is not the score numbers, but the categorization of value or quality (Sugiyono, 2017).

The study summarizes data from a variety of official reports related to the research topic, covering different points of view. These data are a bridge to a deeper understanding of the impact and prospects of digital broadcast implementation policies. Through careful qualitative analysis, we unearth the underlying systematics of the policy's effects and potential. At the initial stage, we carefully traced each official report, capturing every nuance contained in it. Then, these data are structured to facilitate a holistic understanding of the growing issues in the realm of digital broadcasting.

Qualitative analysis then becomes a major milestone in this process. We investigated every detail, identified emerging patterns, and interpreted the implications of the findings. This approach allows us to look beyond numbers and statistics, but also involves a deep understanding of the context and dynamics that influence digital Broadcast Policy. The results of this analysis are expected to provide a more comprehensive understanding of the complexity of the issues involved in digital broadcast policy. Thus, the study not only becomes a mere data collection, but also a substantial contribution to a deeper understanding of the dynamics as well as implications of such policies.

The process of occurrence in qualitative research is very dependent on the complexity of the problems to be answered and the sharpness of the researchers' traceability in making comparisons during the data collection process. How can the data analysis process be operated? This paper will attempt to answer and describe the parts (1) understanding the meaning of data analysis, (2) analysis when collecting data; (3) data reduction; (4) data presentation; (5) drawing conclusions and verification (Rijali, 2019).

C. RESULTS AND DISCUSSION

The creation of community radio typically commences solely with the entrepreneurial drive of individuals who have a common vision. The vision in question is not merely a hobby, but rather a means of self-actualization, driven by transient interests. Some initiatives are motivated by an idealistic vision to establish community radio stations with the goal of fostering the growth and progress of the local area.

Community Radio serves the purpose of addressing a deficiency in coverage, as private broadcast radio fails to reach specific regions, particularly isolated locations. A collective of individuals residing in isolated regions have come to acknowledge the challenges associated with obtaining information. That is one of the fundamental principles that forms the basis of community radio development. The concept of establishing its own community radio station can be considered uncommon due to the multifaceted role of community radio in disseminating information, serving as a medium for learning, and promoting local development. A number of the founders established community radio stations primarily to pursue their broadcasting passion and acquire the capacity to construct transmitters. During the course of development, the founder contemplated enhancing the functionality of the radio to better serve the local environment. The founder or manager of community radio is undoubtedly an ardent enthusiast of the radio industry, as overseeing a radio station necessitates financial backing without any financial gain in return.

Several community radio stations are located in isolated or rural places, where accessing information from mainstream media is challenging. Community radio serves as a vital resource for individuals residing in distant regions, providing them with access to information, education, and entertainment. Community Radio has the capability to address the specific needs of the community based on its geographical location. Community Radio caters to the informational requirements of the local community, particularly in areas such as education, health, agriculture, catastrophes, and other related topics.

Along with the development of information and communication technology, analog systems that are already in use can be replaced by digital systems. More than that, community radio can utilize internet-based technology so that its reach is even wider. However, digital radio technology, especially internet-based radio technology is too sophisticated and requires access costs. Not many areas, especially remote areas are affordable internet network. In addition to Radio Broadcast capture equipment, the public must have a data quota to be able to connect to the internet.

The advent of internet-based technologies can undermine the essence of community radio, which is focused on serving the interests and needs of local residents in the broadcasting area. Community radio differs from commercial radio in that it is not driven by profit but rather aims to enhance the potential of a certain region, community, or local population. According to Article 1 Paragraph 1 of Government Regulation No. 51 of 2005, community radio is characterized as being

independent and non-commercial, with a low transmission power and limited coverage area. Its primary purpose is to cater to the needs and interests of the community.

Private radio surpasses community radio in quality. Community radio owners have numerous hurdles and obstacles (Saputro, 2020). Community radio confronted with the undeniable presence of information and communication technology that is constantly evolving, giving rise to what is commonly referred to as new media. Media activists perceive convergence as a multiplatform phenomenon in which media conglomerates, which used to focus on a single platform like print, radio, television, or online, now operate across multiple platforms. The convergence of platform technologies is the result of the digitization of media material, leading to the intersection of old and new media (Haqqu, 2020).

New media is characterized by its interconnection, allowing for messages to be sent and received by specific audiences. It is also highly interactive and has diverse purposes as open characters. Additionally, new media is ubiquitous, meaning it is present everywhere (McQuail, 2011). In the past, radio was only accessible through a device or medium known as a radio. However, nowadays radio broadcasts may be easily listened to anywhere through online channels or streaming, without any limitations imposed by frequency range. Facebook, Instagram, and TikTok are social media networks that offer free online broadcasting capabilities. The recipient merely needs a receiving apparatus, such as a smartphone with internet connectivity.

Furthermore, there exists a software application known as a podcast. Podcasts are audio recordings that serve as an alternative to radio. They are gaining popularity quickly due to their widespread acceptance among consumers. The podcast has been adapted into a book due to its ability to introduce fresh perspectives and its transformation into an auditory medium that can be both heard and listened to. It now serves as a platform for exploring desired themes and is a contemporary resource for auditory engagement. In 2016, Nielsen data indicated that radio usage in Indonesia reached a penetration rate of 38% in the third quarter. Additionally, the Reuters Institute predicted that 2020 would be a "new golden age of audio" in its assessment of media, journalism, and technology trends in 2016 (Sampurna et al., 2024).

While digital information platforms like podcasts differ from radio in terms of meeting the information needs of the community, both have their own advantages and disadvantages in different eras. However, one similarity between them is that they both satisfy the information needs of the community by providing audio content without any visual presentation, as opposed to television. Nevertheless, the existence of internet-based media does not impede the continuous operation and expansion of community radio. Radio broadcasting will continue to thrive in the age of new media if effectively managed. Thus, in the age of emerging media, community radio administrators must possess the capability to adapt.

Community Radio continues to run in accordance with its objectives, namely: (1) Community Media provide information services on issues and problems universal, not sectoral and primordial (2) Community Media can develop a pluralistic culture of interaction, (3) Community Media can strengthen the existence of minority groups in society, (4) Community Media can facilitate the process of solving problems according to local perspectives (McQuail, 2011). While community radio listeners are interpreted more simply by Rachmiatie that the community can be interpreted as an audience formed on certain geographical boundaries and have the same identity or interest/consideration/concern for the same thing. The primary objective of community radio broadcasting is to empower the audience by actively involving them in programme management, production, and presentation. This involvement aims to facilitate their development and contribute to social progress within their communities (Rachmiatie, 2007).

The effectiveness of community radio management can be gauged by the level of involvement and participation of the surrounding community or communities in different activities. Community or community participation encompasses more than just financial contributions. It also involves active involvement, support, and critical thinking (Masduki, 2004).

A broadcast programme refers to any organised activity that is designed to fulfil the requirements of its viewers or listeners. An excellent programme will attract a substantial viewership, whereas a poor programme would fail to captivate the audience (Morissan, 2009). Community radio serves as a platform for broadcasting programmes that are developed through careful planning, gathering of content, writing, and on-air presentation.

Planning involves organising the preparation of a detailed schedule of events in the day-to-day operations of community radio. Broadcast programme planning is the process of creating short, medium, and long-term plans that enable broadcasting stations to achieve their programme objectives (Morissan, 2009). Programme planning primarily focuses on creating broadcast programmes for the audience, namely the community. The assurance of broadcast programme production can be achieved by meticulous pre-production preparation and subsequent evaluation. The program's acceptance by the target audience depends on several factors, including the audience itself, the time, duration, and method of presentation.

The planning of community radio broadcast programmes is rooted in the principles of promoting the collective welfare of society. Hence, community members are afforded the chance to actively engage and assume leadership roles in the development of event programmes, including those pertaining to management and ownership. During the act of broadcasting, community radio promotes and fosters active community engagement in order to facilitate discussions on important matters and collaboratively find solutions to problems.

By involving the community, radio program planning meets the wants and needs of the community. Radio program planning needs to consider the elements of

appropriateness, habit building, controlling listener flow, maintenance of program resources, and broad appeal (Eastman & Ferguson, 2013).

Compatibility refers to the appropriateness of scheduling, programme type selection, and community needs, as well as the name of the event programme. The programme or show can get its name from the community radio setting or utilise an acronym that resonates with the listener and accurately represents the state of the community. Developing habits that use the potential of community radio to foster listener involvement by comprehending the habits of the community in order to cultivate loyalty. The management of community radio involves effectively managing the number of listeners and minimising their migration to other radio channels. Programme resource maintenance focuses on the capacity of community radio managers to provide broadcast content that aligns with the preferences and needs of their audience. The primary advantage of radio managers is their ability to reconcile divergent interests and preferences among listeners.

Collecting refers to the process of actively seeking and gathering data from sources such as libraries, mass media, or interviews, with the intention of using it as material for broadcasting information. Consequently, the ingredients are sufficient and prepared for processing and production (Masduki, 2004). Essentially, the act of collecting yields raw material that is prepared for further processing in order to produce events. Subsequently, materials that are sufficient and prepared for processing and manufacturing are documented. Writing involves the creation of a well-prepared script that is intended to be read aloud during a broadcast. This script is developed by organising and assembling the incoming material into a cohesive structure, from the beginning to the end. The final script is then delivered by the broadcaster in a live or on-air format.

The cornerstone for the sustainability of community radio is in the meticulous design of radio programmes that cater to the desires and necessities of the community. Nevertheless, broadcasters play a pivotal role and exert significant influence on the establishment of community radio. The primary focus of a radio station is broadcasting. A radio announcer is an individual responsible for hosting or directing a radio programme (Romli, 2009). Announcers are individuals that transmit messages in broadcast programme materials, such as information or news, to their listeners via radio broadcasts. As a result, a broadcaster must possess expertise in successfully and efficiently communicating. Furthermore, broadcasters must exhibit creativity and ingenuity in order to generate novel content that captivates the interest of listeners (Wardana, 2009). An effective broadcaster must possess the ability to deliver a compelling programme that captivates a large audience (Fanani, 2013).

A broadcaster must possess proficiency in many broadcasting techniques, including ad lib techniques, script reading techniques, and oral communication techniques. 1) Ad lib techniques involve speaking spontaneously without a predetermined script. 2) Script reading techniques are performed in a manner that gives the impression of not reading from a script. 3) Oral culture techniques require

a conceptual understanding of the world we inhabit in order to effectively use a certain language (Wardana, 2009).

The interaction between community radio managers and their audience has an impact on participation. If the managers respond positively and provide advantages to the community, the audience will be more likely to engage in activities freely. If activity management services, such as Community radio, are available and suitable for the target audience, they will willingly engage in a range of community radio activities. Conducive conditions play a significant role in determining the level of citizen participation. These conditions include: (1) individuals are more likely to participate if they perceive certain issues or activities as important; (2) individuals are more likely to participate if they believe their actions can bring about change, particularly at the household or individual level; (3) it is important to acknowledge and value the various forms of participation; (4) individuals must be given the opportunity to participate and be provided with support; (5) the structure and process of participation should not create feelings of isolation or detachment.

On air community radio serves as a medium that symbolically connects broadcasters with their audience. The idea of symbolic interactionism highlights the significance of meaning that is created and understood through symbols during social interactions. This theory emphasises the knowledge of the social world based on these symbolic interactions. Within the realm of community radio, this theory can be applied to comprehend the symbolic interaction between broadcasters and listeners through radio broadcasts, and how these meanings influence the formation of local identities and cultures. Community radio has a strong focus on local material as it is created by and for a specific community. Therefore, the programming primarily revolves around the dynamics and requirements of the community itself (Sudibyo, 2004).

The ubiquity of information and communication technology is an inescapable reality that cannot be evaded or refuted. Community radio administrators must possess the ability to adjust to the ongoing advancements in information and communication technology. Community radio managers must possess the ability to adapt to the advancements in information and communication technologies, demonstrate flexibility, and exhibit innovation.

Community radio managers should be attentive to the evolving trends in media consumption within the community during the current era of new media. In the age of new media, viewers are no longer in a passive state of waiting for information or news to be supplied by the media. Currently, individuals have the ability to actively seek out information or news by utilising search engine software. In the current era of new media, information and news are delivered instantaneously, meaning that they are provided online as events unfold.

Nevertheless, internet media with instantaneous, live, and real-time characteristics lacks the capacity for a humanistic essence. Radio transmissions have the capacity to create a personal impression on the listener. Consequently,

community radio broadcasters must exhibit a growing emphasis on humanism. Community radio must establish emotional connections with listeners in order to foster a strong emotional attachment, resulting in listener loyalty towards the community radio station.

Community radio exhibits a humanist nature of broadcasting through six key aspects. The first aspect is the provision of sensitive news that addresses social, humanitarian, and justice issues. They may address topics such as poverty, inequality, discrimination, or humanitarian situations. (2) An avenue for marginalised voices: It offers an avenue for voices that are frequently overlooked in the mainstream media. They may allocate airtime for conducting interviews with activists, human rights advocates, or those who possess distinctive experiences in surmounting humanitarian obstacles. (3) Inspirational narratives: These radios transmit compelling accounts of human benevolence, bravery, and fortitude. They may include narratives about individuals or collectives effecting positive transformations in their communities. (4) The Radio also offers educational programmes and provides information on topics such as health, education, welfare, and other social issues. They have the option to engage experts or practitioners to impart knowledge and offer advice to their audience. (5) Partner with humanitarian organisations: These radios can develop partnerships with humanitarian organisations or non-profit organisations to distribute information regarding humanitarian campaigns or programmes. (6) Engage with listeners: These radios enable the exchange of information and communication between listeners and broadcasters via phone calls, text messages, or social media platforms. It enables listeners to engage in the discourse surrounding humanitarian matters and express their perspective.

In relation to shifts in media consumption habits, it is advisable for broadcasters to limit their speaking time to a range of 1 to 2 minutes, while incorporating songs that appeal to listeners. Subsequently, broadcasters should offer information or news within a length of 1 to 2 minutes. A verbose radio presenter is likely to be disregarded by his audience, as they tend to dismiss excessive information. In the realm of online media or social media, people have the ability to disregard material by simply scrolling or utilising the skip feature.

Community radio is characterised by its ability to reach and cater to an audience within the range of community radio transmitters. It specifically targets a relatively homogeneous community, taking into account factors such as occupation, habits, and behaviour. In this manner, broadcasters will find it more effortless to establish emotional connections with their audience. Community radio activities promote peaceful coexistence among individuals within families and communities. Individuals are now able to engage in their regular social and economic endeavours inside a tranquil and joyful environment. Community radio strives to maintain its apolitical and non-partisan nature while upholding democratic principles in providing services (Ntshangase, 2021).

Establishing an emotional connection between the broadcaster and the listener is paramount in community radio. One highly effective method to achieve this is by ensuring that the announcer extends a warm and genuine welcome to the listener at the beginning of every broadcast. This simple gesture serves as the initial step in forging a meaningful connection with the audience. By initiating a greeting, the announcer not only acknowledges the presence of the listener but also signals a willingness to engage in a personal dialogue. This act of reaching out creates a bridge between the broadcaster and the audience, laying the foundation for a relationship built on mutual respect and understanding.

Effective announcers understand the importance of cultivating emotional connections with their listeners. They go beyond mere broadcasting and strive to create an atmosphere of warmth and familiarity, akin to a conversation between friends. Through their words and demeanor, they convey sincerity and authenticity, which resonates with the audience on a deeper level. As this emotional bond between the broadcaster and the listener strengthens over time, it fosters a sense of loyalty towards both the broadcaster and the community radio station. Listeners feel a sense of belonging and ownership, knowing that their presence is valued and appreciated.

This process of symbolic contact, initiated by the simple act of greeting, serves as a catalyst for the development of an emotional bond between the broadcaster and their audience. The emotional attachments that are formed through these interactions contribute to the cultivation of local identities and cultures. Listeners feel a sense of pride and connection to their community radio station, which in turn helps to solidify its role as a cornerstone of the local community. In essence, by prioritizing the establishment of emotional connections through genuine greetings and engaging dialogue, community radio broadcasters play a vital role in nurturing a sense of community and belonging among their listeners. Through these meaningful interactions, they contribute to the enrichment and preservation of local identities and cultures, ensuring that community radio remains a cherished and integral part of the social fabric.

D. CONCLUSIONS

Community radio plays a crucial role in broadcasting information that directly impacts the lives of the local community members. Its presence within a community's coverage area holds significant influence on the residents, shaping their perspectives and fostering a sense of connection and belonging. However, community radio administrators face a myriad of challenges and hurdles in their endeavors. From navigating regulatory frameworks to keeping pace with the rapid advancements in information and communication technology (ICT) that characterize the modern media landscape, community radio administrators must constantly evolve to meet the changing needs and preferences of their audience. Indeed, the pervasive nature of ICT is an undeniable reality that cannot be ignored. As such, community radio managers must possess the agility and adaptability to embrace

and leverage these technological advancements. This entails not only staying abreast of emerging technologies but also demonstrating flexibility and innovation in utilizing them to enhance the quality and reach of their broadcasts.

To maximize the impact of their radio transmissions, community radio administrators should strive to personalize the listening experience for their audience. This involves understanding the unique interests, concerns, and aspirations of the community members and tailoring programming accordingly. By doing so, community radio broadcasters can foster a deeper emotional connection between themselves, the presenters, and their listeners. Embracing a more humanistic approach, community radio broadcasters can transcend the role of mere informers and entertainers, becoming genuine companions and advocates for their audience's well-being and empowerment. In doing so, they not only enrich the cultural fabric of the community but also contribute to its social cohesion and resilience. Thus, by embracing innovation while remaining grounded in empathy and authenticity, community radio administrators can effectively fulfill their mission of serving and enriching the lives of their local communities.

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