



The Existence of The Local Public Broadcasting Institution Radio Irama FM In The Midst of Digital Transformation In Public Information Dissemination

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Abstract: The aim of the research is to describe and analyze the existence of the local public broadcasting institution Radio Irama Fm in the midst of digital transformation in the distribution of public information. method of research used in this research is descriptive qualitative. The data used are primary data and secondary data. Data collection techniques using interviews, observation, and documentation. The technique used in this research is inductive using phenomenological procedures (Moleong, 2014). Based on the results of the study it can be concluded that 1) indicators of organizational goals have been determined at the local public broadcasting institution Irama Fm radio, to achieve existence in the midst of a rapidly growing digitalization stream; 2) this leadership is a character possessed by each leader which will have a direct impact on the existence and progress of an organization. The pattern of relationship between superiors and subordinates will affect harmonization and create a sense of kinship in an organization. 3) at LPPL Radio Irama Fm there is a clear organizational structure for the division of labor, although in some time there has been a change in leadership. This is an innovative effort to maintain the existence of LPPL Radio Irama Fm amidst the current digital transformation. 4) The responsibility has been firmly held by all employees at LPPL Radio Irama Fm to maintain existence in the midst of the digitalization era, even though there are still obstacles that arise in the field.

Keywords: Existence, Broadcasting, Radio, Digitalization

Introduction

Broadcasting is explained in Law No. 32 of 2022, which is defined as a series of messages or messages in the form of images, sounds, or images and sounds, also in other forms such as characters, graphics, which can be interactive and non-interactive, and then received directly by broadcasting receiving devices. (Raintung, O. C., Mamahit, C., & Tinangon, E. N : 2024) On the other hand, broadcasting has a definition as a form of dissemination/transmission of broadcasting activities, using transmission and broadcasting tools covering sea, land, and space areas that use radio signals (frequency spectrum) in the form of electromagnetic waves through cables, air, or other media, with the aim of being utilized and obtained by the community simultaneously through broadcasting receiving devices. In general, the broadcasting process is the use of electronic mass media to convey messages to the public. (Martha, Z., & Flowerina : 2019) Essentially, radio stations are used

as places or means to provide news about the plans or results of regional government programs so that they can be received by the community in a specific area, as a manifestation of the relationship between the community and the government in regional development. There is an important point about broadcasting as a means that makes government services more efficient and effective. Basically, in a broadcasting system, especially one related to the public, all members of society can provide feedback or input, in the form of criticism, suggestions, and hopes, to local stakeholders, so that the existence of local public broadcasting in the region can build good relationships and mutually beneficial interactions between the government and the community. (Utami 2016 : 2)

As a form of support for regional autonomy policies, it is very important to create innovations in public/mass communication networks that are used as a means or medium to bridge the two-way information needs between the government and the community. (Hastrida, A : 2021) Especially for regions that have a vast geographical area and a large population. Local Public Broadcasting Institution (LPPL) Radio, which operates at the regional government level, plays a role as an information disseminator in the fields of entertainment, education, health, politics, and other areas that provide benefits to the surrounding community. (Maytrisa, W., & Matondang, M. A : 2024) Additionally, LPPL is also very intensive in informing about cultural activities in a particular area. Local Public Broadcasting Institutions serve as representatives of the regional government in disseminating information. The existence of a public radio broadcasting institution is very important to maintain and preserve in the era of developing communication systems and information technology, adjusted to the dynamics of each region. (Pratiwi, N., Majid, A., & Amin, K. F : 2020)

Radio Irama Fm is one of the local public broadcasting stations in Purworejo Regency, whose existence has begun to decline due to the rapid development of digital technology. However, the mission of the local community broadcasting radio Irama Fm is very much needed to provide information services to the public regarding the developments of the local government, especially in Purworejo Regency. Information is the key to change, especially through media. In its implementation, local public broadcasting Radio Irama FM has various challenges, namely the limitation of human resources, in this case, the need for transmission improvements, as well as new programs and songs to keep up with the times. Another issue is the suboptimal facilities and infrastructure in supporting information services: Radio transmission at 88.5 Hz is necessary to compete in an era where radio is no longer the media of choice for the public. replaced by social media and cyber media. Radio content needs to be packaged well if listeners want to keep listening to it. In addition, the third issue is the involvement of the local government, in this case, the Indonesian Regional Broadcasting Commission of Purworejo Regency, which has not been optimal. Radio Irama Fm must be able to serve all segments in order to become a radio that can share information about all activities in Purworejo Regency.

Methodology

The form of research used is qualitative descriptive research aimed at providing a systematic, meticulous, detailed, and comprehensive overview of issues related to the phenomenon occurring amidst the analysis of the existence of LPPL Irama FM radio regarding the digital transformation of public information distribution. Qualitative research places more emphasis on meaning and focuses on higher quality data through qualitative analysis. In other words, qualitative research places more emphasis on meaning, which is not determined by quantity, but rather by process and perspective or viewpoint. The research was conducted at the local broadcasting station Radio Irama FM in Purworejo Regency. In this study, the Purposive Sampling technique was used. The researcher seeks sources (informants) who are considered to have in-depth knowledge of the information and issues. The researcher conducts in-depth interviews with informants and participants, meaning the researcher does not only interview informants but also observes the surrounding environment. The researcher chooses the appropriate technique, meaning the researcher establishes the criteria for the informants to be interviewed.

Primary data is the main source of information obtained directly from sources related to the research, namely informants who have the qualifications and knowledge to provide the information needed for the research. Primary data is data collected directly from the source by the researcher. This information can be collected through interviews and observations of the research informants. In this study, the researcher collected primary data in the form of interviews and direct observations from several sources, namely the Management of LPPL Radio Irama FM, the Head of the Broadcasting and News Division, the Broadcasting Institution of Radio Irama FM, and listeners related to the existence of the radio. Radio Irama FM, a local broadcasting station, is undergoing a digital transformation in the transmission of public information.

Data collection techniques through interviews, observations, and document reviews. According to Miles and Huberman (Moleong, 2014), an interview is a conversation between the interviewer and the interviewee with a specific purpose. This interview is a face-to-face interview between the researcher and the respondent using in-depth interview techniques based on interview guidelines. prepared in relation to the parties involved in the discussion. Meanwhile, observation is a research activity that collects data according to the research problem through the field observation process according to Spradley in (Sugiyono, 2012). In this study, the researcher chose participant observation in accordance with the research object, where he then followed various activities at the local radio station Radio Irama FM and actively participated to obtain more in-depth information. Moreover (Sugiyono, 2012), documentation is a record of past events. Documentation can take the form of written texts, images, or monumental works of an individual. The documentary method used in this research includes all types of recordings or notes related to the subject of the existence of Radio LPPL Irama FM in the study, such as photos, books, literature, archives, or documents. Data analysis is the final stage of qualitative research (Creswell, 2012). The technique used in this research is inductive using the phenomenological method (Moleong, 2014). The data analysis was conducted starting from specific findings in the field, which were then interpreted in general terms.

Theoretical Framework

1) Existence

According to Save M. Dagon (1997), the most important and crucial concept of existence in a person's social life is the state or existence of that person themselves. Existence can be defined as something that considers human existence not as static, but rather always changing. It means that humans always move from possibility to reality. This process will change, if possible today, tomorrow it will become a reality. Because the people have freedom, the movement of development relies entirely on the people themselves. To be means having the courage to make decisions that determine a person's life. Therefore, if we do not dare to act, then we do not truly exist (Yuliana, 2014).

According to the Great Dictionary of the Indonesian Language, existence is existence, a presence that contains elements of continuity of life. Existence is the presence of a tangible form, the presence of an object that distinguishes one object from another. For a community organization, its existence is very important to be felt in its environment and ultimately influence the surrounding society. According to Zaenal, existence is a dynamic process, becoming or being. This is in line with the origin of the word itself, which means to emerge, overcome, or conquer. Thus, its existence is not rigid and stagnant, but rather flexible or adaptable and experiences development or, conversely, regression, depending on the ability to realize its potential (Prameswari, 2015).

2) Organizational / Institutional Theory

Experts explain the definition of community organizations extensively. According to experts, there are several definitions of an organization:

1. Stoner says that an organization is a model of human relationships through groups where people work under the direction of superiors to achieve common goals.
2. James D. Mooney states that an organization is a form of gathering people to achieve a common goal.
3. Chester I. Bernard argues that an organization is a system of cooperation consisting of two or more people.
4. Stephen P. Robbins states that an organization is a consciously coordinated social unit with relatively identifiable boundaries that continuously works towards a goal or a group of common goals. This organization has several principles, namely :
 - That the organization must have clear goals, this is an absolute necessity that must be possessed by the organization, where the organization wants to achieve, then the organization must have a clear mission and vision, so as not to be left behind in the middle of the road.
 - The fact that there must be management is very important so that the organization can function under proper coordination, direction, and control.
 - The necessity of division of labor is important because an organization consists of different member structures within it, and each member has their own tasks.
 - Organizations must have responsibilities; organizations are responsible for all elements within them, not just the responsibility of the president/leader, but it is a collective responsibility (Depoky in Pramesti 2015).

3) Public Information

Information is the result of data processing, but not all results of that processing can become information. Data processing results that do not have meaning, importance, or usefulness for someone are not considered information for that person (Darmawan et al, 2013). Information is an interpretation of data, thus it has meaning because it has been processed; good information is information that contains value and standards. Official information that is correct (valid and authentic) can be used as a decision-making tool to reduce uncertainty and prevent the emergence of obstacles. So the information is not just raw data that is then transferred as is. However, it is necessary to handle, process, and filter what is good, true, and what needs to be communicated to certain parties. Public administration officials become seekers of information and sources of information for their community (Syafii, 2007).

The obligation to disseminate public information should be carried out in a manner that is easily accessible to the community and in a language that is easily understood by the relevant information and archive officials. In short, it can be said that according to Samodra Wibawa (2012), the benefits of ICT lie in the processes of administration, governance, or state administration, namely transparency: politics and administration (in an open direction), reducing doubts about relationships between parties; although disputes between actors can subsequently be watched more freely (repeatedly) on television. Participation: rapid communication between the state and society, entrepreneurs and consumers, or ordinary citizens, the press or mass media can operate more freely. Freedom of opinion, choice, and negotiation is also more palpable. The community has greater power. Efficiency: with the smooth flow of information, the process of public service can also be faster. The government's work process can be shortened, and bureaucracy can be trimmed (Fikri, 2023).

The analysis of the existence of local broadcasts used in the research is based on the Depoky organizational principles theory. The indicators used include that the institution must have clear objectives. Second, there must be leadership, which is important for the organization to function under proper coordination, direction, and control. Third, division of labor, this is important because the organization consists of a structure of different members within it and each member has their own tasks. Fourth, these institutions or organizations must have responsibilities (Puspasari, 2023).

Result and Discussion

Local National Broadcasting used in this research employs the organizational principles theory by Depoky Pramest (2015). The first indicator is that the organization must have clear objectives. Second, there must be leadership, which is important for the organization to function under proper coordination, direction, and control. Third, division of labor, this is important because the organization consists of a structure of different members within it and each member has their own tasks. Fourth, these institutions or organizations must have responsibilities.

1. The organization must have clear objectives,

In an organization, whether government or private, goals are absolutely necessary, and a good management system is also required to determine the direction in which the organization wants to move, so the organization must have a clear mission and vision to

avoid stagnation. half of a local public radio station Radio Irama FM is one of the oldest broadcasts, established on June 26, 1969, previously named RSPD Suara Irama until 2002. The purpose of establishing Radio Irama FM is for LPPL to be loved by all layers of society. Radio Irama FM serves as a means of information and education to the community through various news. As an entertainment medium, this radio station presents music, drama, advertisements, and other entertainment programs (Indrayani, 2023).

Radio Irama FM pampers its listeners by offering various programs. Radio broadcasts can reach various layers of society. Diverse entertainment programs provide choices to listeners and increase competition between one radio station and another. The purpose of the organizational activities is to determine whether the planning, implementation, and control of the development and execution of radio activities can be planned in such a way that the radio broadcasting plan can be executed or vice versa. In accordance with the vision and mission set by LPPL Radio Irama Fm Purworejo. The organization's goals are statements regarding conditions or situations that do not currently exist but are intended to be achieved in the future through organizational activities. The chosen strategy determines activities and binds resources over a long period (Widiastuti 2015). Rhythm FM Radio, a local public radio station, has established organizational target indicators to achieve existence amid the acceleration of digitalization. It is expected that in the future, the broadcasting process will also be conducted in the form of digital radio.

2. Leadership, operating under proper coordination, command, and supervision

Leadership is very important in an organization. Because management has a significant influence in creating a safe, orderly, and comfortable environment. A society with diverse characters certainly needs wise leaders who can provide guidance and protection. In any organization or public broadcasting institution, the role of leadership is very important because it serves as the captain steering the direction that the institution or organization aims to take. To maintain the existence of LPPL Radio Irama Fm in the community, the role of the manager is very important in the application of management principles. The way each manager coordinates, commands, and monitors their employees' performance will certainly vary, but if everyone in the organization can accept and adapt to the manager's instructions and directions, then it will be easy to achieve the desired goals. achieve the desired goals.

The management of LPPL Radio Irama FM has undergone several phases of change, the latest being the transfer of the Appointment Decree (SC) to two members of the Board of Directors (Dewas) of the Local Public Broadcasting Institution (LPPL) Irama FM, on February 3, 2023. The handover took place at the sub-district office. The two members of the Board of Supervisors, Ulik from the Mission Element Sri Widiatm and Luwes Catur Siwi from the Community Element Wahyu Hartat, will serve for the next five years. These executives are committed to advancing Irama FM through their responsibility and oversight. Basically, this leadership quality is inherent in every leader, which directly impacts the existence and progress of the organization. The relationship between superiors and subordinates affects harmony and creates a sense of family within the organization.

3. Division of work, structure, and tasks of each member.

Organizational structure refers to the arrangement and relationship of each part and position within an organization or company to achieve the expected and desired goals in carrying out operational activities. The organizational structure clearly illustrates the separation of work functions from one another and how the relationships between these functions are defined. A good organizational structure must clarify the power relationships, who reports to whom, so that there is accountability for what is done.

According to Suranto Selviana (2019), organizational structure defines the division of labor and shows how different functions or roles are interconnected to a certain extent and also indicates the level of specialization of work functions. In LPPL Radio Irama FM, there are relationships between functions, departments or stations, and people that show different roles, authorities, and responsibilities within the organization. The division of tasks at LPPL Irama FM Purworejo is divided into several departments starting from the Board of Directors, General Manager, Department Heads, to Broadcasting. This organizational framework is called organizational planning. A specific form of the organizational framework is called the organizational structure. The results of the third indicator survey show that the organizational structure of work division at LPPL Radio Irama FM is clear, although changes in the management team sometimes occur. This is an innovative effort to maintain the existence of LPPL Radio Irama FM amidst the current digital transformation (Lesmana, 2023).

4. Organizational responsibility, responsibility towards all its components

An organization/institution will be strong and endure if all its members understand the meaning and purpose of its establishment. In LPPL Radio Irama FM, the principles of accountability, transparency, and efficiency are always upheld. The moral responsibility of each individual is manifested by upholding the values present in the institution. Everyone, from the supervisory board to the lowest-ranking employees, will automatically carry it out willingly and with full awareness, because everything done by members in an organization or institution will inevitably have consequences.

The strong existence of the local public broadcasting institution Radio Irama Fm will not fall or disappear due to the passage of time, as this institution or organization is able to survive in the era of digitalization because it has a leader with high integrity, followed by the commitment of all employees at LPPL Radio Irama Fm who are always responsible for completing their respective tasks (Páv, 2023). The organization is built together and strengthens each other, there is nothing special, no one is the strongest or most influential.

Conclusion

According to the research results, it can be concluded that the organization has clear objectives. The local public broadcasting institution Radio Irama FM disseminates information to all communities in Purworejo Regency as a means to achieve existence amidst the rapidly developing wave of digitalization. Leadership plays a significant role that will directly impact the existence and progress of LPPL Radio Irama FM, as the character of the leader brings about a pattern of relationships between superiors and subordinates that influences harmony and fosters a sense of family within an organization.

In the organizational structure of LPPL Radio Irama FM, there is a clear depiction of the division of labor, although there have been changes in leadership over time. This is an effort at innovation to maintain the existence of LPPL Radio Irama Fm amidst the ongoing digital transformation. Regarding the final point on responsibility, it has been taken on by all employees at LPPL Radio Irama Fm to maintain its existence amidst the digitalization era, even though there are still obstacles that arise in the field. From the various indicators above, it shows that LPPL Radio Irama FM has been making efforts to maintain its existence amidst the development of digitalization.

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