

Radio Mentari FM Solo's Strategy in Maintaining Listener Interest in The Digitalization Era and Learning Implications in High School

Yusuf Rozin^{1,*}, Markhamah², Agus Budi Wahyudi³

¹ Faculty of Education Indonesia Language, Universitas Muhammadiyah Surakarta, Surakarta, Indonesia

² Faculty of Education Indonesia Language, Universitas Muhammadiyah Surakarta, Surakarta, Indonesia

³ Faculty of Education Indonesia Language, Universitas Muhammadiyah Surakarta, Surakarta, Indonesia

Abstract

Purpose: This research is motivated by how communication media that only rely on sound or audio, namely radio, can maintain listener interest in the era of globalization. The objectives of this research are (1) to be able to describe the digitalization of broadcasting that has been carried out by Radio Mentari FM Solo. (2) to describe the strategy of Radio Mentari FM Solo in maintaining listeners' interest in the digitalization era. (3) to explain the impact of the strategies that have been implemented by Radio Mentari FM. The research method used in this research is descriptive qualitative.

Methodology: The research method used in this research is descriptive qualitative. The data collection technique was carried out using the interview method. Data processing and analysis techniques are carried out by means of qualitative analysis.

Results: Based on the research that has been conducted, it is found that Mentari FM Radio has carried out digitalization and broadcast strategies as well as the impact caused by Mentari FM Radio in maintaining listener interest in the digitalization era. Not only maintaining listener interest, Mentari FM also provides services for listeners to provide aspirations and opinions through services, namely telephone and SMS or WhatsApp. Mentari FM also provides services in the form of streaming radio that can be listened to anytime and anywhere that can be accessed via smartphone.

Applications/Originality/Value: In this case this research can be focused on high school level Indonesian language learning for students to train and improve language productive skills, namely speaking skills. The learning outcomes that can be developed by teachers in this case are that students are able to create expressions in accordance with the norms of politeness in communication. This speaking skill will be able to help students to be more confident and courageous to convey their expressions and ideas.

Keywords: communication media, digitalization era, listener interest, Indonesian language learning

Introduction Section

A fundamental aspect of social life revolves around the cultivation of communication skills within various environments. Human beings, in fulfilling their roles as social and personal entities, rely heavily on the proficiency of communication. Communication serves as the conduit for connecting individuals with both themselves and their social milieu. Without communication, the fabric of human interaction unravels, leading to a void in interpersonal exchanges (Sinaga, 2017).

Many perceive communication as a cornerstone for personal development and the attainment of set goals, serving as a catalyst for individual growth and achievement (Banerjee et al., 2016). It stands as the paramount requirement for conveying thoughts and ideas to others, whether through written or verbal means, tailored to suit the needs of the individual or group objectives.

Tankovic (2023) underscores the significance of communication skills in contemporary life, particularly in the realm of business. This recognition has been echoed by numerous researchers. The evolution of mass media has forged new narratives and exerted profound influence on human activities, spanning from traditional to technologically advanced mediums.

Along with the times, the media continues to renew its form tailored to its needs. With the presence of an ancient Roman royal era notice board during the reign of Julius Caesar in 59 BC which could disseminate information in written form, then continued with the invention of a printing press capable of printing or producing a writing along with a machine tool capable of making paper in 1423 which could make the world of correspondence grow very rapidly.

* Corresponding author: a310200040@student.ums.ac.id

Today, technological developments in the digital world have impacted certain media in the broadcasting industry that have activities related to analog technology that are starting to penetrate into digital devices, such as video cameras, editing devices, and recording devices. This factor is done so that the available technology has an impact that can make work in the broadcasting industry better (Gultom, 2015).

Next, every communication media has a step as a form to fulfill the target. The radio programming strategy expressed by Pringle (2013) in Nur Afni (2020) is a plan that must be implemented by every media company to continue to compete and develop in accordance with changing policies and technological modernization, this is done so that the company survives. Programming will provide results in the form of media formats and invite listeners to participate in the program, this is able to have an impact either materially or non-materially.

The digital era and modernization in this day and age make human activities easier and can be completed quickly. Events like this will continue to occur due to the development of technology. This makes humans have to try to adapt to increasingly modern technology and the emergence of modernization. The impact of this digitalization phenomenon is both positive and negative.

The positive impact that is already known by the general public is the use of digitalization by users, namely being able to access anything that is trending or viral and can be accessed anywhere. However, the more sophisticated the technology, the higher the risk. An example of a negative impact that has often been heard is fraud. People will be offered a number of goods and even high value money to be interested in the offer offered.

The emergence of crimes like this makes humans have to think more logically and critically. This phenomenon of modernization and digitalization makes everyone aware of the impact of benefits and the impact of crime risks around them.

Today, information is in control of world development, it is even inevitable that information has become a basic need for society, which means that the consumptive pattern in society when obtaining information is likened to the main food. In agreement with Lacarcel (2023) who argues that at present, the latest advances in the field of cutting-edge technology have facilitated and provided an increase in the exchange of knowledge and information through digital communication media. Because the circulation of information is very broad and varied in the field of message delivery. This factor makes communicators more carried away or dominant in choosing the best media when exploring the connectivity of communicants (audiences) in order to convey the contents of an information or message that is desired and can be received by the audience.

Radio is a communication tool that is utilized as one of the many communication tools to become an element of communication media. Radio has its own character that can be an advantage of radio over other communication media when conveying information to the general public. Utilizing the sense of hearing makes it challenging for broadcasters to attract attention only through sound media (Damanik, 2022). Next, radio is a technology used to send signals with certain frequency waves, commonly known as electromagnetic waves which include the results of radiation and modulation of electromagnetic.

Radio broadcasting is present because of an era of development in the field of electronic technology which is implemented into a form of communication and information technology. Then, it is formed for the needs of communication between people using transmissions or transmissions using electromagnetic waves. Furthermore, broadcast programs have strategies, production, and presentation to listeners with content that has messages that have communicative, stimulative, persuasive, educational, and informative properties (Wahyudi, 1996).

Then, radio is one of the answers to the choice of communicators when they want to convey messages. Onong Uchjana Effeny (2003) explains that radio is a means of lighting, entertainment, education, and even propaganda. Therefore, radio has the nickname The Fifth Estate (fifth power). Radio ranks fifth after newspapers, which have the nickname The Four Estate.

Media in the form of broadcast or radio has a very unique way to spread or deliver a message or information in the form of simultaneous and rapid development delivered to a wide range of audiences, which are in very remote locations to places that are difficult to reach and remote. Not only that, the need for every human being to obtain information there are also other factors, namely as entertainment, as a balancer or function to balance after activities, radio is the simplest choice in order to get both points.

Sendjaja, S. Duarsa (1993) provides an explanation that radio has three strengths, namely:

High mobility

Radio is able to take audiences anywhere even though listeners are only in one location, besides that people who listen can enjoy radio broadcast programs while resting, working, even while driving a vehicle.

Reality

Bringing audiences into reality only through the sound of actual sounds and sounds that are broadcast and some are in the form of recordings.

Freshness

Presenting information that can be used as a refresher that is needed by communicants quickly and directly when the incident occurs.

Digitalization in broadcasting has various advantages. The first point is efficiency, meaning in terms of frequency usage. The second point is that the quality of audio received by listening partners is of high quality, resulting in readiness to broadcast or sing music broadcasts. The third point is the ease of access for the audience by using analog system facilities (Rohanudin, 2014).

Mentari FM is a radio that has been cooperating with PKU Muhammadiyah Surakarta General Hospital since 2006. Mentari FM has the slogan "Salam, Syiar, Sehat, and Santun" and has a frequency channel at 98.00 MHz. Mentari FM is located at Jalan Teuku Umar No. 5 or Balai Muhammadiyah Lanta 2 Surakarta. The most dominant characteristics of Mentari FM are health media and Islamic syiar.

Mentari FM broadcasts communication about health information to provide coverage to its listeners. The radio that has a role as a source of information about health is Mentari FM Surakarta, which is also the first radio that is involved in the world of health in Surakarta City. Mentari FM has a variety of themes, including religious information at 20%, health information at 25%, music and entertainment at 20%, culture and education at 10%, news coverage at 5%, sports coverage at 5%, and public service announcements at 15%.

Researchers are interested in conducting research at Mentari FM Radio, how Mentari FM Radio is able to maintain listener interest in the digitalization era. The researcher has also determined the formulation of the problem, including; (1) how is the digitalization of broadcasting that has been carried out by Radio Mentari FM Solo? (2) how is the strategy of Radio Mentari FM Solo in maintaining listener interest in the digitalization era? (3) how is the impact of the strategy that has been carried out by Radio Mentari FM? After determining the problem formulation that has been carried out by researchers. Researchers also have objectives in writing this article, namely (1) being able to describe the digitalization of broadcasting that has been implemented by Radio Mentari FM Solo. (2) being able to describe the strategy of Radio Mentari FM Solo in maintaining listener interest in the digitalization era. (3) to explain the impact of the strategies that have been implemented by Radio Mentari FM.

Research Methods

This research utilizes a method in the form of qualitative descriptive research methods. The data obtained is not in the form of statistical numbers but in the form of words. This factor causes the application of qualitative methods. Not only that, everything collected is likely to form a key or result to the activities or phenomena that have been studied. (Moleong 2004). This research utilizes a qualitative approach. qualitative approaches have the aim of getting a description, a complete picture of an event or phenomenon according to the human perspective studied. Research with a qualitative approach has a correlation with the opinions, perceptions, ideas, or beliefs of the people studied, which as a whole cannot be measured by numbers (Sulistyo-Basuki, 2010).

In this study, the research method used by researchers is the qualitative description method. Description is describing, describing, explaining, describing a phenomenon or event that occurs in an environment. Qualitative is an explanation of a phenomenon that is described clearly and in detail because of a phenomenon that occurs in an environment. This research reviews the Strategy of Mentari FM Solo Radio in Maintaining Listener Interest in the Digitalization Era. The focus of the research is Content, Program, and Audience.

In collecting data, researchers followed up by conducting interviews with those who knew about the broadcast program at Mentari FM. Researchers divided two aspects including key informants and informants. Then, in determining key informants, researchers consider if key informants are those who have been considered to have a lot of information about the news strategy at Mentari FM in maintaining listener interest in the digitalization era of broadcasting. Next, the data processing and analysis techniques in this research are qualitative data analysis techniques. Data analysis begins with in-depth interviews with key informants and additional informants.

After conducting interviews, data analysis is realized by making points from the interview results by recording information in a notebook, which is then made into a simple concept which is then developed into sentences and paragraphs. The researcher also conducted data reduction so that information in accordance with the context was structured and reduced unnecessary words so that what was obtained was the essence of the sentence only.

The key informant in this study is Mr. Iyok, who is a staff and internship supervisor who has been involved in broadcasting for 20 years, who in this study is able to share more in-depth information about Mentari FM Radio's Strategy in Maintaining Listener Interest in the Digitalization Era to researchers.

Next there are also additional informants, these additional informants help researchers to obtain additional information in the study. Researchers chose Fatih and Ulfa as broadcasters from Mentari FM Radio Solo. All figures and tables should be presented clearly. Make sure they are readable and clear in formal and simple style. Vertical lines are not necessarily added in tables. All figures should not have borders and make sure all information in the image can be read and not too small. Comparison curves in one plot should have different markers to see difference clearly.

Results and Discussion

Research Results

Broadcasting Digitalization that has been implemented by Radio Mentari FM Solo

The following is the result of digitalization that has been carried out by Radio Mentari FM Solo in maintaining the interest of its listeners in the digitalization era, namely Radio Mentari FM Solo's steps in classifying the parts of content that will be broadcast through its broadcast programs. The broadcast program in the form of news information in Radio Mentari FM Solo is 5%, music and entertainment programs are 20%. The broadcast programs that have been implemented include,

Table 1. Broadcast programs that have been implemented by Mentari FM Radio Solo.

Broadcast Program Name	Description
Wanita Sehat	Health information broadcast program in the form of information about or coverage of health that discusses a variety of issues about the world of women's health.
OBAT	(Obrolan Sehat), a broadcast program that contains information about health that discusses various problems in the world of health.
Jamu Gendong	An event program that presents health information and tips on traditional medicines.
INFUS	(Informasi Khusus), an event program that packs information and actual news that is happening in the community.
Ensiklopedia Pendidikan	A program that informs the history, biography, information, the latest about the world of education.
ASI	(Anak Sehat Indonesia), information about health that discusses various kinds of issues - coverage of the world of child health.
MP3	A broadcast program that plays songs of the current era or songs that are currently viral. This broadcast program runs from 7 to 8 am. This program opens telephone, <i>WhatsApp</i> or SMS services that have been provided by Mentari FM to play song requests that listeners want.
TENSI	(Tembang Kenangan Negeri Sendiri), a broadcast program that plays 80s songs. The program runs on Tuesdays and Thursdays from 12:15pm to 1:30pm. This program also provides an opportunity for listeners to play 80s songs or just send greetings, which can be via telephone, <i>WhatsApp</i> or SMS services.
PILKINA	(Pilihan Lagu Kenangan Indonesia Lama), a broadcast program that plays songs from the 70s era. This program airs on Wednesdays starting at 12:15 am until 1:30 pm. This program also provides an opportunity for listeners or healthy friends to play the songs they want or send greetings via telephone, <i>WhatsApp</i> or SMS.
KRONIS	(Kroncong Manis), This program plays chroncong songs. Listeners can request songs to be played or send greetings via telephone, <i>WhatsApp</i> or SMS

	services. The program airs on Fridays and starts after Friday prayers until 1:30pm.
DEMAM	(Dendang Tembang Kenangan Mancanegara), This program airs on Saturdays and runs from 12:15pm to 1:30pm. The program plays foreign songs from the old era or before the 2000s. Listeners can also send requests for foreign songs to be played or send greetings via telephone, WhatsApp or SMS services.

Radio Mentari FM Solo's Strategy in Maintaining Listener Interest in the Digitalization Era

The strategy that Mentari FM Radio has implemented in maintaining listener interest in the digitalization era like today is with broadcast programs that bring or bring trusted sources in accordance with their fields to examine more deeply about certain issues in a broadcast program. Broadcast programs as a form of strategy that has been implemented by Mentari FM Radio in maintaining listener interest in the digitalization era include,

Table 2. Program siaran sebagai strategi yang telah dilaksanakan Radio Mentari FM Solo.

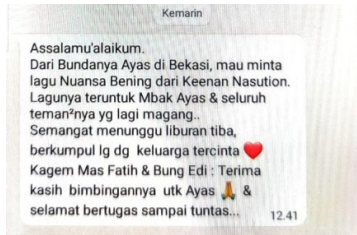
Broadcast Program Name	Description
BERKAS	(Bersama Kupas Masalah), an event program that provides services to the public space as an effort to address the problems that exist in the environment around us with PDM (Muhammadiyah Regional Leadership) Surakarta.
Dapur Sehat	An interactive health dialog about healthy food and good nutrition with a nutritionist from PKU Muhammadiyah Surakarta Hospital.
Donor	(Dialog dan Opini Pendengar), an event program that provides services for public space to convey aspirations, have opinions or address problems that are happening in the surrounding environment.
Harmoni Anak	An interactive dialog about various issues related to autism and children with special needs with SLB Harmoni.
Konsultasi Hukum dan Kebijakan Publik	An interactive dialog about various legal issues with Muhammadiyah Surakarta University legal experts.
OPERASI (Obrolan Perawat dan Paramedis)	An interactive dialog about general health discussed from the perspective of the world of nurses and paramedics.
Pendidikan Umum	An interactive dialog about general education with a teacher or education worker .
Tanya Dokter	An interactive health dialog that focuses on general health issues with the general practitioner of PKU Muhammadiyah Surakarta Hospital.

The impact of the Strategy that has been carried out by Mentari FM Solo

From the broadcast programs that Mentari FM Solo has run, there are impacts received by Mentari FM Solo, among others,

Table 3. The impact of the broadcast program as a strategy that has been implemented by Radio Mentari FM Solo.

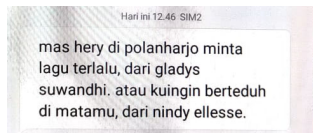
Evidence of Impact of Broadcast Program**Description**



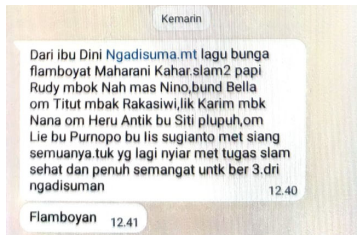
Listener 1 of Mentari FM radio (Sahabat Sehat) sent a request to be played the song they wanted with the title Nuansa Bening from Keenan Nasution. Sahabat sehat also sends greetings to the broadcasters on duty. These healthy friends send their messages through the *WhatsApp* service provided by Mentari FM. This is already a utilization or digitalization process that takes place.



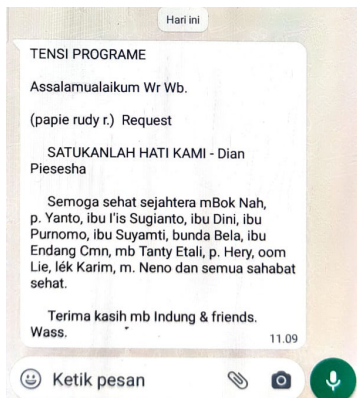
Listener 2 radio Mentari FM Solo (Sahabat Sehat) asked to play a song with the title Sepanjang Jalan Kenangan after playing the song, this healthy friend also expressed his gratitude for playing the song. This healthy friend sent his song request via WhatsApp service which utilizes existing technology and this is one form of the impact of digitalization.



Listener 3 of Mentari FM radio (Sahabat Sehat) requested a song with the title Terlalu from singer Gladys Suwandhi. This listener sent this request via SMS service provided by Mentari FM. This process is also included in digitalization which has utilized technology to communicate.

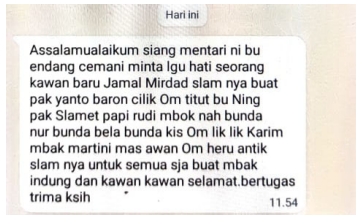


Listener 4 of Mentari FM radio (Sahabat Sehat) asked to be played the song Bunga Flamboyan by singer Maharani Kahar. She also sent greetings to the loyal listeners of Mentari FM Solo.



Listener 5 of Mentari FM radio asked to play a song called Satukanlah Hati Kami by Dian Piesesha. This listener also sent greetings to other listeners and thanked the broadcaster.

Listener 6 of Mentari FM radio asked to play a song with the title Hati Seorang Kawan Baru from Jamal Mirdad. Then, he also sent greetings to colleagues who listen to Mentari FM radio and the announcer on duty.



Discussion

Broadcasting Digitalization that has been implemented by Radio Mentari FM Solo

Communication strategies encompass four primary objectives. Firstly, there is the aim to ensure mutual understanding and comprehension during communication interactions, commonly referred to as "To Secure Understanding." Secondly, the focus shifts towards navigating the process of garnering acceptance for ideas or proposals, termed as "To Establish Acceptance." The third objective involves stimulating action or motivation among recipients, known as "To Motivate Action." Lastly, the strategy aims to facilitate the attainment of the communicator's goals.

Communication strategy serves a dual function. Firstly, it serves to systematically disseminate and convey communication messages with instructional, informative, and persuasive qualities to the intended audience, ultimately achieving the desired objectives. Secondly, it acts as a bridge to bridge cultural gaps, arising from the widespread accessibility and utilization of media, which, if not addressed, could undermine the integrity and dignity of established norms (Effendy, 2005).

In line with the opinion of Effendy (2005), which reveals the strategy as communication, namely to disseminate and convey the contents of a communication message that has an instructive, informative, and persuasive nature systematically to the target or speech partner to get the right goal. Therefore, Mentari FM Solo radio has implemented broadcasting digitalization where Mentari FM has run broadcast programs in the form of news 5%, music and entertainment by 20%.

The broadcast programs that have been carried out include, Wanita Sehat, OBAT (Obrolan Sehat), Jamu Gendong, (INFUS) Informasi Khusus, Ensiklopedia Pendidikan, ASI (Anak Sehat Indonesia), MP3 (Musik yang sedang viral sekarang), TENSI (Tembang Kenangan Negeri Sendiri, Musik 80-an), PILKINA (Pilihan Lagu Kenangan Indonesia Lama, Musik 70-an), KRONIS (Kroncong Manis, Musik Kroncong), dan DEMAM (Dendang Tembang Kenangan Mancanegara).

Radio Mentari FM Solo's Strategy in Maintaining Listener Interest in the Digitalization Era

Mentari FM radio's approach to sustaining listener engagement amidst the digitalization era aligns with the insights of Maharani (2021) regarding digitalization in broadcasting. Digitalization, in this context, refers to the process of transitioning media from analog to digital format. Technically, digitization entails the conversion of various forms of information or messages—such as images, numbers, sounds, and data—into binary digits or bits. This process involves the manipulation and transformation of data, known as bit streaming, which may include addition, duplication, or even reduction.

Mentari FM Solo Radio has implemented strategic initiatives to uphold listener interest in the digital age. These initiatives involve tailored broadcast programs featuring speakers from diverse fields. Among these programs are BERKAS (Bersama Kupas Masalah), Dapur Sehat, DONOR (Dialog dan Opini Pendengar), Harmoni Anak, Konsultasi Hukum dan Kebijakan Publik, OPERASI (Obrolan Perawan dan Paramedis), Pendidikan Umum, and Tanya Dokter. Through these varied programs, Mentari FM aims to engage listeners by addressing a spectrum of topics relevant to their interests and concerns.

The impact of the Strategy that has been carried out by Mentari FM Solo

The impact of digitalization and the strategies adopted by Mentari FM Solo resonate with the perspectives shared by Romli (2016), who defines mass communication as the dissemination of messages through mass media to a broad audience. This viewpoint is further supported by Cagara (2012), who underscores that mass communication involves transmitting messages from institutionalized sources to a wide audience via mechanical mediums such as film, television, radio, and newspapers.

Additionally, Dody Muwardi (2007) offers insights into the nature of radio, portraying it as an auditory medium that serves as a platform for conveying ideas and messages through electromagnetic signals in the form of audio transmissions. Mentari FM has leveraged various communication channels, including the telephone service at number 665500, WhatsApp, and SMS at 0899-9349-800, to provide a platform for its listeners to engage and convey their thoughts effectively. These communication avenues foster interaction and dialogue between Mentari FM and its audience, enhancing listener engagement and enriching the overall broadcasting experience.

Conclusion

Mentari FM Solo Radio, functioning as an auditory medium, has proactively devised strategies to adapt to the challenges posed by the digitalization era. The station has introduced interactive broadcast programs featuring speakers who specialize in various fields, including legal experts, general practitioners, nurses, and paramedics. These programs aim to engage listeners by providing informative and relevant content tailored to their interests and concerns.

Moreover, Mentari FM has established itself as a platform for audience participation, allowing listeners to convey their thoughts and aspirations through telephone services, SMS, or WhatsApp. By fostering a sense of community and providing avenues for listener engagement, Mentari FM cultivates loyalty among its audience. Embracing the moniker of "healthy friends" for its listeners further reinforces this strategy, positioning Mentari FM as a trusted companion in the daily lives of its audience members and fostering a lasting connection with its listeners.

Indeed, digitalization in audio media presents an opportunity for innovative approaches to language learning, particularly in the context of Indonesian language acquisition. By incorporating digital audio resources into the learning process, students can be encouraged to express their ideas and thoughts critically and creatively. Assignments and learning outcomes can be structured to prompt students to engage with audio content, analyze it, and articulate their responses effectively.

For instance, students may be tasked with listening to podcasts, radio programs, or audio recordings in Indonesian language, and then asked to discuss and critique the content. This not only enhances their listening skills but also encourages critical thinking and communication skills. Furthermore, digital platforms can facilitate interactive learning experiences, where students can engage in discussions, debates, or presentations using audio mediums.

Teachers can leverage digital tools to create a dynamic and engaging learning environment where students feel empowered to actively participate and express their opinions in front of the class. By integrating digital audio resources into language learning, educators can promote student engagement, foster linguistic proficiency, and cultivate critical thinking skills in the Indonesian language classroom.

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