

Creative Strategy for Local Content at Radio Republik Indonesia Program 1 Yogyakarta to Serve Local Listeners in 2023

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Abstract

Radio Republik Indonesia in its regional scope has an important role in packaging broadcast programs according to regional needs without violating central RRI rules. Therefore, what are the opportunities for the creative team to provide local content in programs determined by the center? The purpose of this research is to find out the steps of Radio Republik Indonesia Programa 1 Yogyakarta's local content creative strategy to serve local listeners in 2023. This research uses qualitative methods with data collection techniques through interviews, documentation, data reduction, data presentation, and conclusion drawing. The results of this research are: 1). RRI Pro 1 Yogyakarta conducts creative strategies by discussing materials or scripts and brainstorming by following trending topics. 2). Event planning by preparing broadcast needs and song selection. 3). Implementation of the event 4). This research is expected to increase innovations, for example in terms of broadcast content in local content and also more exploratory broadcast styles so that listeners are not bored when listening to the program.

Keywords: Creative Strategy, Local Content, RRI

Introduction Section

Advances in communication technology have accelerated rapidly in the range of information dissemination by penetrating space and time. History records the success of mass media including radio as a key institution in modern society. The presence of mass media greatly contributes to the widespread and rapid dissemination of information covering social culture and politics. Various kinds of messages conveyed by mass media such as newspapers, magazines, radio, television, and the Internet can be used as alternatives for the public to obtain various information (Amalia Yunia Rahmawati, 2020).

Radio is a type of electronic mass media that has been around for a long time and is still effectively used by the public to obtain information today, even though it has to compete fiercely with other media such as television and the internet, radio continues to strive to renew itself so that its listeners do not abandon it. Radio has adapted to world changes, by developing mutually beneficial and complementary relationships with other media (Dominick, 2000). This ability to adapt to world changes means that radio still exists in carrying out its function as an information, entertainment, educational, and persuasive medium. Competition is not only with other mass media but with fellow radio stations themselves. With the increasing number of radio stations emerging, this is of course a serious concern for radio station managers. Competition is getting tougher in the commercial radio industry as more and more radio stations emerge. Therefore, radio stations must have an effective strategy to introduce their broadcast programs in order to compete well.

Therefore, creative strategies are currently very necessary to achieve the goals of radio itself. This makes the radio's creative team create and develop programs with newer and more modern concepts in order to attract audiences of all ages. A creative strategy is said to be successful if the objectives of the radio or program itself have been achieved (Ananda & Kurniasari, 2022).

Radio Republik Indonesia (RRI) is a radio that bears the name of the country, its broadcasts are aimed at the interests of all levels of society. With the ratification of UU.No. 32 of 2002 concerning broadcasting, RRI changed its status to a Public Broadcasting Institution. RRI's status as public radio is currently confirmed through Government Regulation Number 12 of 2005, namely that it is a Public Broadcasting Institution which carries out independent, neutral, non-commercial radio broadcasting activities and functions to provide community services (LPP RRI. GOVERNMENT REGULATION OF THE REPUBLIC OF INDONESIA NUMBER 12 OF 2005 CONCERNING PUBLIC RADIO BROADCAST INSTITUTIONS OF THE REPUBLIC OF INDONESIA, and, l. LPP RRI, 2005). With this status, RRI Yogyakarta answers public challenges in the current era of freedom of information by providing healthy information,

education, and entertainment services, social control and social glue, as well as preserving the nation's culture through broadcasts of Program 1, Program 2, Program 3 and Program 4.

The Republic of Indonesia Radio Public Broadcasting Institution (LPP RRI) is an institution that aims to convey news, entertainment, and advertisements aimed at the public. The main focus is service in the form of broadcasting information, especially via radio waves. RRI is the only radio that bears the name of a country whose broadcasts are aimed at the interests of the nation and state. RRI has relay stations and relay transmitters with a wide reach (Eri Susan, 2019). So that it can reach the community, demand the best and maximum service, and make the tasks given to employees increasingly difficult and numerous (Nuraeni et al., 2016).

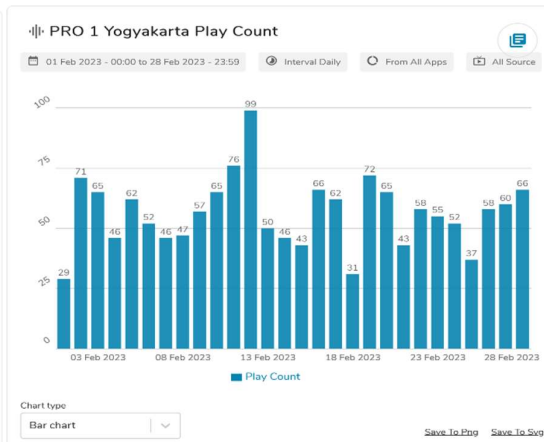
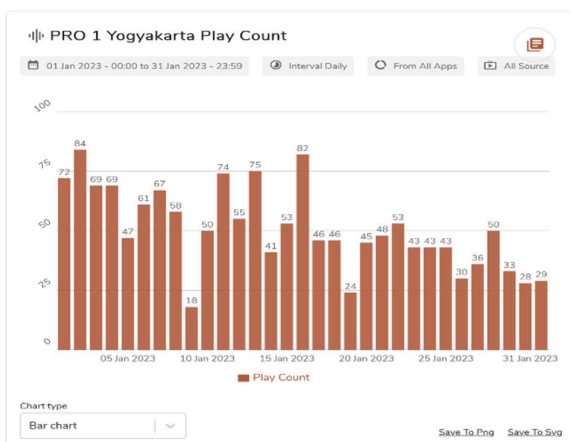
The presentation of broadcast programs on radio is closely related to the desires of the market or listeners. The parties involved in making broadcast programs must be people who know the desires of listeners. This needs careful analysis from the management because if you are careless in presenting broadcasts on radio, listeners will definitely be left behind. Such as presenting entertainment, education, news, and information programs as well as other additional presentations, it would be very good if planning was done before presenting it to listeners. Radio Republik Indonesia (RRI) already has definite benchmarks/guidelines from the central RRI (Jakarta). For the presentation of regional RRI broadcast programs, it must definitely be orientated and follow central RRI. Only regional RRI's are allowed to innovate several things in broadcasting. Broadcast programs are presented at all prime times, namely morning, afternoon, and evening (World Health Organization, World Bank Group et al., 2014). The broadcast program on RRI Pro 1 Yogyakarta has a big influence on the listeners' interest or interest in continuing to follow the broadcast program without any changes that can involve listeners directly.

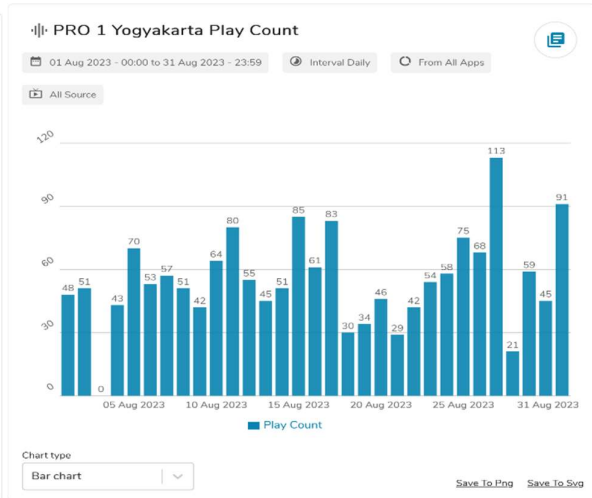
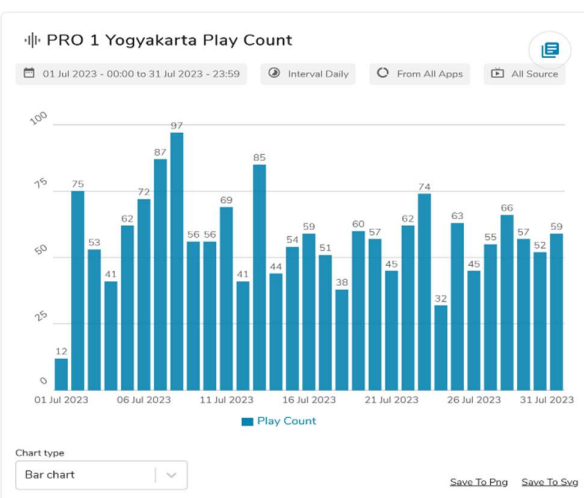
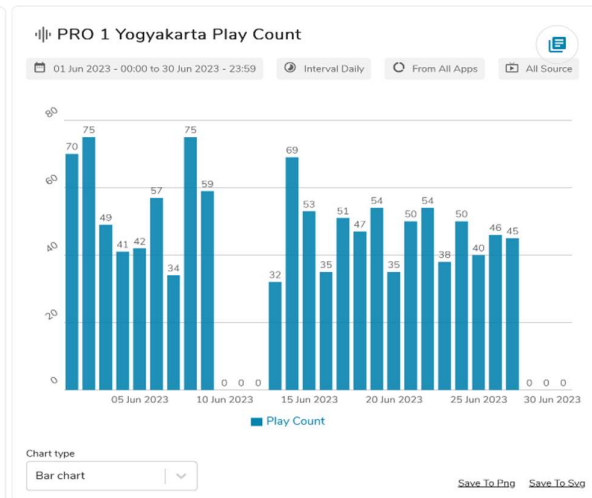
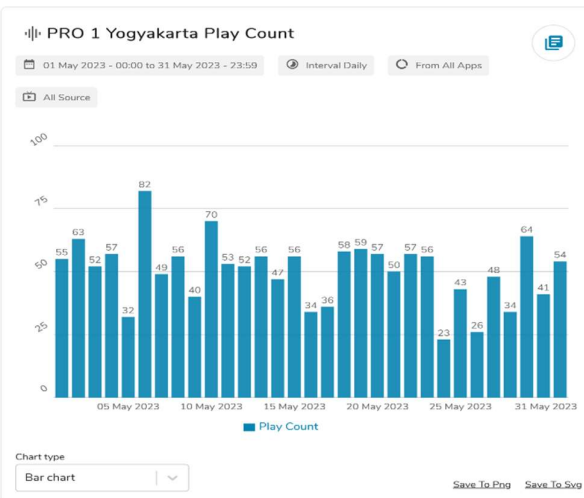
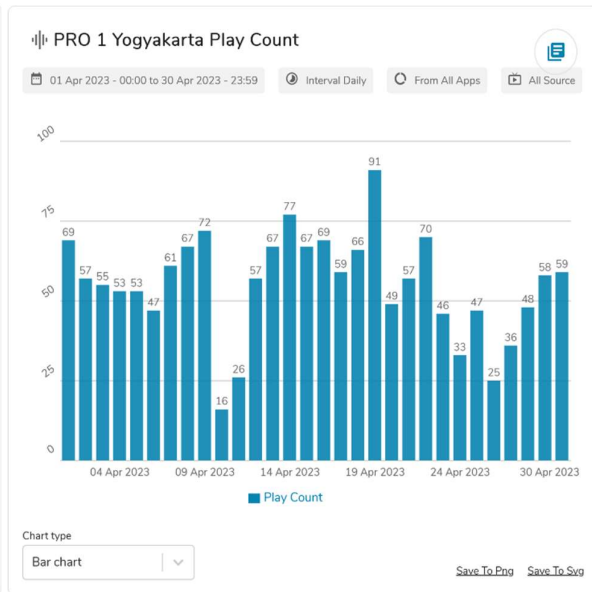
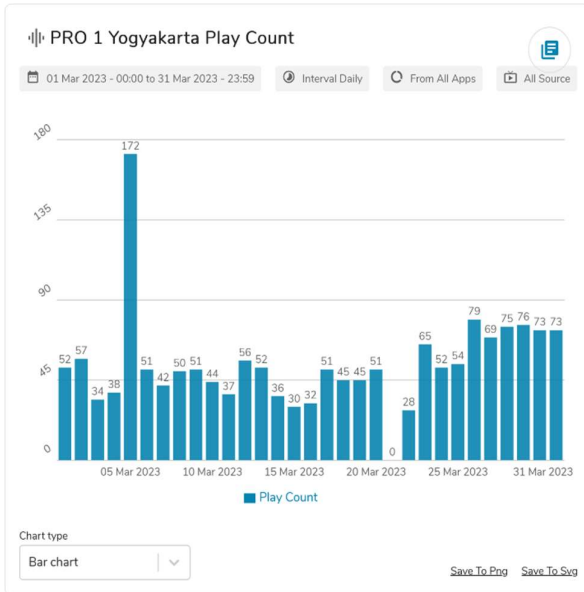
There are 4 local programs on Radio Republik Indonesia Program 1 Yogyakarta, namely, Maksi (Makan Siang Bersama Teman Sejati), Kita Setara, Dialog Tanggap Bencana Kentongan, and Obrolan Komunitas, local programs in radio stations are very important, because they can highlight the uniqueness of local with innovation and creativity in program segmentation that prioritizes local characteristics which can maintain the radio station's local content, this is important to maintain regional identity and provide relevant content for local listeners, furthermore, can maintain the diversity of local content, this is important to meet needs diverse audience and maintaining regional cultural diversity.

Radio Republik Indonesia's competition with local private radio stations is getting tighter. Radio Republik Indonesia, as a state-owned company, is expected to improve its quality and be able to compete with local private radio stations. In this case, Radio Republik Indonesia can take several strategic steps, namely by presenting relevant and quality content, RRI can strengthen its position as the main reference radio by providing content that is useful, innovative, and entertaining for its listeners. In addition, it can optimize the local station network. By optimizing this network, RRI can be close to local listeners by presenting content that is more relevant to their needs. Furthermore, RRI can collaborate with Local Public Broadcasting Institutions (LPPL) to mutually strengthen and expand the reach of public content. This collaboration can involve program exchange, production collaboration, and joint content development.

In this case, Radio Republik Indonesia Program 1 has the authority to manage creative local content packaged according to regional needs. This local content is managed by the Radio Republik Indonesia Program 1 Yogyakarta Team, where the team has a scope of work, including looking for sources for local broadcast programs, creating fresh ideas for themes, creating e-flyers to upload on social media RRI Pro 1, overseeing recordings in several events, one of which is a History and Culture Chat, editing and mixing recording packages so they are ready for broadcast. Therefore, there is a need for creative strategies in creating local content on RRI to increase public interest in listening and also improve the quality of programs to make them more interesting and high quality.

The listeners who can be served are segmented as the main listeners 30 to 50 years old, the 1st listener > 50 years old and the 2nd listener < elementary school with the education of the main listener being high school or above, the 1st listener junior high school and above and the 2nd listener < SD, which has a dynamic, intelligent character, and social awareness and economic status is BCD (Medium).





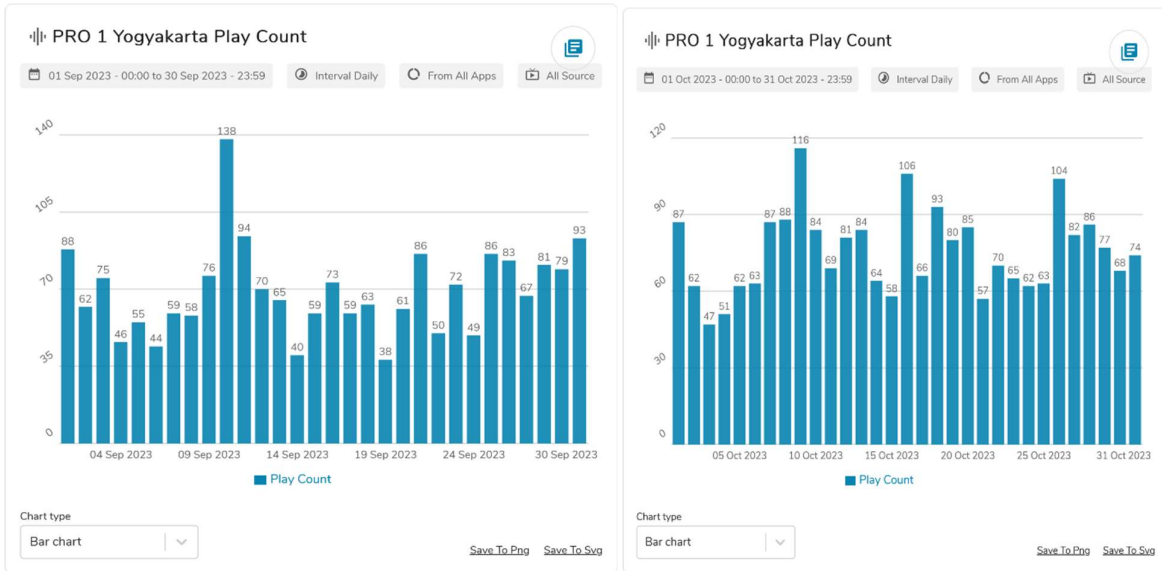


Figure 1. RRI Pro 1 Yogyakarta Listener Data January-November 2023

The table above shows that RRI Pro 1 Yogyakarta listeners from January to November 2023 saw an increase and also a decrease. With this listener data, Radio Republik Indonesia Program 1 Yogyakarta can identify target listeners according to their demographics and behavioral patterns, optimize program production, increase listener attraction, develop listener experience, as well as evaluations and surveys so that they can identify areas that need to be improved and programs that are needed to attract listeners, so that RRI Pro 1 Yogyakarta can serve its listeners. The table above shows that RRI Pro 1 Yogyakarta listeners from January to November 2023 saw an increase and also a decrease. Therefore, this research will examine in more depth the creative strategies carried out by the creative team.

JAM	SENIN	SELASA	RABU	KAMIS	JUMAT	SABTU	MINGGU
04.50 - 05.00	TANDA PENANTI RUKA SIARAN - PERKUTUT - MARS JAKARTA - LAGU INDONESIA RAYA - TINJAUAN ACARA						
05.00 - 06.00	RELEGI PAGI						
06.00 - 06.30	WARTA PAGI						WARTA PAGI SEPEKAN
06.30 - 07.00	NEWS MAGAZINE						MUSIK DAN INFORMASI
07.00 - 07.30	WARTA BERITA PRO 3						
07.30 - 08.00	ORNI PUBLIK						LAGU ROHANI
08.00 - 09.00	DIALOG ISSUE AKTUAL						SILANG GEREJA
09.00 - 10.00	MUSIK DAN INFORMASI						
10.00 - 10.05	LAGU INDONESIA RAYA						
10.05 - 11.00	INDONESIA BISA (DIALOG KERJASAMA)						
11.00 - 11.30	BERITA OLAH RAGA PRO 3						
11.30 - 12.00	YOGYA SIANG INI (PMI, HARGA, PASAR, BPD)				SILANG SHOLAT JUMAT	YOGYA SIANG INI	
12.00 - 13.00	MAKSI (MAKAN SIANG BERSAMA TEMAN SEJATI)			MAKSI			
13.00 - 13.30	LINTAS JATENG DIY						
13.30 - 14.00	100 PERSEN INDONESIA	100 PERSEN INDONESIA	INDONESIA BANGET (100 PERSEN INDONESIA)				
14.00 - 15.00	100 PERSEN INDONESIA	BERJARINGAN NASIONAL	INDONESIA BANGET (100 PERSEN INDONESIA)				
15.00 - 16.00	KITA SETARA (OBROLAN DENGAN KELOMPOK RENTAN/MARGINAL/DIFABEL)						LIBUR SEKOLAH (TK/SD/SMP)
16.00 - 16.30	BUKUTIN BERITA DAERAH						
16.30 - 17.00	KENTHONGAN	KENTHONGAN	KENTHONGAN	KIPRAH INDONESIA BERJARINGAN NASIONAL	KIPRAH INDONESIA	KIPRAH INDONESIA BERJARINGAN KORWIL	KIPRAH INDONESIA BERJARINGAN KORWIL
17.00 - 18.00	YOGYA SORE INI						
18.00 - 19.00	YOGYA SORE INI						
19.00 - 19.30	WARTA BERITA PRO 3						
19.30 - 20.00	PENYEJUK JIWA HINDU	PENYEJUK JIWA BUDDHA	PENYEJUK IMAN KRISTEN	TAHSIN TILAWAH AL-QUR'AN	PENYEJUK IMAN KATOLIK	KONGHUCU	MUSIK INFO TGT : IPTK
20.00 - 20.05	SANDIWARA RADIO						
20.05 - 21.00	NGOBROL (KOMUNITAS)	NGOBROL (KOMUNITAS)	NGOBROL (KOMUNITAS)	NGOBROL (KOMUNITAS)	NGOBROL (KOMUNITAS)	OBROLAN SEJARAH DAN BUDAYA	YOGYA MINIATUR INDONESIA
21.00 - 23.00	RUANG RINDU						
21.00 - 23.00	LAGU MANCA TAHUN 80 sd 90	LAGU INDO TAHUN 2000 sd 2010	BERJARINGAN NASIONAL	LAGU MANCA TAHUN 2000 sd 2010	LAGU MANCA TAHUN 2010 sd 2020	LAGU INDO MANCA TAHUN 1960 sd 1970	LAGU INDONESIA TAHUN 1980 sd 1990
23.00 - 23.50	JUST MUSIK						
23.55 - 24.00	TUTUP SIARAN - LOVE AMBON - BIRU MUDA NEGARI						

Figure 2. Republic of Indonesia Radio Broadcast Schedule Program 1 Yogyakarta

There are 4 local programs, namely, Maksi (Makan Siang Bersama Teman Sejati), Kita Setara, Dialog Tanggap Bencana Kethongan, and Obrolan Komunitas. Kita Setara is a program to uphold equality and provide education to the public, especially marginalized groups. Next, Dialog Tanggap Bencana Kethongan discussed local wisdom and Javanese culture. As well as, Obrolan Komunitas which discusses activities and developments, as well as a forum for the community to share information about communities in Yogyakarta. Therefore, there is a need for creative strategies in creating local content on RRI to increase public interest in listening and also improve the quality of programs to make them more interesting and high quality.

Based on the background that has been explained, the researcher conducted research on the Creative Strategy for Local Content at Radio Republik Indonesia Programa 1 Yogyakarta in Serving Local Listeners in 2023. Because of the importance of creative strategies in retaining listeners in order to produce interesting programs that can continue to maintain and serve the listener. Apart from that, it is necessary to develop local content because local content on radio is important to maintain listener loyalty.

Literature Review (Literature Review)

(Muhammad Amien Rais K, 2019) in his thesis with the title Creative Strategy for Radio Soekamti as Community-Based Online Streaming Radio in the Gelora and Rhythm Program in Maintaining Existence in 2018-2019. This research focuses on discussing creative strategies for online streaming radio program programs. Meanwhile, the author's research focuses on creative strategies in local programs.

Other research (Ananda & Kurniasari, 2022) in his journal also discusses Creative Strategy with the title Creative Strategy for the Ngaca Bareng Yosi Program to Regenerate Audiences at Programa 4 Radio Republik Indonesia. This research discusses creative strategies to regenerate audiences in Programa 4 RRI. This research is different from the author's research. This research is more about how the Ngaca Bareng Yosi broadcast program carries out the generational change in Programa 4 Radio Republik Indonesia. Meanwhile, the author's research discusses the creative process of a radio program to serve local listeners.

Next research (Nailla, 2022) in his thesis entitled Creative Strategy for the Klinong Klinong Campurasari and Langenswara Program on Jogja TV. This research discusses the creation of the Klinong Klinong Campurasari and Langenswara event programs which are an effort to take advantage of localities that are developing in the community. This research is almost the same as the author's, this research focuses on creativity in the program, the same as the author's research. What is different is that the author focuses on the creative process in a radio broadcast program, while this research focuses on the creativity of television programs.

Research methods

This research uses qualitative research. Qualitative Research is a research method that aims to gain an understanding of reality through an inductive thinking process. In this research, researchers are directly involved in the situation and setting of the phenomenon being studied and are expected to always focus on the reality or events in the context being studied. In qualitative research, researchers carry out research activities objectively regarding the subjective reality being studied. This means that subjectivity applies to the reality being studied, in the sense that the reality is seen from the perspective of being studied (Adlini et al., 2022).

Operationally, based on the type of research, this research uses the case study method to explore in depth the Creative Strategy for Local Content at RRI Pro 1 Yogyakarta. This case study method was chosen because it allows researchers to understand in depth a phenomenon in a real context, in this case, the creative strategy of local content.

The data collection techniques used are interviews and documentation. Interviews are a data collection technique that involves direct interaction between researchers and research participants. Qualitative interviews aim to gain an in-depth understanding of individual experiences, views, and perspectives regarding the phenomenon under study (Ardiansyah et al., 2023). This is an effort to ensure the accuracy of the data obtained. This interview conducted questions and answers with respondents or several parties in the institutional structure of RRI Pro 1 Yogyakarta. Furthermore, documentation is a record of events that have passed, documents can be in the form of photos, reports, recordings, or monumental works of someone. The data to be obtained from the documentation method is data regarding the general description of the research location, its history, aims, and objectives of the establishment (Vii et al., 2023). This technique is a way of collecting secondary data in the form of important documents related to the data sources for this research and also a general description of Radio Republik Indonesia, especially Pro 1 Yogyakarta.

The purpose of informants in research is to obtain data so that several informants are selected by researchers who can help researchers obtain data. Some of these informants, including the Head of Broadcasting, because to get more complete and accurate data about the Local Content Creative Strategy at Radio Republik Indonesia Programa 1 Yogyakarta, than the 2 creative teams at Radio Republik Indonesia Programa 1 Yogyakarta, because they can provide a better understanding of creative strategies used in developing local content.

Next, data analysis is the process of organizing and sorting data into patterns, categories, and basic units of description so that themes can be found and working hypotheses can be formulated as suggested by the data. The data obtained through

the results of this research are then collected, and categorized, and then the suitability of the pattern is searched for at the next stage, and analysis of the data is carried out (Sugiyono, 2018). According to (Sutriani & Octaviani, 2019). In qualitative data analysis, in general, there are 3 (three) work steps, namely data reduction, data display, and drawing conclusions. At the data reduction stage, a selection will be made about whether the data is relevant or not to the research objectives. Information from the field is used as material to be compiled systematically and to select the important points of the research objectives.

Next, the data display is used to see a certain picture of a goal or small parts of that goal. In this stage the researcher tries to classify and present data according to the main problem, starting with the idea/coding of each sub-main problem. Ideas/coding can be determined/arranged in advance systematically into a number of categories, subcategories, and sub-subcategories and can be developed according to data obtained in the field.

Then finally, drawing conclusions and verifying data, this activity is intended to find the meaning of the data collected by looking for relationships, similarities, and differences. Conclusions are drawn by comparing the suitability of the subject's statement with the meaning contained in the basic concepts in the research. Verification is intended to make an assessment of the suitability of the data with the purposes contained in the basic concepts in the research more precise and objective.

Testing the validity of the data in this research uses the Triangulation Technique. Triangulation is a multimethod approach used by researchers when collecting and analyzing data. The basic idea is that the phenomenon under study can be understood well so that a high level of truth can be obtained if approached from various points of view (Rahardjo, 2010). Triangulation in principle uses a data-checking model to determine whether data really accurately describes the phenomenon in a study and also to eliminate differences in the construction of reality that exist in the context of an event and the relationship from various views (Sutriani & Octaviani, 2019).

Results and Discussion

This research specifically discusses the creative strategy for program content managed by the RRI Pro 1 Yogyakarta creative team in packaging local content that has been determined by the central RRI. The data revealed in this research comes from several sources, including in-depth interviews with informants and analysis of related documents. Through this approach, the author aims to provide a comprehensive understanding of how local content creative strategies are implemented and executed. Interviews with the head of the broadcast and the creative team of RRI Pro 1 Yogyakarta were key elements in data collection. In direct interaction with them, the researcher gained deep insight into the strategies and processes involved in creative strategy.

Based on the results of interviews with informants, namely Agus, who is also the Head of Broadcasting at RRI Pro 1 Yogyakarta, stated that Pro 1 is one of the programs owned by RRI Yogyakarta. In accordance with the organizational structure and main tasks and functions of RRI. RRI Yogyakarta was given the mandate by the institution to carry out its broadcasts through 4 programs. Each program has a different program profile.

This program profile was prepared at the Pre-Broadcast Production stage, specifically at the Planning stage. It is in the Planning Stage that broadcast formulas are formulated for each program, as well as for Pro 1 RRI Yogyakarta.

In Profile Program 1 RRI Yogyakarta adopted the tagline: Information and Inspiration Channel. This implies that all forms of effort and creativity in carrying out broadcasting duties, ultimately boil down to how the messages conveyed through Program 1 reach the listeners and have a communication effect that forms the perception in the minds of listeners that Pro 1 is truly a place to find information that can be trusted, and is able to inspire its listeners. This Information and Inspiration Channel tagline then became an intangible benchmark for all RRI Yogyakarta Broadcasters in creating local content programs that were broadcast on Pro 1 RRI Yogyakarta.

In creating a creative strategy for a radio station, there are several stages that must be gone through. Although ideas or thoughts can come from anywhere, creative ability is very important to determine the success of a radio station. Creativity can be realized in various ways, such as creating interesting program programs with a light broadcast style and music that is easy to listen to. Apart from that, the radio program production team must always pay attention to their competitors as a reference in developing programs. Therefore, the right strategy is needed to attract and retain listeners. Strategy can be defined as a major decision that has a major influence on the more detailed plans contained therein. In the creative world of radio, a good strategy will help radio stations to continue to exist and be successful amidst intense competition (Then Muhammad Subagia, 2018).

Using the STPPF theoretical framework (Segmentation, Targeting, Positioning, Formatting, and Programming), this research will dig deeper to explore how creative strategies are applied in managing local content at RRI Pro 1 Yogyakarta.

Segmentation

Audience segmentation is the process of dividing an audience into smaller groups based on their characteristics, preferences, or behavior. There are several different approaches to audience segmentation and the number of segments generated can vary depending on factors such as business objectives, market complexity, and available data sources. According to (Morissan, 2009). There are several general approaches to audience

segmentation, including, Demographic Segmentation, Geographic Segmentation, Geodemographic Segmentation, and Psychographic Segmentation.

Demographic Segmentation divides the audience based on demographic characteristics such as age, gender, approach, education, and geographic location. Then, Geographic Segmentation divides the audience based on geographic reach, which means it can be grouped according to the area where they live. Furthermore, Geodemographic Segmentation is a combination of demographic and geographic segmentation, because it is assumed that audiences who live in a certain geographic area will have similar demographic characteristics. Lastly, Psychographic Segmentation, in this segmentation the audience is grouped based on a person's lifestyle and personality. RRI Pro 1 Yogyakarta must know how people in Jogja relate to their habits and lifestyle, that way it will be easy to communicate and implement the way RRI Pro 1 Yogyakarta broadcasts.

Table 1. Program Profile 1 RRI Yogyakarta

Demographic Segmentation	
Segmentation	<ul style="list-style-type: none"> ➤ Main Audience: 30 to 50 years old ➤ 1st Listener: >50 years ➤ 2nd Listener: 4 to 13 years old
Education	<ul style="list-style-type: none"> ➤ Main Audience: High School and above ➤ 1st Listener: Middle School and above ➤ 2nd Listener: <SD
Gender	Man and woman
Geographic Segmentation	
Regional Targets	Provincial Region
Geodemographic Segmentation	
Regional Targets	Provincial Region
Psychographic Segmentation	
Character	Dynamic, Intelligent, and Socially Concerned

Targeting

The targeting process is an evaluation to determine the attractiveness of market segments resulting from market segmentation activities. A market is said to be attractive if it has a large market size and growth rate and provides attractive profits for the company. Evaluation of segment attractiveness must be followed by an assessment of the company's capabilities, such as capital, technology, and human resources. Apart from that, it is also important to ensure compatibility between the target market and the Company's vision (Rhenald Kasali, 2007). RRI Pro 1 Yogyakarta targets listeners with different segmentation depending on the program being presented. RRI Pro 1 Yogyakarta has a vision as a center for community empowerment with educational, cultural, and entertainment program formats, as well as setting targets and target audience needs to determine the messages to be conveyed.

Table 2. Program Profile 1 RRI Yogyakarta

Aspect	Mention
Age	4-50 years and above
Program Pattern	Block and Capsule Patterns with a Broadcasting approach (heterogeneous listeners/all segments)

Positioning

Positioning is the activity of designing a company's offering and company image so that it occupies a special and valuable place in the minds of target customers (Kotler, 2000). In increasingly tight media competition, it is important for radio broadcasters to create a product or program image that is different from other media. Radio consumers, both listeners and advertisers, tend to compare one radio program with another. Therefore, the image built by broadcasting institutions can be a determining factor in winning competition in the radio market (Harliantara Harley & Andy Rustam, 2021). The results of the interview with Agus as head of broadcast broadcasting, regarding RRI Pro 1 Yogyakarta's efforts in positioning are as follows:

"RRI Pro 1 Yogyakarta in its efforts to position to the audience, namely, internally as a broadcaster, All core business employees and supporting divisions must understand RRI's vision and mission, and recognize the obstacles, challenges, obstacles, and opportunities that have been, are currently, and will be faced while carrying out their services to the community. Always build communication (conversations) with listeners, so that there is always closeness with the Pro 1 audience. This effort is increasingly easy to do because with the media convergence implemented by RRI, with the help of social media, listeners and broadcasters can interact actively and intensely. Programs with the format of dialogue, chat, phone in the program, and other programs, are produced in order to build closeness with listeners which ultimately leads to the formation of Pro 1 listener engagement. Pro 1's efforts are to build an image for listeners, as well as build a visual identity and logo The new Pro 1 is a real attempt to physically gain a position in the listener's mind. "Then, Pro 1 always carries out daily, monthly, and annual evaluations as well as research to maintain and control closeness with Pro 1 Yogyakarta listeners."

Therefore, positioning becomes very important because competition is increasingly fierce for listeners' attention.

Formatting

Formatting is one of the strategies that must be carried out by radio stations to maintain their existence in the competitive world of broadcasting when new radio stations emerge. Format is one of the important things in determining the program in an event that has been presented to arouse listeners' interest in the program (Harley Prayudha, 2004). The RRI Pro 1 Yogyakarta format itself is information and entertainment. This format aims to provide content that is informative and interesting for the audience, as well as reflecting the culture and life of society, such as politics, economics, culture, and sports. In this case, it is important to consider the broadcast format to be used and analyze the behavior of certain segments to determine their potential and needs, including the percentage of local and foreign broadcast material. Apart from that, it is also necessary to consider the source of broadcast material, daily broadcast time, segment grouping, broadcast program percentage grouping, broadcast percentage for music, weekly broadcast patterns, and daily broadcast patterns (Harliantara Harley & Andy Rustam, 2021). According to Ferry, as the RRI Programa 1 Yogyakarta Creative Team, in determining the broadcast program, it is as follows:

"To determine the format for your own broadcast, namely by analyzing the programs that listeners like, be it interactive dialogue or song request programs."

Table 3. Program Profile 1 RRI Yogyakarta

Aspect	Mention
Program Format	Information and Entertainment
Music	<ul style="list-style-type: none"> ➤ Indonesia = 55% ➤ Pop Religion = 10% ➤ Overseas = 15% ➤ Regional Pop Songs = 20%

Programming

Programming is the most important factor that determines the success of a radio. A good and interesting program will bring in many listeners and the number of listeners will encourage advertisers to include advertisements which will bring in revenue and profits for the radio station (Crystallography, 2016). To create quality broadcast programs, people are needed who are experts in measuring the tastes and listening habits of the radio audience through research. A good event planner will always consider ways to make the event popular with the audience. The broadcast program management department must consider several important things in

planning broadcast programs. RRI Pro 1 Yogyakarta is a radio station that has broadcast programs featuring various types of content, such as entertainment, information, and education channels, some information about the programs running on the radio station, namely program objectives, target audience, broadcast time, broadcast duration, format broadcast, broadcast content, and conformity with values and norms.

Table 4.Program Profile 1 RRI Yogyakarta

Aspect	Mention
Target Audience	BCD General Public (Intermediate)
Broadcast Duration	19 Hours
Broadcast Format	Information and Entertainment
Broadcast Classification and Presentation	<ul style="list-style-type: none"> ➤ Information and News = 40% ➤ Entertainment/Music = 35% ➤ Education/Culture = 10% ➤ Advertising/Service/Support = 15%

There are three stages in the process of determining a creative strategy, namely, Pre-Production, Production, Post-Production

Pre Production

To create radio broadcasts that are interesting and liked by listeners, careful planning is needed. At this stage, the creative team carries out a planning process which includes research on the topics to be discussed, preparing creative strategies, brainstorming to determine themes in accordance with RRI's profile policies, and song selection. The theme is adjusted to look at current social phenomena, while the selection of songs for broadcast programs is determined by the MD (Music Director). After that, hold a production meeting to reach an agreement with the team. These steps are important for creating interesting and quality radio broadcasts. The results of the interview with Agus as Head of Broadcasting, are as follows:

"Pro 1 is one of the programs owned by RRI Yogyakarta. In accordance with the organizational structure and main tasks and functions of RRI. RRI Yogyakarta was given the mandate by the institution to carry out its broadcasts through 4 programs. Each program has a different program profile. This program profile was prepared at the Pre-Broadcast Production stage, precisely at the planning stage. "It is at this planning stage that the broadcast formula for each program is formulated."

Production

At the production stage, the creative team and broadcasters take several important steps to ensure that broadcast programs that have been creatively managed are of high quality and meet the needs of listeners, namely by making script corrections to ensure broadcast content remains in accordance with RRI policy, after which it is determined from the results of agreements and observations. whether the event is carried out live or tapping.

Post Production

This stage is the final stage of a production, namely by evaluating the implementation of activities to evaluate the quality of broadcast programs that have been broadcast. This evaluation is carried out to determine the strengths and weaknesses of broadcast programs that have been broadcast so that improvements can be made in future broadcast programs. Apart from that, at this stage archiving of broadcast programs is also carried out to make it easier to retrieve information data in the future.

Conclusion

Based on the research results as described in the previous discussion, it can be concluded that this radio station has a strategic role in creating interesting and relevant local content. Through interviews with heads of broadcast and creative teams, this research provides in-depth insight into the stages of creating a creative strategy for a radio station, from pre-production to post-production.

Suggestion

From the results of the research that has been presented, the researcher conveys several suggestions that are expected to be useful, including new innovations that can be further improved, especially in terms of broadcast content, more interesting content can be added, which is not yet available on other radio stations.

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