Process of transformation dissemination radio broadcast content

M Arief

Bandung School of Communication Studies, Bandung, Indonesia

*marief.ariel2@gmail.com

Abstract. This study is motivated the development of broadcasting into a creative industry. Industries that produce ideas and ways of broadcasting of the content or information that can be consumed by the public. Packaging strategies and mechanisms broadcasting content requires creativity. This is commercialized broadcasting of creative industries. The mechanism of the presentation and delivery of content produced through the creative process that is the product of a creative industry broadcasting. Some radio in Bandung, to expand its range made a breakthrough in the use of Internet technology in the operation of the broadcast, including the use of social media in support the broadcast does. This paper is a qualitative study using case studies conducted by in-depth interviews, literature studies and observations. The validity of the research data triangulation technique was used to find out how the PRFM radio as one of the largest radio in Bandung, to broaden its reach has being done ground breaking use of internet technology on its broadcast operations, the use of social media (Facebook) supporting broadcast. This research focuses on the transformation of the dissemination of current broadcast radio content using social media. With the presence of the new technology would allow the changes that need to be adapted to the culture and behaviour of the consumer.

1. Introduction

Industry of the radio in the era of new media, it seemed has been a drastic change occurred in the technological development and audience behavior. They are noteworthy in this crucial actors in the radio industry if want to survive the radio station still exist among influence, the internet's increasingly showed its global strength that became the hallmark of this new medium. The Internet has transformed into needs inseparable again with us. The Internet has changed everything and become an important part of the civilization of the world community.

Currently, it is possible for most people in urban areas with an internet connection to enjoy the content of the information presented. At the moment to know the actual news or information, their quest is no longer through conventional media such as newspapers and magazines, including radio and television. At this time so many media sites information in the network race to preach a variety of news content. All its allows thanks to the presence of the internet, various multiplatform software has been present in people’s lives every day.

The current internet usage continues to increase rapidly enough. Moreover, supported communication tools and media platforms attached to gadget, smartphone and mobile phone, which became a friend of everyone, easier and cheap internet access join encourages the use of this medium type continues to increase. Internet presence should be made of opportunities by the radio manager, so
that the presence of the internet presents to support the existence of the radio. For example, the radio manager interacts with audience using social media (like Twitter, Facebook, Instagram and others).

In order for the radio to maintain its existence in the internet era, the radio station must provide up-to-date and reliable information. The radio should be able to take advantage of development technology and information; the radio should increase interaction with listeners, especially in social media.

In terms of human resources, the radio manager is required to have the competence and high qualification. In addition, they must master the technology and be able to operate the equipment with today's technology. The development of the times must be a challenge and an opportunity, not an obstacle.

The discussion in this paper focuses on the transformation of the dissemination of current broadcast radio content using social media.

2. Method
This research uses the constructivist paradigm. Based on what was revealed by Denzin and Lincoln in his book Handbook of Qualitative Research [1], the constructivist paradigm views that what we understand as objective knowledge and truth is the result of an objective perspective. Knowledge and truth are not found by the mind. In a general sense, we are all constructivists if we believe that the mind is active in constructing thought. The act of knowing is not passive merely incorporating data into the mind, but the mind active does not qualitative research is based on the constructivism paradigm which holds that knowledge is not only the result of experience with facts, but also the result of the thought construction of the thinking subject researched.

The type of research used in this study is qualitative research with a case study method. Qualitative research is a research procedure that generates descriptive data in the form of written or oral words from people and observable behavior. Qualitative research relates to the ideas, perceptions, opinions, or beliefs of the person being studied, all of which cannot be measured by numbers. Qualitative research aims to obtain a full picture of a matter according to the human perspective studied. In qualitative research, researchers are the main research tool, researchers have more advantages than the list of questions that are commonly done in quantitative research (questionnaires). This research uses a case study, because with the case study method it will be possible for researchers to understand the subject in depth and view subjects as research subjects in order to understand and gain knowledge about the world, and research with a case study approach can enable researchers to gain integrated and integrated understanding of the interrelations of various facts and the dimensions of that particular case. Related to this, Yin states that purpose of the use of case study research is not simply to describe what kind of object was examined, but to explain how and why the existence of such cases can be case [2].

3. Results and discussion
Convergence in general means the intersection of the old and new media. As said by Henry Jenkins that the convergence of media is; "the flow of content across multiple media platforms, industrial cooperation between multiple media and migration behaviour of media audiences" [3].

The convergence of media is not only a shift in the technology or process technology, but also includes a shift in the paradigm of industrial, cultural, and social that encourages consumers to look for new information.

The convergence of the media researched by Henry Jenkins, stating that the convergence of media is a process that occurs in accordance with the cultural development of the community [3]. Convergence theory States that various forms of mass media development continue the cycle from the beginning ranged from his invention. Each new media models tend to be an extension or the evolution from previous models, in the context of the internet, this is not an exception.

And now many conventional media convergences media in order not to outmoded. But unfortunately many of the offenders of the conventional media are still random in a way as if just move the media to a digital form without regard to the character of this new medium which is more interactive and
attractive. But with convergences the conventional media with this new medium is not move just purely original form, but there is a more important principle and the behaviour of the user medium has now changed drastically including any radio listeners has now changed with the rapid development of technology, now started creating new media that is able to simplify mankind in meeting the needs of the information.

Mark Poster [4] in magnitude, the second media age revealed a new period of which the interactive technology and interactive communication, especially the internet will be able to change society. Interactive technology is created that will encourage more people to develop themselves to follow current developments in interactive communication. The mass media is always evolving and increasingly efficient in creating and disseminating information. This was confirmed by the opinion that considers the presence of Mc. Quail changes may sufficiently on the community in the field of communication. According to him, the mass media is media that is capable of being an important stimulus towards assessment and consumption of information [5].

Online media presence brought the community to the Internet Era, where all the information by different fields can be accessed easily through advances in technology. A variety of important phenomena of the world can be seen through the online media whenever and wherever.

Social media is a computer-based technology that facilitates the sharing of ideas and information and the building of virtual networks and communities. By design, social media is internet based and offers users easy electronic communication of personal information and other content, such as videos and photos. Social Media is a term describing various technologies used to tie people into a collaboration, exchange of information, and interact through the contents of the message web-based. Because the internet always progression, then a wide range of technologies and features that are available to the user always changes

In the current era, delivery of information more easily because of social media. Society is increasingly facilitated by the existence of social media because of the submission of the information becomes faster. The existence of the media makes it easy to deliver government policy that has been set. Media can be made by the Government or certain groups of people to influence public opinion. The mass media are also able to be a place of dialogue about the differences of views that exist within the community or between the holder of the throne.

In the US, UK, and elsewhere - Facebook and other social media channels play an increasingly pivotal role in political debate, campaigning and winning elections, and even setting the media agenda - by-passing the traditional media channels previous monopoly of political framing, analysis and messaging, to allow political leaders to communicate their messages directly with ordinary people, and for voices and perspectives of ordinary people previously ignored by the traditional media - to be given more coverage and exposure.

It would be fair to say that increasingly (especially in the west) the traditional media tends to follow the news agenda set by activity on social media, rather than the other way around! An astonishing development in the history of politics and news.

As we well know, radio broadcasts are audial, which can only be used by way of being heard, but it does not mean radio broadcasts was not able to execute its function as a medium of information. Radio is considered as a medium capable of transmitting information which is very satisfying although only equipped with the audio element. Radio broadcasts can run it such as news broadcasts, interviews, editorials, reportage, talk shows and more.

A moving and progressive society, need quickly access to information. Creative industries of broadcasting should move more quickly to package and broadcast information, with new ideas that provide more convenience for the public consumer information. Industrialization of creativity in broadcast content into a commercial activity which is very promising but always demanding renewal as well as speed in the present.

Social media has established a new way of citizens to communicate and collaborate. Social media also offers a faster way for the public to participate in the exchange of information via the internet.
Social media in the current role, has built a large force in shaping patterns of behaviour and different fields in human life. This is what makes social media functionality is really great. Social media successfully transforms direct broadcast media practice of communication from one to many media institutions audience (one to many) into the practice of communication between many dialogic audience (many to many). Social media supports the democratization of knowledge and information. Transforming human from a user message into a message-maker itself.

Transformation in General encyclopaedias is the science of exact sciences which are then entered into the social sciences and Humanities, which has the purpose of changes form and in more detail means physical or nonphysical changes (shape, appearance, properties, and etc.). Meanwhile, according to the experts, the transformation is a process of changes gradually so that it comes to the ultimate stage, changes made by giving a response to the influences of external and internal elements that will direct changes from previous known form through a process of doubling repeatedly or multiply. In the era of information society industry mass media inevitably to be transformed from analog form become digital. Due to the characteristic of the product technology in this era offers the productivity, efficiency, speed and cross-border.

Communications devices text, audio and visual of previously separate has now combined and convergence in one device transmission that combines the function of the old broadcast media into a new media platform. Everything is supported by a global network of the Internet, is that the mass media, computer and telecommunication networks that integrate mutually or later commonly known as media convergence in the process, the internet as a medium of the second (the second media) start to develop itself into a medium that can become advocates for the mainstream media (the first media) such as radio and television. That new media considered to be more interactive and is also capable of creating an understanding of personal communication compared to broadcast media which only emphasized on the dissemination of information with minimal interactivity. For it in its development a lot of media broadcasting that began to make use of media networks as media supporters. Similarly happens to the media of radio, the internet began to be used as a supporting tool to hold the audience with the radio station in question. With interactivity that try are offered it, audiences are pampered to communicate directly through the social networking media with his favourites radio station. Of course it is a strategy that lifted the radio station in question to create models of interactivity is the latest, which usually can only be done through the medium of telephone from the audience to the radio station, but is now able to performed by the rest of the audience who wish to interact with radio stations directly just by posting on a social networking page that is used by the radio.

The presence of the supporting media is expected to be a medium that is able to attract the audience. Especially with the fact that reduced the community's enthusiastic in listening to radio broadcasts. One of radio harness media both as a media that supports it is Bandung PRFM Bandung radio. developed by making use of social networking media as supporters in the media to interact with its audience. An audience spoiled with the ease to interact with any program they bring. Material or the topic that is being discussed.

![Figure 1. Transformation 1.](image-url)
In a program of events will be posted in the Facebook page could then directly commented upon by the audience of listeners. Choices is to be interesting, because as is now once more interactivity are conventional only by using SMS or telephone, now been transformed into a more modern interactivity, who thus switch on the media-the media supporters, such as Facebook and twitter. Moreover, the media-social media is being loved by young people today. A process of interactivity that began to switch.

The tendency of the current listeners prefer audio visual media-online than wearing media audio. This is because online media has several advantages compared to other media, that is very quick in presenting the news or information, practical and flexible because it can be accessed from anywhere and anytime we want to. People began the intensive use of the internet, because the internet as a medium capable of providing information on a large scale and in a very quick time. Through online media, distribution of time can be shortened to seconds or minutes. Online media has properties that simplify the work of man, so that's reasonable if online media are explored. Online media networks pioneered the occurrence of technological revolution.

The influence has brought a change of meaning in human life. The existence of a growing online media today showed progress in narrowing the barriers of time and space enough to affect the existence of the media, both print and electronic media such as radio and television first appeared. The Internet has changed the patterns of everyday life, the behaviour of the users of technology and various concepts and systems of business, Government, education, social connections and no exception, journalism [6].

Response to online media more quickly than on air, because online media more real time, at the same time when a user sees what the content in online media, at the moment it can also respond to the content or information that is displayed. Information or messages in online media more intact, because people can be read many times, unlike on air, where the message conveyed only in passing only, or have to wait for the next opportunity.

The advantages of online media are a news/information are up to date, real time, and practical. Up to date, online media can upgrade an information or news from time to time and anywhere, not always use the help of a computer, but the facilities technology on mobile or be more specific with your smartphone.

This happens because the online media have process serving news/information easier and simpler. Real time, a simple way of presenting news that make online media can directly present information and news events take place when this is real time. Because of the nature of Real Time via online, then the content into High Rotation, the content can be quickly changed the topic/discussion.

Practical, online media is practical because of the ease to get news and information, anytime when the desired media online can open and read as far as facilities powered by internet technology.

There are three media that dominate the social media, Facebook, Instagram, Twitter. Almost every 60 minutes Facebook users increased by 65%, is broadcast content against Interaction, from timeline got into traffic, traffic that content appearing on the fan page, after which they like, share and mention. For on air takes few minutes even hours to see the response, but the reply that real time online, per second.

Interactivity that analyzed not only the interaction of visitors but also the interaction between visitors with admin (Site Manager) Facebook and twitter PRFM Radio Bandung. Interactions that occur in social media Facebook and twitter this PRFM radio is a form of interpersonal communication that is mediated by the new media, namely internet device.

Interactivity that happens on these user categories to the user has the characteristics of communications between users, or between a user with administer. Messages left by users will then get a response from other users. Format like this can we find in the wall, timeline or comment on Facebook and twitter fans page radio PRFM.
Interactions that occur between visitors with other visitors as well as visitors with Admins. Communication in this category take place both ways. Overall this interaction showing how a response from each person who participated in the communication woke up on social media twitter and Facebook fans page PRFM radio Bandung. The responses in the form of comments or answers visitors against messages that levelled by admin social media radio PRFM Bandung or by other visitors. The response created quite a variety, whether reactive or full interactive. Users respond and react with each other using interpersonal techniques with a more communicative and greeting sentences wear coupled with the use of a lightweight languages. Visitors in both of these social media thus have a very active role in responding to the messages put forward by the admin. They are very active in commenting on or responding to messages left by Admins, although Admins are less active in reply to response-the response made by the visitor. The utilization of the internet as a medium to bring closer to radio listeners, found that interaction on social media is happening with driven by factors such as policies that applied to companies in managing the social media sites, the use of language and discourse, the amount of the participation of the admin as well as the technologies used are related to how the response of host/producer in engaging visitors. The factors that are then able to form a good participation between admin with visitors (vertical interactivity) or visitors with other visitors (horizontal interactivity). other factors that can affect the formation of the interactivity, namely the role of the host/admin who not only in the form of the number of presence but also how the role of the host/admin in building a communication that is able to encourage the existence of continuous interaction both between visitors or visitors with admin/host. The role of the host/admin can be the development of two-way communication with a more personal style of talking, either by using the word greeting people first, not anonymous or with sentences that call that can encourage the user to continue respond to messages admin leave.

Interpersonal communication aspects sufficiently shown in the interactivity that happens on these user categories to users. Let alone in fans page Facebook and twitter this PRFM, radio communication is happening as if the user at each other face to face. For examples of the interactions that occur on the page fans page Facebook and twitter this PRFM radio.

4. Conclusion
The transformation of dissemination of content broadcast, on the old condition, direct broadcast at the time hour broadcast begins. That happens at the moment is the announcer spread the information content broadcast in advance or campaigning through social media before he broadcasts.

The transformation of dissemination of content through social media, radio is a step towards the development of strategic tactical current technology that has penetrated on the use of internet media. The function of the internet can be used as a means of communication without boundaries, and also as a source of information and knowledge on the internet. The gadget is a tool/latest devices created to facilitate human work on the task that has a practical purpose and function.
Gadgets designed and created more sophisticated than other electronic devices because this gadget was born when the times is completely modern and indeed all people need in order to get the information fast, easy, efficient place and time to meet the needs of those users who have been using the gadgets in her every day and this is a Step, on the development and the demands of the Central Community cultural phenomena shifted towards the convergence of media, where the listeners of PRFM Bandung Radio cultures listen to radio no longer wears the Radio device (Receiver), but the vast majority have used gadgets, good to listen to the radio or the use of social media to interact. Strategy as a conventional local broadcast radio that is able to survive the onslaught of current media convergence. The existence of social media is more maximized, not only as a campaign tool or support for analog radio broadcasts (On Air), or to interact with listeners, furthermore than that social media can be a medium for independent information distribution [7].

References
[1] Denzin N K and Lincoln Y S (Eds.) 2011 The SAGE handbook of qualitative research (4th ed.) (Thousand Oaks, CA: Sage)
[2] Yin R K 2009 Case study research: Design and methods (4th Ed.) (Thousand Oaks, CA: Sage)
[3] Henry J 2006 Convergence Culture Where Old and New Media Collide (New York and London: New York University Press)
[4] Poster M 1990 The Mode of Information: Poststructuralism and Social Context (Chicago: University of Chicago Press) p 179
[5] McQuail D 1987 Mass Communication Theory (Teori Komunikasi Massa) (Jakarta: Erlangga) p 204
[6] Oetomo B S D 2001 Perspektif e-Business: Tinjauan Teknis, Manajerial dan Strategi (Yogyakarta: Andi)
[7] Arief M 2016 Proses Transformasi Penyebarluasan Konten Radio Siaran Prosiding SNaPP: Sosial, Ekonomi dan Humaniora 6(1)