

BROADCAST MANAGEMENT ANALYSIS OF SMART FM MAKASSAR RADIO

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ABSTRACT

The purpose of this research is to find out the management strategy of Smart FM Makassar radio broadcasting in maintaining its existence. The research method used is qualitative. The primary data source is in the form of observations and interviews with three information, namely the stationary manager, program head (producer) and broadcaster while the secondary data source is in the form of informant documents and literature studies. The results showed that based on the application of Susan Tyler Eastman's theory, the strategy applied by Smart FM Makassar radio was maximized. Some of the strategies implemented are the compatibility strategy for program scheduling, program type, and broadcast implementation; habit formation, which is a habit formation strategy, namely choosing and planning the right program that can form the habit of listening for the audience, presenting events regularly and scheduled to stay true to the program of the audience's choice; control of audience flow to increase the number of listeners and prevent moving to other channels; conservation program resources that aim to protect program resources so that they can be stored and reused if needed at some point; and mass appeal which is the attraction of the mass attractor and the attractiveness of the media.

KEYWORDS *broadcasting management; radio; mass appeal*



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INTRODUCTION

Mass communication is the transmission of information to audiences and markets through a means of delivery (media) by individuals or groups. In practice, mass communication means the dissemination of news through mass media such

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as television, radio, newspapers, the internet, and social media that can be used to spread information sharing to the general public (Akbar, 2021).

Mass media cannot be separated from people's lives, both electronic and print media. Radio is an electronic media that can be well received among the public, not only that radio also provides many benefits, especially in terms of entertainment and information. Radio is one of several broadcast media. Radio is the broadcast or sender of a flare or sound over the air. In English, radio is known as part of broadcasting (Dawud & Choliq, 2020).

Radio is defined as a technology that transmits signals through modulation and electromagnetic radiation (electromagnetic waves) (Romli, 2022). The characteristics of a simple, cheap and easy-to-use radio make the radio much liked by listeners from various circles.

The listener is the radio station's main culprit in maintaining existence. The more radio broadcasts heard, the more recognized the existence of the radio is recognized by the public. Radio divides listeners into two types, namely passive listeners and active listeners. Passive listeners are listeners who only enjoy radio broadcasts without two-way communication, while listeners are active through two-way communication such as on-air telephone, SMS and WhatsApp (Chrisari & Royan, 2017).

The development of radio in Indonesia is currently supported by the existence of a streaming platform to continue to exist (Amelia, 2020). Currently, almost all radio stations rely on live streaming through websites to broadcast their programs.

One of the radios that still shows existence supported by live streaming is Radio Smart FM (Meilinda, 2020). This radio station was founded in 1996 in Manado, then entered the city of Makassar in 1999 and first went on the air on May 20, 1999. Smart FM is a networked private radio station in 10 cities in Indonesia, namely Jakarta, Yogyakarta, Surabaya, Medan, Palembang, Pekanbaru, Banjarmasin, Balikpapan, Makassar and Manado.

Maintaining the existence of each company or media must be supported by a strategy (Haryono & Pamungkas, 2020), in this case Smart FM Makassar implements various strategies, one of which is by utilizing social media with considerable following. Smart FM social media has a total of 4,357 followers, namely Instagram as many as 4,357, Facebook as many as 2,418, Tiktok as many as 2,296, Twitter as many as 3,601, and Youtube as many as 388 subscribers.

Meanwhile, the Smart FM Makassar response data in January 2021 – May 2022, namely on WhatsApp as many as 2,077, Instagram 56,859, and Facebook 29,240, so that the total response was 88,176 people.

In addition, the strategy implemented is also to package radio programs that can attract audience so that it can retain old listeners and keep getting new listeners (Novia & Simbolon, 2019). Moreover, the purpose is to find out the analysis of radio broadcasting management Smart FM Makassar.

RESEARCH METHOD

This research uses a qualitative method where in this study the researcher systematically collects facts and accurate data about the phenomenon under study to achieve (Creswell & Creswell, 2017). The research objectives, namely knowing the broadcasting management strategy Smart FM Makassar in maintaining its existence.

Research Location

This research was conducted at the Radio Smart FM Makassar office which is located at Jl Cendrawasih No. 430 Makassar (East Tribune Building, 3rd Floor) Mamajang District, Makassar City.

Data Collection Techniques

Primary Data

1) Observation

Researchers made direct observations at the research location, namely Radio Smart FM Makassar to obtain data relevant to research questions.

2) Interview

Interviews were conducted to obtain detailed information in depth and to obtain direct responses from informants in detail.

Secondary data

Secondary data is obtained from photo and video documentation that supports research and literature studies from sharing literature sources, namely books, journals, thesis, thesis, company profiles and online media relevant to this research.

Data Analysis Techniques

The data analysis technique used refers to four interconnected stages starting from the stages of data collection, reduction, data dissemination and data categorization and drawing conclusions (Rijali, 2018).

Data collection

This analysis begins when the data collection process is carried out, namely through observation or observation, questionnaires, interviews with research objects on Smart FM Makassar.

Data Reduction

Data reduction is carried out by selecting, classifying, paying attention to, simplifying, abstracting, and changing the data that has been collected. Data reduction is part of the analysis. In this phase, the raw data is filtered and the researcher selects the most relevant data to support the research. Qualitative data can be obtained from interviews and observations, so sorting is needed to facilitate data classification. Therefore, the filtered data is categorized as needed.

Data dissemination and data categorization

At this stage, the researcher designs the rows and columns of a qualitative data matrix and finds the type and shape of the data to be entered in the boxes of

the matrix, for example, the data presents with narratives, charts, flow charts, diagrams, and so on. Data is organized to be easier to read.

Withdrawal of flexibility

After going through these three processes, the last step is to reach a conclusion, the content of the conclusion must include all the important information found in the study and use language that is easy to understand without being convoluted in presenting conclusions.

RESULT AND DISCUSSION

Compatibility

Based on the Suitability Strategy according to Susan Tyler Eastman, the program is structured based on the viewer's daily activities. Viewers' routines such as when they eat breakfast, work, rest and so on become radio references in running their programs (Zikri, 2021). Based on the results of the suitability strategy research applied by Smart FM Makassar radio, namely, the scheduling of the Smart Community, Makassar Insight, and Smart Morning Post programs that are applied is appropriate because when broadcasting the program has been adjusted based on the activities and needs of listeners such as the Smart Community program where the community of high school, campus, and public children can spend their time attending this program and the time span is also appropriate at 19.00 - 20.00, Makassar Insight time span 10.00 - 12.00 where the clock has free time what is viral in Makassar City then there is Smart Morning Post time range 07.00 - 08.00 and in that hour the listeners have free time to hear news that is up to date so they don't miss information.

Second, regarding the type of program carried out by Smart FM Makassar in the Makassar Insight and Makassar Community programs is a talk show. A talk show or a talk is an event program that features one or more to discuss a particular topic led by a (Host) or consider a moderator, who is invited is someone who has direct experience with the event or topic that has been discussed or those who are experts in the problem being discussed, the advantages of this type of program can be trusted, Information and opinions directly from the speakers, and the shortcomings of this program are boring if you choose the wrong speaker, the risk of confusing the listener is very large if the guide is not coherent in hosting the show.

Third, the implementation of the broadcast of the theme determination has been arranged in an orderly manner. Moreover, music is just a distraction so it is not easily saturated with the programs that broadcast.

Habit Formation

The habit formation strategy of choosing and planning the right program can form listening habits for the audience, regular and scheduled presentation of events to stay true to the audience's choice of program (Huda et al., 2021). The habit-forming strategies applied based on the results of the study are. In the Smart Morning Post, Makassar Insight, and Makassar Community programs on Smart FM Makassar radio with the suitability of existing broadcast hours, listeners are

accustomed to listening according to the broadcast program schedule. This program is usually broadcast at 07.00 Smart Morning post broadcast is done to broadcast news up to date and there are Makassar Insight and Smart Community broadcast at 09.00 am and 19.00 pm.

Control of audience flow

Control of Audience Flow is done to increase the number of viewers and prevent moving to other channels. The process of distinguishing and emphasizing the uniqueness of a program can be done by administrators who control the flow of listeners (Dewantara, 2018).

Listener flow control strategies implemented in Smart FM Makassar radio include. First, the strategy of controlling the flow of listeners is to conduct an evaluation, which is carried out by the management of Smart FM Makassar radio is good, because the program evaluation is carried out every 1 month or 2 months as material for improving the implementation of the next program.

The second sets quality standards that are applied to increase listener attraction, there are Smart Morning Post, Makassar Insight, and Makassar Community programs. Because the way broadcasters deliver is also in accordance with broadcasting guidelines and uses easy-to-understand language in the broadcast program.

Broadcasting attitude guidelines mean the limitations of what boleh takes place in the making (production) of broadcast programs, while standards for broadcast programs are guidelines for discourse limits on what is allowed to be done and not allowed to be broadcast on program programs. In this case, P3 SPS is an inseparable unit and as a reference for broadcasting stations and KPIs to organize and supervise the national broadcasting system.

Programs that contain conversations about sex must be presented using scientific and polite means. In this case, the Host is responsible for not ensuring that the show does not become a platform for lewd conversations that are inappropriate for listeners. In addition, broadcasting stations are stopped from serving broadcast events where broadcasters and speakers speak explicitly and in detail about their sexuality (Hanifa et al., 2021).

Conservation of Program Resources

This strategy aims to protect program resources so that they can be stored and reused if needed at some point. The reuse of event materials involves different styles and packaging from previous programs (Agnesia & Sahidan, 2018).

Based on the results of program research on Smart FM Makassar radio to maintain its existence Smart Morning Post, Makassar Insight, Makassar Community. Storage of program resources to keep the program of the event heard by listeners. The program resource storage strategy carried out by Smart FM Makassar includes human resources, broadcast devices, and program materials.

First, the storage of human resources, through communication media which is used as a means of exchanging information about themes, topics in the program materials of the Makassar Community and Makassar Insight events and existing problems sometimes must be resolved immediately without face to face, but when a direct discussion is needed, the person in charge will hold a meeting that must be attended by all parts of the organization.

Both storage broadcast devices including mixers and application tools that are used to support broadcasts are Jazler Software. And it is always monitored by organizational bodies such as the head program (producer) of the equipment section and then always tidied up once a month so that the device is well monitored. However, for other devices on the internet, it has experienced obstacles because there is still a lack of human resources in Smart FM Makassar who are competent in the internet section, especially in the Streaming radio section.

In addition to human resources and broadcasting equipment, there must be program materials, storage of program materials for the Makassar Insight event, and Makassar Community, the script is compiled directly by the head of the program (Producer) and then studied by the broadcaster, so that the broadcaster is not confused when delivering the material. One example of an episode in the Makassar Insight program "The phenomenon of child marriage" which was sourced by Meisy Papayungan, Msc.PH (Head of UPT Integrated Services for the Protection of Women and Children, Sulawesi), and one of the an example of an episode in the Makassar Community program is "Ikatan Duta Kampus Sulawesi Selatan".

Mass Appeal

The strategy of mass attracting power is that broadcast events can reach a wide audience, both technically and socially. However, this depends on the state of the radio organization as well as the goals to be achieved with broadcast programs (Hasanah & Nasution, 2021).

Based on the results of the study, the first mass pulling power strategy applied on Smart FM Makassar radio in the Makassar Makassar Makassar and Smart Community program programs. So that the themes raised that are being updated at this time, then the program that is delivered has been studied in advance by the broadcaster.

Second, the attractiveness of the media aspect is very attractive to listeners because now radio is also able to be listened to via the internet unlike in the past, now it is modern, anytime anywhere can listen to radio broadcasts streaming Smart FM Makassar radio which can be accessed through the official website of streaming radio Smart FM Makassar.

The radio key that still exists today is that it is mandatory to convey up to date and reliable information. Mandatory radio can be an awareness and clue to valid information. Radio must also be able to take advantage of the development of interaction with listeners, namely connecting radio using social media and applications such as Youtube, Instagram Facebook, such as Smart FM Makassar radio which uses general media and applications. This is evidenced by Smart FM Makassar in its competitive strategy with other types of businesses and media,

including forming radio streaming websites and producing social media such as Instagram, Facebook, and Youtube.

CONCLUSION

Based on the results of the study, it can be concluded that the strategy implemented by Radio Smart FM Makassar in the management strategy of broadcasting Smart FM Makassar radio is several stages, namely; (1) *compatibility* event program is organized based on the daily activities of viewers. Viewers' routines such as when they have breakfast, work, rest and so on become a radio reference in running their programs, namely program scheduling, program types and program implementation, (2) *habit formation* is a habit formation strategy that is choosing and planning the right program can form a listening habit for the audience, regular and scheduled presentation of events to stay true to the program of the audience's choice, (3) *control of audience flow*, this is done to increase the number of viewers and prevent moving to other channels. The process of distinguishing and emphasizing the uniqueness of a program is carried out by administrators who control the flow of listeners, namely setting quality standards, and conducting evaluations, (4) conservation program resources, this strategy aims to protect program resources so that they can be stored and reused if needed at some point. The reuse of event materials involves a different style and packaging from the previous program storage of program resources carried out by Smart FM Makassar, namely human resources, broadcast devices and program materials, and (5) *Mass Appeal* is a broadcast event that can reach a wide audience, both technically and socially. However, this depends on the state of the radio organization and the goals to be achieved with the broadcast program, which is applied, namely the attraction of the mass attraction and the attractiveness of the media.

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