

## Research Article

# Implementation of the 3-O Approach As an Innovation in Radio Program Production

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**ORCID**Mohammad Ismed: <https://orcid.org/>**Abstract.**

Radio is one of the mass media that evolves along with the development of technology. Innovations are made not only in techniques, but also in broadcast program production. In the past, radio focused more on producing programs for On-Air and Off-Air, now radio has added a platform for producing its programs, that is Online. This innovation was carried out not only to be able to expand opportunities for advertising as a source of income, but also to meet the needs of listeners whose ways of consuming media have also changed along with the development of digital technology. This prompted the current research. The problem raised is how the implementation of On-air, Off-air, and also online approaches can be carried out in a broadcast radio program production. The purpose of this research is to find out and understand the implementation and its influence on the quality of programs on radio media. By using a qualitative approach and descriptive interview and observation methods, it is hoped that this research can describe the process of applying the On-Air, Off-Air, and Online approaches to radio broadcast programs. The results of this study are expected to provide solutions in improving the quality of radio broadcast programs which can provide great opportunities for advertising.

**Keywords:** radio program, 3-O, On Air – Off Air Online, radio vision

## 1. INTRODUCTION

Radio is a mass media that has emerged due to technological developments. Starting from the invention of the transmitter by Marconi until its development to digital technology. Along with the times, radio experienced ups and downs in maintaining its listeners. For that, radio tries to innovate through technological developments and also changes to meet the needs of listeners. As a media that has one function as a messenger or information, radio conveys it through a

program that is packaged for its listeners according to its characteristics. With the development of technology as it is now, the delivery of messages by radio media is also developing. Like at the time of the advent of television, radio appeared with FM technology so that the sound became clearer and more pleasant to hear. When

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television reaches nationally, radio also syndicates the network in order to provide wider and also more profitable services in terms of advertising. Likewise, when the development of digital technology, radio comes by utilizing data networks or the internet with visual radio features.

In addition to packaging wrapped in technology, radio also develops other packaging in conveying messages in its programs. The goal is not only to be able to reach a wider audience, of course also to develop ad slots to make them more varied and more profitable. Like in the 1980s, where radio reached its golden age only by relying on air time sold to advertisers. But with so much competition, air time can no longer be used as the only place to advertise. And finally combined with events or off-air activities to open up wider advertising opportunities. In terms of listeners, of course this activity can be a place to strengthen between the radio and the listener.

Currently, with the rapid development of communication and information technology, internet technology has changed the pattern of media consumption in society. The internet has become a part of everyday life for society. For that, radio also evolved so that it could stay close to its listeners, by broadcasting through an internet network known as streaming. And with this digital technology, it allows radio to broadcast visually. As the Kemkominfo always echoes that it's time to watch what we usually hear.

The application of the combination is the delivery of messages to listeners through programs delivered with the On Air, Off Air, and Online approaches that encourages the author to do further research, especially in the form of its application to radio programs so that they can be more effective in reaching listeners and advertisers.

## 2. METHODOLOGY/ MATERIALS



Figure 1:

This study focuses on the implementation of 3-O (On Air, Off Air, Online) on radio program production. By placing more emphasis on the process of applying it to radio broadcast programs. This study is aimed to find out how far these approaches are implemented in radio broadcast programs and their impact on program quality and

advertisers. Meanwhile, the program quality examined in this study is the development of ideas in combining the 3 approaches as well as greater advertising opportunities which is called a new paradigm for radio broadcasting. The new paradigm for radio broadcasting is displayed in Figure 1.



**Figure 2:** New Paradigm of Radio Broadcasting.

### 3. RESULTS AND DISCUSSIONS

Based on the result of data analysis, it was found that the three approaches (On Air, Off Air, and Online) had different ways to apply but it must be done all at once. The implementation of 3-O has a very significant impact on message delivery, because it is able to make messages reach a wider audience and has different strengths when received by audiences from various sources, namely On Air, Off Air and Online.

The application of 3-O can be seen from various sides, one of which is from the media side, where the 3-O approach responds to current technological developments. These developments have changed the way society consumes media. The changes that occurred affected the existence of radio with a shift that occurred in listeners who were very visual [4]. On the other hand, technological developments also change the media itself by adapting as a form of radio survival strategy [4]. The problem that occurs lies with the radio people themselves. They are sometimes not ready to deal with technological developments so they only broadcast as they are. The implementation 3-O technology is displayed in Figure 2.

In terms of the message conveyed, of course the intensity becomes more massive. Audiences not only receive messages through one platform but directly through three platforms. If executed well, the messages conveyed will strengthen and complement each other through these three approaches. Because the audience does not only receive messages through one dimension but multi-dimensional. The audience not only gets information but also gets a comprehensive experience in receiving the message. Previously, the studies on the influence of radio advertising on decision making (focusing on On-Air only) showed result that by simply listening to a radio ad, it generates that

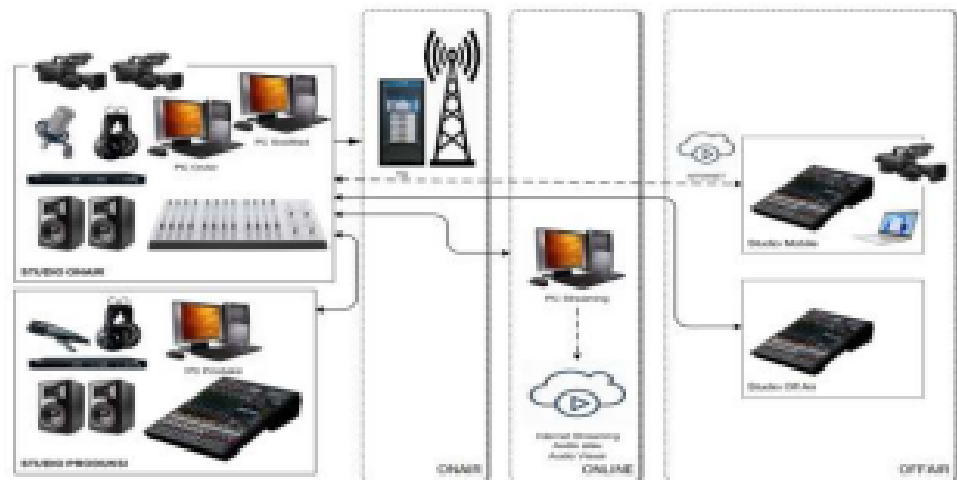


Figure 3: Implementation 3-O.

exposure low so that a longer frequency and duration is needed to influence decision making [5]. So, by only relying on single approach, radio is starting to find it difficult to convey messages that can influence listeners.

The message conveyed becomes better and more valuable because it is prepared in the form of a radio program which can facilitate the 3-O approach. The broadcast program was developed better and more varied. Thus, the program run by 3-O is a program with the best quality with the latest technology, which is called a visual radio program. A radio program that utilizes digital technology by combining visual elements in it.

With this capability, it certainly attracts advertisers. They can promote their products with more varied advertising opportunities. Not only in the form of audits, but can also be in the form of images, text or videos [4]. For advertisers, this is a good opportunity to promote, and for radio media, this can move the company's wheels to survive in current developments.

## 4. CONCLUSION AND RECOMMENDATION

First, the conclusion is that the implementation of the 3-O approach can be applied as an innovation for radio media to survive in industrial competition. But every innovation requires investment. To be able to realize visual radio as an embodiment of 3-O implementation,

investment is required in the form of additional equipment which is not cheap. Of course, this is an obstacle in implementing 3-O. This finding can be said to be the first to be implemented in Indonesia with an integrated visual radio program format both on-air,

off-air and online because previously many radio stations implemented multi-platform but were not integrated. Apart from that, because visual radio technology is still relatively new in Indonesia, not many people and radio people still understand this application. And this of course also hinders implementation. Second, the implementation of 3-O certainly has an impact on the quality of radio programs. Because more creativity and innovation are needed in creating variations of programs on air, off air and also online at the same time. For advertisers, of course this is an advantage in itself. Where at a relatively cheap price, they can get exposure to their products on various platforms.

Based on the conclusion made above, three recommendations are offered here. First, this 3-O approach can help increase income through advertising. So, it would be better if it was immediately implemented on radio. Second, requires further study for sustainable implementation. Because testing is only carried out in one location. Third, it is also suggested to update our insight and skills with new technology to be more efficient, such as radio visual.

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