

Conference Paper

Social Media and Radio Broadcasting Integration to Expand the Market of I-Radio Jakarta

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Abstract

This Research Objective is to find out the use of social media in broadcasting programs on I-Radio Jakarta to expand the market or audience reach. RESEARCH METHODS by using qualitative approaches and conducting observations and looking for internal data and conducting interviews with relevant speakers. This study uses Philip Kotler's marketing concept approach (segmenting, targeting and positioning) to explain the use of social media platforms, enable to broaden the reach of listeners, and reinforce the position of I-Radio as a radio that only plays Indonesian songs.

Keywords: Social Media, Radio, Marketing

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1. Introduction

Nowadays the media have been the synergy of each other to survive in the era of convergence. Media convergence itself is the incorporation or integration of mass communication such as radio, television, internet, and newspapers along with portable technologies and other interactive devices through various digital presentation platforms, or other languages, namely combining different media but becoming one into a single media. This media convergence occurs because of the development of internet that makes it easy for users to access anything and anywhere.

Radio as a conventional media, has now been left behind by listeners. This is also because of the exposure to new media. Therefore, radio is required to use certain strategies and innovations in order to survive in the tough competition of the media industry today.

The intense competition between radios makes I-Radio Jakarta use social media to expand the range of listeners or expand the market. Not only relying on conventional

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radio listeners, I-Radio also tries to reach beginner listeners by creating interesting content on social media.

Television remains the main media and the Internet is growing very rapidly in various segments of consumers' age. This situation raises various assumptions about the existence of radio media. The findings of Nielsen Radio Audience Measurement in the third quarter of 2016 showed that 57% of the total radio listeners came from Generation Z and Millennials or future consumers. At present, 4 out of 10 radio listeners listen to the radio through more personal devices, namely mobile phones. Although the penetration of television media (96%), Outdoor Media (52%) and the Internet (40%) is still high, radio media was still quite good at 38 percent in the third quarter of 2016. This weekly penetration rate shows that radio media is still heard by around 20 million consumers in Indonesia. Radio listeners in 11 cities in Indonesia surveyed by Nielsen, allocate their time at least 139 minutes per day on average.

(<https://www.nielsen.com/id/en/press-releases/2016/radio-masih-memiliki-tempat-di-hati-pendengarnya/>)

Radio has been growing quite rapidly. The more radio channels are available, the more diverse radio programs are also emerging. Besides, the role of radio as a mass media is getting bigger and begins to show its strength in influencing society. Radio programs that are emerging nowadays, are very segmented. The radio segmentation is usually youth radio, adult radio, business radio, and the public (Morissan, 2008).

In general, media convergence is defined as the incorporation of mass media with digital technology that is currently developing. Various types of media, such as magazines, newspapers, radio, and television are combined into one common platform. Media convergence itself arises along with the development of technology, especially the transition of analog to digital technology. The internet with various platforms has become a new lifestyle for the community.

Jenkis (2006) defines media convergence as a content flow on several media platforms, industrial collaboration with the media and media migration activities. This phenomenon occurs due to the emergence of digital technology and new media.

Radio as a conventional media is required to integrate with new media and it is a necessity. The pattern of media consumption has changed, making radio change its marketing strategy. By using social media such as Instagram, Facebook and Twitter, I-Radio ought to capture a wider range of and more loyal audience.

By implementing marketing strategies for Segmenting, Targeting and Positioning (STP), the use of I-Radio social media becomes more directed and focused. This can

then attract new audiences among millennials, especially those who like Indonesian-language songs as designed in the I-Radio format.

1.1. Radio As A Mass Media

Today, there are many media that are developing and able to take messages as a communication tool. One of these mediums is radio. According to Effendy (2008) Radio is nicknamed as the fifth power or the fifth estate after the press that is considered to be the fourth power or the fourth estate. Furthermore, Effendy said this is based on three important factors, namely as follows:

1.1.1. Direct Broadcast Radio

This is to achieve the goals, namely listeners to something or a complex program, compared to spreading propaganda through pamphlets and newspapers. The process of enlightening through air magazines on the radio, is much easier and faster.

1.1.2. Radio Broadcast Penetrates Distance and Obstacles

Radio broadcasts do not recognize distances and obstacles. The radio is able to deliver messages at that time, and can be received by listeners. Other than time, space for radio is not a problem. No matter how far the target is aimed, with radio, everything can be achieved. All of which are not obstacles because the radio is able to reach remote areas.

1.1.3. Radio Broadcast Has Attractiveness

Radio broadcasts have an attractiveness that makes radio broadcasts powerful. Radio has three living elements, as follows:

- 1) Words: Words coming out of a radio announcer are more touching. Therefore, those who listen to the radio feel closer to the announcer.
- 2) Music: The radio plays the audience's favorite music, so that the audience feels comforted.
- 3) Sound Effects: Radio has a sound effect that makes the broadcaster's words become more alive, so that it can build audience's imagination.

1.2. New Media

New Media is defined as a product of technology-mediated communication shared with digital computers (Creeber and Martin, 2009). Another definition of new media is media which consists of a combination of various elements. It means that media convergence is included where several media are assembled. Meanwhile Moudry (2018) said that new media is a media that uses the internet, technology-based online media, flexible character, potentially interactive and can function privately or publicly. Connecting *red line* from above experts is that new internet-based media, have digital content, based on computer technology and have the potential for interactive (Rizkiansyah et al, 2018).

One of new media aspects is connected to the internet. Internet-based media has the ability to encode, store, manipulate and receive messages. The internet has its own technology, how to use, scope of services, content and image. The internet is not owned, controlled or managed by a single body but is a computer network that is intentionally connected and operates on a mutually agreed protocol. A number of organizations, especially providers and telecommunications agencies play a role in internet operations (McQuail, 2009).

Sosial media one of new media. According to Meikle and Young (2012), social media is a convergence between personal communication in the sense of sharing between individuals and other individuals, while public media is to share with anyone without any individual specificity. Social media invites anyone who is interested in participating by contributing and giving feedback openly, giving comments, and sharing information in a fast and unlimited time.

One of the interesting things in social media is that fellow users will have their own identity construction. For fellow users who don't know each other or are not friends in the real world, they will visualize each other's profile based on the elements in their respective accounts. While for fellow users who already know each other, the process of visualizing other users is not at the level of "who he/she is" but at the level of "what he/she is doing". For example, if two classmates who already know each other, through social media they focus more on what they are doing or what is happening to them (Nasrullah, 2017).

1.3. Radio Marketing

Audiences or listeners are a form of market in the broadcasting world. With the existence of social media, anything can be easier to be accessed by viewers. Kotler (2003) says

marketing is a social activity and an arrangement carried out by individuals or groups of people with the aim of getting their goals by making products and exchanging them with a certain nominal amount to other parties.

While marketing of broadcast media is an effort or action to sell broadcast media services, either through radio or television or on-line. Advertisers will buy air time (broadcast time) sold by broadcast media marketing because they have listeners. Meanwhile, listeners will be interested to find out more about the products that will be advertised and buy them if they think it will satisfy their needs.

Kotler (2003) revealed following marketing strategies that could also be adopted in the broadcasting world:

1.3.1. Segmenting

Solid segmentation is the process of dividing a market into groups or groups that are meaningful, relatively similar and can be identified. The purpose of market segmentation is to enable marketers to complete the marketing mix in order to meet the needs of one or more specific market segments.

Furthermore, Thompson (2000) states that the challenge in marketing is to identify potential markets that are profitable to be served because one marketing program can rarely satisfy a heterogeneous market with different tastes and characteristics for which market segmentation is needed. Segmentation is the science of looking at markets based on geographical, demographic, psychographic and behavioral variables.

In determining the basis of segmentation, Kotler (2003) looks at consumer characteristics consisting of:

- 1) Geography Segmentation: in geographic segmentation, grouping is carried out based on geographic factors such as based on the area of origin or residence of the consumer.

- 2) Demography Segmentation: In demographic segmentation, grouping is carried out based on variables of age, gender and occupation of consumers.

- 3) Psychography: grouping is based on the characteristics of each consumer, such as motivation, personality, perception, interest, interests and attitudes.

1.3.2. Targeting

After identifying market segment opportunities, a company then is to evaluate the various segments to decide which segments are the target market. In evaluating different market segments, a company must look at two factors, namely the attractiveness of the market as a whole and the goals and resources of the company (Kotler, 2003). Company must see whether a potential segment has generally attractive characteristics such as size, growth, profitability, economies of scale, low risk and others. Company also needs to consider whether investing in these segments still makes sense by considering the goals and resources of the company.

The definition of targeting itself is a target, who is being addressed. In determining targeting, several surveys need to be conducted in order to find out the market conditions in the future, so that the marketing process is not in the wrong direction.

1.3.3. Positioning

Positioning is how company explains its product position to consumers. It is about the differences of company's products compared to the competitors' as well as the advantages. In other words positioning is an image formed in the mind of a consumer about perception of a company name or product.

There are four stages in determining positioning, namely: identification of targets, determining frame of customers' reference, formulating point of differentiation and establishing competitive advantage of the products (Kotler, 2003).

2. Methods of the research

This research uses a qualitative method that aims to describe and summarize various conditions, various situations or various phenomena of social reality in society which become the object of the research to bring reality up to the surface as a characteristic, character, trait, model, sign or picture of a particular condition or phenomenon (Bungin, 2017).

Data collection technique is carried out through literature study, interviews and observations, while data analysis technique is implemented by coding which is a process of categorizing qualitative data, so that it can be easily measured or comprehended.

3. Results

I-Radio Jakarta — with an ID station: 89.6 FM — is one of the radio networks of PT. Mugi Rekso Abadi (MRA) business group which later developed into a mass-radio covering Jabodetabek airspace. The MRA business group already has several radio stations such as Hard Rock FM (Jakarta, Bandung, Surabaya and Bali), Cosmopolitan FM (Jakarta), Trax FM (Jakarta and Semarang), and I-Radio itself (Jakarta, Bandung and Yogya). I-Radio has young soul characteristics, is active, is passionate, keeps up with latest developments, and has definitely 100% love for Indonesian music.

(<https://iradiofm.com/network/89-6-jakarta/>)

3.1. Radio Integration with Social Media

I-FM Radio is aware of technological developments that are growing rapidly nowadays. This requires I-Radio to keep up with audience expectations. Therefore, in this case, various strategies are required. The implementation of various types of strategies includes utilizing new media such as social media, and providing certain application to ease people into listening to radio broadcasts directly by accessing it through a smartphone. In this social network, I-Radio takes the opportunity to provide its listeners with interesting content. The data analysis unit obtained is the result of observations and interviews with informants, recording, observing, as well as collecting data and other references that are later to be integrated with the framework described for the reference analysis process.

Interpersonal communication media used by I-Radio in communicating with audiences in this convergence era began with using telephones, then switched to the use of SMS, then began using whatsapp networks. It is continued using social media such as Twitter, Instagram, and Facebook to be closer to the audience.

3.2. Expansion of I-Radio Marketing

One of the bases that is often used by marketers in segmenting is demographic factors. Demography is basically a classification or grouping based on population maps. The population according to age group, gender, education, level of welfare and so on, are demographic variables that will determine the size of the market, potential of purchasing power, and changes occur in the market.

Grouping is more often based on the amount of expenditure rather than income because respondents object to mentioning the amount of income. This number is then categorized as the social economy class (SEC) or social economic status (SES). Segmentation in the broadcasting world usually refers to rating survey institutions. AC Nielsen, for example, determines someone or family to be in the SES A group if it has a monthly expenditure level of more than Rp1,750,000. Whereas the family is categorized as SES B if it has an expenditure level of between IDR1,250,000 - 1,750,000. Based on the AC Nielsen version, the number of people in the upper middle class category is around 22% (consisting of 10% SES A and 12% SES B). (<https://marketing.co.id/demografi-segmen-menengah-atas/>)

TABLE 1: Levels of Expenditure in 15 Major Cities.

E	D	C2	C1	B	A1	A2
Less than	400.000 –	600.000 –	800.000 –	1.250.000	1.750.000	More than
400.000	600.000	800.000	1.250.000	1.750.000	2.250.000	2.250.000
13%	21%	19%	25%	12%	6%	4%

Source: Nielsen Media Index

4. Discussion

4.1. Radio Integration with Social Media

This is in accordance with the theory of McQuail (2009), which states that building relationships is more important than conveying information. This can be seen from the use of WhatsApp, Twitter, Instagram, Facebook, which is widely used by I-Radio Jakarta to build relationships with audiences.

Whereas according to McQuail, the characteristics of new media is having interactive media games. Interactive game innovations are obtained from daily activities. This has made an interaction between the audience and I-Radio Jakarta. Through this interaction, I-Radio Jakarta packs information from the audience's daily activities into a content to be discussed, so that a two-way interaction occurs. This is the innovation carried out by I-Radio Jakarta.

Social media also plays an important role in terms of interactive games. Through social media, I-Radio Jakarta is able to get content that is viral to be discussed, and this is an interactive game media made by I-Radio Jakarta. Innovations for interactive

games can be obtained from social media and daily activities. Therefore, I-Radio Jakarta also implements interactive game innovations in the form of quizzes.

Media to retrieve information is something with the actual source and data, namely the internet. I-Radio uses the internet as a media for information retrieval. Sites that are used to search for information are sites that have viral news content and are close to the segmentation of I-Radio Jakarta audiences such as Tirto.ID, TODAYonline, Tempo.Co, detikcom. Other than website, I-Radio Jakarta also has a news team that searches for and gets news directly from the field.

Social media is a means of communication to reach the audience. With technological advancements in the era of convergence like today, social media is an online media that has functions to support social interaction where users can easily participate in it.

Social media invites anyone who is interested in participating by openly providing contribution and feedback, giving comments, and sharing information in a fast and unlimited time.

4.2. Expansion of I-Radio Marketing

Since it was first officially introduced to the public on March 28, 2001, I-Radio Jakarta has been presenting its uniqueness. The vision is "to make Indonesian music the host of its own country" and the mission becomes the number one in its format. In line with the slogan of "100% Indonesian Music", I-Radio also plays urban pop songs composed by the country's own musicians.

The segment targeted by I-Radio is listeners aged 21-35 years with social economic status (SES) A, B, and C. Most of them work as housewives, employees, beginner workers, and students. This is in accordance with the I-Radio characteristic of youthful, active, passionate, keeping up the latest developments, and having definitely 100% love for Indonesian music.

By targeting the audience of 21-35 years, the next step of I-Radio is to integrate with new media in this case youtube social media is very appropriate. We cannot deny that millennials are no longer watching television or radio through conventional media. They have enjoyed radio and tv through YouTube, Instagram and others.

By integrating with social media, I-Radio extends its market reach and adapts to its market characteristics. Targeting market is young listeners who are generally active on social media.

Positioning as a characteristic of I-Radio as well, is by only playing Indonesian songs, it has become very strong.

5. Conclusion

After conducting research at I-Radio Jakarta, researchers can provide conclusions as follows.

1. I-Radio utilizes social media for various purposes including interactive games and program promotion tools.
2. I-Radio uses social media to expand its market reach and adjust characteristics to its listeners in the SES A, B and C segments.

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Conflict of Interest

The authors have no conflict of interest to declare.

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