

IMPLEMENTATION OF THE ROLE OF RRI DENPASAR AS INFORMATION DISTRIBUTOR MEDIA IN FACING THE ERA OF MEDIA CONVERGENCE

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Abstract

These community service activities are carried out to become a forum for students to understand the potential possessed by each student so, they will be able to prepare themselves for entering the world of work. Students are demand not just to know theoretical abilities but can also to be more flexible and have a broader insight so that they will be able to solve a problem. In the era of all digital and information disclosure, all institutions are asked to be able to provide information services that are fast, precise, transparent, and responsible to the community. People no longer use conventional media because most of them have accessed the internet. For this reason, there has been a decline in radio consumers. This is certainly a challenge for institutions that carry out their role as information distribution media, especially in conventional radio media. In the step of the advances in information and technology, there has appeared convergence in the media. By integrating conventional mass media with new media, it will be possible to expand the network, audience, and, an interaction that arises.

Keywords: Radio, Media Convergence, Digitization.

INTRODUCTION

One form of conventional mass media with one-way characteristics is radio. Radio has a role as a distributor of messages in the form of entertainment, information, and news to a very broad audience (Febrianti & Oktaviani, 2020). One of the radios owned by Indonesia is Radio Republik Indonesia (RRI). There is only one radio that has a national identity in its name, namely Radio Republik Indonesia because its broadcasts are focused on the needs of the state and the nation. RRI as an impartial Public Broadcasting Institution, able to stand alone and not take advantage, has a function that is useful in distributing message delivery services, knowledge, entertainment, and social supervision, as well as protecting a positive image of the State on the universal scene. (ppdid.rrl, n.d).

RRI as a radio owned by Indonesia has broadcasting stations that are spread to various regions through the form of central and regional broadcasting stations. So that it becomes one of the radio broadcasting institutions that have a national broadcasting method. RRI's broadcasting stations are located in provincial capitals as well as major cities. One of the broadcasting studios is Radio Republik Indonesia Denpasar station, which is located at Jalan Hayam Wuruk Number 70, Sumerta Kelod, East Denpasar District, Bali. Technological progress is something that cannot be eliminated in life activities because the development of

technology is in line with the progress of knowledge (Ngafifi, 2014). Coinciding with the development of digital technology, people are not only able to get information and entertainment through radio, but also through other media because the world is currently entering rapid development. People no longer use conventional media because most have accessed the internet (Rosita, 2018). For this reason, there has been a decrease in interest in radio consumers, so this creates a challenge for institutions that carry out their role as information distribution media, especially in conventional radio media.

In an era of sophistication and increasingly open information like now, all agencies are asked to be able to deliver active, correct, and responsible message services to the community. The development of public information disclosure based on digitalization is closely related to the technology itself in delivering information, besides that nowadays people tend to be more interested in finding information through smartphones (Harfiah, 2020). In line with the development of technology and information led to the presence of convergence in the media. Media convergence is a form of merging or merging several types of media into digital and then making it a single one (Haqu, 2020).

The integration of conventional mass media with new media will allow for the expansion of networks, audiences, and interactions.

IMPLEMENTATION METHOD

1. Preparation phase

The first activity that the author did was to make observations first to obtain information about what problems were found in the LPP RRI or the Indonesian Broadcasting Institute for Radio Republik Indonesia, Denpasar station branch. After that, conduct discussions and guidance with the supervisor to solve the problem.

2. Implementation Stage

a. Observation Method

The implementation of the Field Work Practice (PKL) is carried out by the observation method, namely the author pays attention directly to the problems obtained in the field, therefore the author can know directly the activities that exist in the company.

b. Mentoring Method

The implementation of the Field Work Practice (PKL) is carried out using the mentoring method by participating in work internships in all broadcasting activities in the Indonesian Radio Public Broadcasting Institute (LPP RRI). Where the author implements in a structured manner the theory taught in the course with assignments obtained through direct activities in the work environment to improve skills.

c. Documentation Method

The implementation of the Field Work Practice (PKL) is carried out using the documentation method to obtain a variety of data needed in discussing the problem through the collection of archives, photos, documents, and articles related to the problem.

RESULTS AND DISCUSSION

A. Results

The results of this service aim to become a forum for students to understand the potential possessed by each student to prepare themselves to enter the world of work, by doing work practices. In this activity the author implements in a structured manner, the theory taught in the course with the assignments obtained. In this activity, the author is also assigned to be able to contribute to various broadcasting activities at RRI Denpasar, such as observing, broadcasting, making Public Service Advertisements (ILM) and Filler scripts, recording for PSAs and Fillers, compiling song playlists, operating audio mixers, making DAS, participate in production activities, and create interactive content for social media.



Figure 1. Observing Broadcasting Activities at Pro 1 RRI Denpasar
Personal Documentation Source



Figure 2. Performing a Tandem Broadcast on Pro 2 RRI Denpasar
Personal Documentation Source



Figure 3. Filling DAS, Compiling Song Playlists on RBO, and Operating the Audio Mixer
Personal Documentation Source



Figure 4. Monitoring Live Streaming for the RRI Denpasar Youtube Program
Personal Documentation Source



Figure 5. Observing Broadcasting Activities at Pro 4 RRI Denpasar
Personal Documentation Source



Figure 6. Audio Recording for Public Service Advertisements and Fillers
Personal Documentation Source



Figure 7. Observing the Production Process of the RRI Denpasar Youtube Program
Personal Documentation Source

B. Discussion

LPP RRI or the Radio Republik Indonesia Public Broadcasting Institution is one of the media that serves as a message distributor to the public, continues to present various innovations, ranging from applications on smartphones to newsroom systems based on artificial intelligence, to transform and compete in the digital era. The digital age with digitization in various regions has also made RRI enter radio digitization. RRI is now improving various features by keeping up with the times and technology in this era. (Maharani, 2021)

Utilization of the use of the internet is used to increase innovation in radio, therefore it can present online-style radio in addition to frequency-style radio (Gogali & Tsabit, 2020). This forms a form of adjustment of agencies and institutions to changes and developments. As a result, Radio Republik Indonesia was again able to gain listeners through online-style radio.

In implementing its role as a medium for distributing information with the exposure of this media convergence era, RRI continues to develop following the digitalization era. RRI Denpasar besides broadcasting can be enjoyed via conventional radio, currently, it can also be listened to via Smartphone, by downloading the RRIplay Go application. On RRIplay Go there are various offerings such as RRI NET. RRI NET is a breakthrough from RRI with the

slogan watch you hear, this menu is a TV broadcast from RRI. (Kominfo.go.id, 2018). In addition, there is an RRI Radio menu which contains streaming radio for all RRI programs in each region, RRI Online which contains the latest news from RRI, RRI Magz contains a collection of magazines from RRI, P3 National Network contains access to national news on program 3, VOI or known as Voice of Indonesia contains global broadcasts from RRI using various languages, Channel Lima contains only music broadcasts (Just Music) with the best quality and various other features that can be monitored anywhere, even in all corners of the world. (Effendy et al., 2020). So now listening, watching and reading news is enough only through one application with internet access (Gusna et al., 2021).

The public can also access the website of RRI, namely on the RRI.co.id page, there is a collection of news from more than 80 RRI work units from all over Indonesia. The website service also makes it easier for the public to access radio visuals through streaming RRI NET and streaming Radio RRI. In addition, on the RRI Denpasar Youtube page which contains content in the form of various programs owned by RRI Denpasar, then, you can also access the Instagram account of each RRI Denpasar program which contains content in the form of up-to-date information that is packaged interestingly.



Figure 8. RRIplay Go Application
RRIplay Go App Source



Figure 9. Radio Republic of Indonesia website
Source Website RRI.co.id



Figure 10. RRI Denpasar Youtube Channel
Source Youtube RRI Denpasar



Figure 11. Instagram Account Programa 1 RRI Denpasar
Source Instagram RRI Pro 1 Denpasar



Figure 12. RRI Denpasar Programa 2 Instagram account
Source Instagram RRI Pro 2 Denpasar



Figure 13. Instagram Account Programa 4 RRI Denpasar
Source Instagram RRI Pro 4 Denpasar

CONCLUSION

This community service activity is a forum for students to understand the potential possessed by each student to design themselves in entering the world of work which is required not only to have technical abilities but also to be more flexible and have a broader perspective and be able to solve problems. Broadly speaking, the activities carried out in this activity are carrying out work practices by implementing in a structured manner the theory taught in the course with assignments obtained through direct activities in the workplace.

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