

## Managerial Production of the Morning Live Chat Broadcast Program in Maintaining the Existence of Rri Pro 2 Jakarta

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### Abstract

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A broadcast program cannot run according to the listener's wishes because there are several regulations that burden a producer and the production team in channeling their creative ideas, where a producer and production team must be able to pay attention to the wants and needs of listeners and apply them to a broadcast program to maintain existence. The purpose of this study was to determine the managerial production of the Morning Live Chat broadcast program in maintaining its existence at RRI Pro 2 Jakarta. The research method used in this study is a qualitative descriptive method, by conducting observations and direct field interviews with informants. For data processing techniques, used data reduction techniques, data presentation and draw conclusions. As for the validity of the data using source triangulation techniques. The results of this study indicate that the managerial process of RRI refers to efficiency and effectiveness, where all production processes must be determined, regulated, direct and evaluated in the setting agenda. In addition, organizational communication in the agenda setting carried out by the production team has the aim of getting changes to follow existing developments and follow issues that are currently popular. Although RRI has a formal hierarchy of organizational authority, this does not mean that RRI does nothing to maintain its existence by making changes that follow the wishes and needs of listeners. In the end, the managerial production of the MORNING LIVE CHAT broadcast program in maintaining the existence of RRI PRO 2 Jakarta, is still referring to the "code of ethics" which is determined based on the policy of RRI Jakarta

**Keywords:** Communication, Managerial, Broadcast Program Production, Existence

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## INTRODUCTION

The development of technology today has contributed greatly to the development of the world of communication. The presence of the internet has provided convenience and flexibility for humans, not only in terms of obtaining information but also ease of interaction. The internet provides almost unlimited access for its users. Advances in information technology are also growing with the presence of various applications that can be used on smart mobile devices or smartphones. This also has a positive impact on radio electronic mass media.

As we must realize at this time, the mass media has followed the development of information technology, so that it can be more easily accessible. In this case especially radio, where radio is a media function *pasta* which can provide a wide range of information, entertainment, community services and news. Based on Anwar Arifin (1984), radio is a means of communication *pasta* which is in the form of a channel and can transmit a good sound wave in the form of a program



that has been arranged with the contents that are *actual* and covers various aspects of social life. Radio was once the most popular technology in its era, especially among young people. But, now it can be said that things have started to change. Radio is no longer a popular technology among young people. With more and more entertainment options available, conventional media seems to be left behind. All young people turn to the *mediadigital*.

Radio change from *analog* to *digital* making advantages and convenience for listeners to be able to access radio broadcast programs. In 2016, the findings *Nielsen Radio Audience Measurement*, 4 out of 10 radio listeners on average listen to the radio through more devices *personal* that is *mobile phone*. With the radio *streaming* which can penetrate space and time, making listeners no longer have any restrictions when they want to listen to the radio wherever and whenever and in any situation. However, radio must still convey information, community services and entertainment that are appropriate and not out of line with existing regulations.

Radio forces listeners to imagine. That is the greatness of radio, broadcasters speak to a wide audience, namely listeners. Because listeners are invited to imagine, broadcasters must be very clever in bringing listeners to the right imagination. There are so many radios, that it requires that each radio always try to appear different from other radios. This is known as the term *positioning*. This is where the role of the broadcast program production team is needed. Events can be the same, for example *request* song, but if the production team "*brilliant*" and "*creative*", then the song request program will feel different from similar programs on competitor radio. On broadcast programs *Morning Live Chat* which is broadcast on RRI Pro 2 Jakarta, we can find something that is different from other radio broadcast programs, such as broadcasts on *YouTube* on April 7, 2022. In this broadcast program, listeners are not only presented with selected music that is currently hits but also presented by selected guest stars, namely Ade Govinda & Anneth. Listeners can immediately ask questions *via chat* past *whatsapp* to RRI which will be read by the announcer and answered directly by the guest star.

Radio Indonesia has become a source of local information and entertainment as well as a means of strengthening community awareness and local or regional cultural identity. Because of its connection with print, telephone and internet media, Indonesian radio is also interactive, enabling listeners to become participants and contribute to program content and broadcast production (Erol Jonathans 2000:36-7). The production of a program has several stages including from pre-production where in this stage a number of preparations are made from the start *meeting* together to determine the theme, script writing, finding locations, guest stars, licensing and so on. Then the production stage, broadcast activities are carried out where many crews are involved, from broadcasters, producers, guest stars and others. For the next stage of post-production where this stage there are three steps namely *editing offline*, *editing online* and *mixing*. broadcast program *Morning Live Chat* RRI Pro 2 Jakarta is broadcast Monday to

Friday starting at 09.00 to 10.00 WIB. Most radio stations (especially in Jakarta) optimize their broadcasts in the morning (06.00 – 10.00 WIB), which is expected to become a leading program.

Basically more of the general public may only see the face of the announcer, host *orpresenter* as well as *reporter* in the field as someone who works at a broadcasting station, that's because the average person only often knows their faces on television or listens to their voices on the radio. The form of the organizational structure of a radio broadcast station usually looks simpler. Where in general the form of structure in a radio broadcasting organization, usually the top director is occupied by the main director and station manager.

In this case, the culture in the organization determines and influences the way members think and act within the organization on how to carry out work. Jones R. Gureth (1994, p.13-14) defines organizational culture as a set of values that control interactions between organizational members and interactions with other organizational systems and environments. Organizational culture is formed by everyone involved with the organization (owners, leaders and employees).

Some people usually often think that management is all things related to people who are at the top of an organization or to the leaders of the company. But in reality, every individual with or carrying out activities that direct a behavior and also efforts towards other individuals in getting a desire or goal to be achieved is a manager. broadcast media, *general manager* usually responsible to company owners and shareholders in coordinating the potential that has been owned (both individuals and objects) in any way, in order to achieve the objectives of the broadcast media in question.

Running a broadcasting station is not easy, and it is an activity that requires demands and requires special abilities and expertise plus the energy required is quite high, so broadcast station management really needs qualified people. A broadcast station would be great if the people running it *tooideal*.

A broadcasting station will be successful and successful if it can connect people with creative talents and have technical and managerial skills.

In the format of a radio broadcast program, it is not only limited to being recognized from the broadcast program, but can be from "*air personality*" a broadcaster, style in speaking (*conversational style*), a selection of some of the music and songs, then also broadcast spots or advertisements, jingles, and other forms of promotion of a radio show (Joseph Dominick, 2001). The emergence of new radio stations, especially those in Jakarta, does not make Radio Republik Indonesia (RRI) abandoned by its listeners. Radio Republik Indonesia (RRI) is a national scale public radio network in Indonesia. RRI is the oldest radio network in Indonesia, as well as the second oldest media company/institution that is still operating in the country after LKBN Antara. (Wikipedia)

RRI is the main radio that holds the name of the country where every broadcast is devoted to the interests of a nation and state. Radio Republik Indonesia is a neutral, independent and non-commercial LPP which aims to provide a broadcast service in the form of information and news, education, good entertainment broadcasts, social control in society, and protect the positive image of a nation in the international world. However, if it is related to the context of radio broadcasts that are aimed at and the public interest, of course things that are misleading and negative need to be avoided so as not to have a bad impact on listeners. Because communication *pasta* through broadcast radio media *personal* (personal) and familiar (Effendy, 1978), which can be received by listeners with varying levels of education, age, and economic status.

With so many new radio stations, the competition is quite competitive. Listeners can easily choose to listen to broadcast programs from any radio station. In this case the role of the producer is very important in making a broadcast program, because the producer is the brain behind the listener's joy and sorrow while enjoying every broadcast program that is broadcast on the radio. However, radio broadcasting in particular *Morning Live Chat* at RRI Pro 2 Jakarta is an industry. Where in it are institutions that have systems and regulations.

A broadcast program cannot run according to the wishes of listeners because there are several regulations that are burdensome for a producer and production team in channeling their creative ideas where a producer and production team must be able to pay attention to the wishes and needs of listeners and apply them to a broadcast program to maintain existence, but still follow the existing code of ethics and regulations, where producers and production teams take shelter in an organization that has regulations that must be followed. Therefore, with the background above, researchers have an interest in researching broadcast program production managerial *Morning Live Chat* in maintaining the existence of RRI Pro 2 Jakarta with the aim of knowing Broadcast Program Production Managerial *Morning Live Chat* In Maintaining the Existence of RRI Pro 2 Jakarta.

## **THEORETICAL STUDY**

This previous research is used as a comparison with research conducted by researchers. Researchers used previous research "Efforts to manage GAMA 93.7 FM radio broadcasting in maintaining its existence in the midst of the digital era" (A. Nila Kanti Nur, 2022).

### **Organizational Communications**

The meaning of communication is taken from the Latin word *communication* originating from words *communis* which means the same. Same here means the same meaning and meaning. Carl I. Hovland said the science of communication is a systematic way of planning rigidly the principles of conveying information and forming opinions and attitudes. Hovland also stated that communication is a process of changing the behavior of others.

In studying an understanding of communication so that it can be carried out effectively, communication users often cite the paradigm that has been put forward by Harold D. Lasswell, is a good process of describing communication, namely by providing answers to some of the following questions: *Who Says What In Which Channel To Whom With What Effect?*

The Lasswell paradigm above provides clues where communication has several elements in response to the questions that have been asked, namely:

1. communicator (*communicator, source, sender*)
2. Message (*message*)
3. Media (*channel, media*)
4. communicant (*communicant, communicatee, receiver, recipient*)
5. Effect (*effect, impact, influence*)

So, on the basis of Lasswell's paradigm, communication is a way or process of conveying messages through communicators to communicants through media that can show certain effects.

Nanang Fatah (2009: 71) says that the notion of organization has two general meanings. That is, an organization is interpreted as an association institution or functional group, for example a company institution, a school, an association, a government agency. The second refers to the method of organizing, namely how work is organized and allocated among individuals, so that the wishes of the organization are achieved correctly and effectively. Meanwhile, the organization itself is defined as a group of people with a cooperative system to achieve common goals.

Lee Thayer (198: 102) on the theory book entitled *Communication and communication systems: In Organization, Management, and Interpersonal Relations* put forward a definition that reads as follows: Organizational communication is communication that occurs within the organization and communication that occurs between the organization and the surrounding environment, which defines the organization and determines the conditions of its existence and the direction of its movement.

### **Managerial**

Managerial is an adjective from management, which means being able to manage something properly. Managerial means how to make a process, decision and carry out an activity in order to achieve the desired goal. Based on KBBI (Big Indonesian Dictionary), Managerial relates to managers, namely activities with high skills and are very necessary for every leader.

According to Schermerhorn (1998) a manager is a person who is responsible for the work of one person or more in an organization. By occupying the leadership role, managers get reports from other parties. Baye (2009) says that a manager is someone who manages various resources to achieve the goals that have been set. Some of Mintzberg's managerial roles include:

- a. *Roleperformance leader (figurehead role)*
- b. Role as a leader
- c. Role as a liaison
- d. Role as monitor and. Role as *disseminator*
- e. The role of spokesperson
- f. Role as entrepreneur
- g. Role as a person who handles chaos/disturbances
- h. Role as resource allocator
- i. Role as a consultant

Control is a fundamental managerial function by which the process regulates organizational activities so that actual performance conforms to expected organizational standards and goals and ensures that necessary corrective actions are taken.

### **Broadcast Program Production**

Radio broadcast production has the meaning as the process of producing sound to be heard through or via radio media. The reason is, the character of broadcast radio media is *auditory*, which is a hearing media or can only be listened to. Whatever is intended or will be conveyed or communicated via radio, must be in the form of sound, voiced, and made in audio format, or heard, cannot be in graphic form such as photos or videos.

So, basically the activity of making a radio broadcast is processing a sound or producing audio (*audio production*) or “change anything to become a voice”, which is a sound that is summarized in a collection of broadcast programs on the radio. Radio one blends to create a sound form with several strings of phrases, music, as well *sound effect* which becomes a unified whole that can evoke suggestions, imagination, and emotions in its listeners. Production is carried out in the production room, usually it can also be used as a broadcast room, because the production room can be used as a broadcast room with various equipment:

1. *Computer plus software* inside it
2. *Mixer/Audio console*
3. *Microphone*
4. *Headphone*
5. *Tape recorder*
6. *Real to real tape machine*
7. *CD player/writer*
8. *DVD player*
9. *Power amplifier* (monitor)

The production room is usually equipped with an audio library or you could say a room *and disco* as a storage place for some results of broadcast recordings, tapes, CDs, DVDs, and others.

### **Existence**

Existence is an existence, which comes from the Latin phrase *i.eto exist* has the meaning of appearing, existing, arising, as well as its actual existence. As for deeper peeling "*To exist*" can be traced the origin of the word from the word *ex* which means out as well *to stop* which means appeared and appeared. Existence has several meanings, the explanation of which can be understood through four meanings. That is, the first meaning is that existence is something that is visible or visible, clearly visible. The second notion of existence is something that has an actuality. Third, it can be noted that existence is whatever or the condition of something that is experienced and emphasized that something exists. And the final meaning of existence is perfection.

### **RESEARCH METHODS**

In this study, researchers used a qualitative research approach. Qualitative research is a study by understanding the phenomenon of what is experienced by research subjects, for example perception, behavior, motivation, action and others. (Moleong, 2012). The purpose of this qualitative research is first, namely "*to describe and explore*" (describe and reveal) and second "*to describe and explain*" namely describing and explaining.

In this study, the research method used is descriptive research. Descriptive research is research that has the goal of being able to collect various information about the status/state of an existing problem or problem, namely the problem that existed when the research was carried out in the field.

Descriptive research does not have the aim of testing certain hypotheses, but only interprets reality or "what is" about a variable, symptom and condition. Indeed, it is possible that there are times when descriptive research also wants to prove conjectures,

but this is not very common. Broadly speaking, descriptive type research is not intended to test hypotheses (Arikunto, 2005).

An informant is someone who was interviewed and asked for information and information, or someone who is thought to know and understand the necessary data, information or facts from an object under study. Sources of research notes and data were obtained by directly researching in the field by researchers through interactions at the location with research subjects. Sources of records and data obtained through humans who function for subjects or key informants (*key Informant*), namely main informants, main informants and base informants. In this case the researcher chooses who will be *key informant* the informant is the head of the RRI Pro 2 Jakarta broadcast program production sector, and the informant is the broadcast program announcer *Morning Live Chat* at RRI Pro 2 Jakarta.

In this study researchers will perform data collection techniques through observation, interviews and documentation studies.

In this study, in accordance with the character of qualitative research, it will use interactive data analysis with the Miles & Huberman model by carrying out data reduction steps, *display data*, and draw a conclusion or verification.

One of the characteristics of qualitative research is holistic or comprehensive. Any qualitative research must reflect thorough research. To build a thorough research, researchers must be able to avoid aspects that provide opportunities for bias and lack of data sources. Therefore, researchers must triangulate, namely the step of bringing together several sources from records, research, and theories and methods in a study of social phenomena (Denzin, 1978a). In this case the researcher will use data validity techniques by using data source triangulation to test the credibility of the data through interviews and field observations.

## RESULTS AND DISCUSSION

Broadcast program *Morning Live Chat* is a broadcast program that presents music as well as chats with guest stars. broadcast program *Morning Live Chat* This was created to replace the previous broadcast program, namely ICU (*I Challenge U*). To attract listeners, broadcast programs *Morning Live Chat* keep up with existing technological developments, where in publishing broadcast programs it is not only done on one media, but several media. One of RRI's missions as a public broadcasting institution is to fulfill citizens' rights to obtain news and information that is objective and *independent* as well as developing human resources *professional*, in this case all teams must be able to think creatively so that *staff* given the freedom to provide input and creative ideas as long as it follows the provisions and does not mention SARA issues.

On broadcast programs *Morning Live Chat*, do the *agendasetting* is *phase* beginning. Where these activities are carried out to determine the theme and guest stars to be invited. But in making decisions determined by *music director*.

A number of *gimmicks-gimmicks* that has been broadcast *Morning Live Chat* namely *Jawatan* (answer quickly), *This or that challenge*, *Intuition challenge*. Program *Morning Live Chat* is the flagship broadcast program on RRI Pro 2, where the broadcast program is broadcast on *timeprime time*. This time is the time or broadcast time that has the most listeners among other times.

RRI is a government-owned Public Broadcasting Institution, but that doesn't mean that RRI doesn't do anything to maintain its existence. RRI does the same thing as private radio which always tries to get listeners and maintain its existence by making changes according to the wishes and needs of listeners. But still adhere to the code of ethics that has been determined based on the RRI Jakarta policy. Basically the organization describes the delivery of messages that move from one person to another or other groups. Overall, RRI uses formal communication, which starts from top management to lower levels. However, in conveying creative ideas, everything can be conveyed on the *agendasetting* *normeeting* internal. Of course this is intended to achieve the vision and mission that has been set.

## CONCLUSIONS AND RECOMMENDATIONS

In the managerial process, RRI refers to the efficiency and effectiveness of the activity process by always carrying out management processes, namely planning, organizing, directing, and supervising. Where all production processes must be determined, regulated, directed and evaluated on the *agendasetting*. Organizational communication at RRI has the goal of getting changes following existing developments and following *issue* currently popular, where each *staff* have the same rights in expressing opinions and information that they have while following the policies that have been set. The division of labor is carried out based on their respective specialties or expertise, but the centralization of authority remains with the leadership. RRI has a formal organizational hierarchy of authority. In a team, each member has different authority based on his level or position.

The RRI Public Broadcasting Institution is a government-owned institution, but that doesn't mean that RRI doesn't do anything to maintain its existence.

RRI does the same thing as private radio which always tries to get listeners and maintain its existence by making changes according to the wishes and needs of listeners.

But still adhere to the code of ethics that has been determined based on the RRI Jakarta policy.

In this research it is hoped that it can become one of the input materials and further research can be carried out regarding the managerial process of program production in maintaining existence so that research is more appropriate in different situations. It is suggested that RRI can continue to give freedom to each staff in conveying their creative ideas to keep abreast of developments and changes in the creative industry. As well as routinely evaluating policies that are adjusted to any existing cultural, social and political changes.

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