

## The Transformation Strategy of Radio Republik Indonesia in Attracting Interest of the Youth: Case Study of RRI Central Java

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### ABSTRACT

This qualitative study, adopting a SWOT analysis methodology, critically examines Radio Republik Indonesia (RRI), focusing on its Central Java branch, as one of the regions that still hold closely to its culture and traditions - to transform strategically to engage the youth effectively. Identifying key weaknesses, including RRI's formal broadcasting style, regulatory constraints, and misalignment of content production with the preferences of the youth demographic, the research underscores the urgency for RRI to pivot towards a more relaxed, contemporary, and interactive broadcasting approach. The study advocates for a comprehensive strategy encompassing active audience participation and using digital platforms such as RRI Digital and RRI Play Go. These platforms present opportunities for RRI to enhance content accessibility and relevance, catering to the dynamic consumption patterns of the youth. The article posits that a robust transformation strategy should address broadcasting style restructuring and necessitate technological upgrades. Fostering collaboration with creative communities is essential for creating content that resonates with the youth. The study delves into the significance of strategic digital marketing, leveraging the strengths of social media and other digital platforms where the youth are most active. By incorporating these elements, the research proposes a holistic transformation strategy, offering actionable insights for RRI in adapting to the evolving preferences of the youth. This contribution extends beyond the case of RRI Central Java, serving as a valuable resource in the ongoing discourse surrounding public broadcasting strategies in the digital era.

**Keywords:** *Public broadcasting, youth engagement, radio transformation, SWOT analysis, digital media strategy.*

### INTRODUCTION

The contemporary landscape of radio broadcasting has witnessed numerous challenges, particularly the declining number of listeners year by year. Nevertheless, radio stations strive to enhance the quality of their broadcasts by consistently developing more informative and engaging content (Putro & Haryani, 2021). Furthermore, the radio broadcasting industry in Indonesia has increasingly harnessed broadcast technology to elevate the quality of transmissions. Some radio stations have even adopted digital broadcast technologies such as HD Radio and Radio Data System (RDS) to improve sound quality and deliver a superior listening experience for their audience (Sjuchro et al., 2023). However, amidst technological advancements and evolving audience behaviors, the radio broadcasting media confronts new challenges in sustaining the interest and attention of the youth, renowned for their inclination towards modern technologies such as smartphones and social media (Ingham, 2023).

The public broadcasting institution, Radio Republik Indonesia (RRI), currently faces several challenges, particularly in the competitive digital media landscape. Digital audio media such as music streaming platforms, podcasts, and social media are gaining popularity among

the younger generation. Consequently, as the public broadcasting institution, RRI must compete with digital media to capture the audience's attention (Wulandari & Wahyudin, 2021). Additionally, the institution encounters difficulties in maintaining relevance with the audience, especially the younger generation with distinct preferences and interests. Therefore, RRI needs to innovate and undergo transformation to remain relevant to its audience (Hastuti, 2022).

In addition to the evolving media landscape's challenges, public broadcasting institutions are also confronted with internal issues (Mait et al., 2023). Typically relying on funding from the government or sponsors, RRI's public broadcasting often finds the allocated budget insufficient to meet operational needs and develop new programs (Harianto et al., 2023). Moreover, under government supervision, public broadcasting institutions must adhere to regulations and rules, sometimes posing constraints on developing new programs or innovations in public radio broadcasting (Sjuchro et al., 2023).

Transformation in radio broadcasting is crucial to staying competitive with other media and attracting the youth's interest. Thus, researching strategies for radio broadcasting transformation to engage the youth becomes an intriguing topic for investigation. To what extent must RRI's public broadcasting institution innovate and transform to stay relevant to its audience, particularly the younger generation? In undertaking this transformation, the institution must consider audience preferences and interests while developing captivating and informative content. Strategies that radio stations can adopt during their broadcasting transformation include adjusting program formats, enhancing sound quality and broadcast technology, increasing audience interaction through social media, and developing content relevant to the interests and lifestyles of the youth (Mohamad, 2023).

Based on the challenges above, the author is interested in examining the transformation strategy of RRI in attracting the interest of the youth. Central Java is one of the public broadcasting radio institutions deeply concerned with this digital transformation issue. This research aims to study how the strategy of radio broadcasting transformation can help attract the youth's interest and maintain the relevance of radio broadcasting in facing competition with other media. The research methods will use interviews and questionnaires as data collection tools.

It is hoped that the findings of this research will contribute to the radio broadcasting industry in facing new challenges in retaining the interest and attention of the youth and provide valuable information for academics and practitioners in the field of radio broadcasting.

## RESEARCH BACKGROUND

### *Public Broadcasting Institutions*

Broadcasting institutions in Indonesia are regulated under Law Number 32 of 2002 concerning Broadcasting (Broadcasting Law). Article 1 number 9 of the Broadcasting Law states that Broadcasting Institutions are broadcasters, both Public Broadcasting Institutions, Private Broadcasting Institutions, Community Broadcasting Institutions, and Subscription Broadcasting Institutions which, in carrying out their duties, functions, and responsibilities, are guided by the prevailing laws and regulations. Based on what has been stated in Article 1 number 9 of the Broadcasting Law, broadcasting institutions are institutions tasked with conducting broadcasting activities in Indonesia.

Public Broadcasting Institutions are currently conducted by the Indonesian Public Television (TVRI) and RRI, as clearly regulated in Article 14 paragraph (2) of the Broadcasting Law which stipulates that Public Broadcasting Institutions consist of RRI and TVRI whose main broadcasting stations are located in the capital of the Republic of Indonesia. The institutional form of Public Broadcasting Institutions is regulated in Article 14 paragraph (1) of the Broadcasting Law, which states that Public Broadcasting Institutions is a broadcasting institution in the form of a legal entity established by the state, which is independent, neutral, non-commercial, and functions to provide services for the benefit of society in Indonesia. Article 14 paragraph (1) serves as a mandate to the Government to establish a legal entity established by the Government that is independent, neutral, non-commercial, and functions to provide public services.

### *Radio Republik Indonesia (RRI)*

Radio Republik Indonesia (RRI) is the only radio station bearing the name of the nation whose broadcasts are intended for the interests of the nation and state. RRI, as an independent, neutral, and non-commercial Public Broadcasting Institution, functions to provide broadcasting services for information, education, healthy entertainment, social control, and to maintain the positive image of the nation internationally.

RRI plays a significant role in Indonesian society by organizing broadcasts that empower various population segments and consistently showcasing the arts and culture of regions across Indonesia. Additionally, RRI supports the Green Radio movement, promoting reforestation and the principles of Reuse, Reduce, and Recycle through various program formats and variations.

Moreover, RRI contributes to state diplomacy through foreign broadcasts aimed at building a positive national image internationally, collaborating with embassies and foreign radio stations through reciprocal broadcasts. Partnerships with foreign radio stations such as ABC, NHK, RTM, RTB, KBS, RTH, SR, BBC, Radio Jedah, Radio Turkey, RCI, DW, and others are established.

RRI conducts regular broadcasts connected to seven countries: Hong Kong, Malaysia, Brunei Darussalam, Japan, Taiwan, Korea, and Saudi Arabia, facilitating a connection between Indonesian migrant workers and their homeland. The overseas audience of RRI, particularly Indonesian migrant workers, amounts to tens of thousands who tune in via audio streaming. In the pursuit of second-track diplomacy, RRI organizes Diplomatic Forum events. Literary competitions are held to provide services to Indonesian communities abroad, especially Indonesian workers. The National Unity Board invites two winners to attend national ceremonies on August 17 at the Presidential Palace and parliamentary sessions at Senayan.

Furthermore, RRI conducts live broadcasts from emergency tents through Radio-Based Disaster Management. In disasters, RRI must report within 24 hours, followed by programs to provide solace and trauma healing for disaster victims by establishing emergency studios.

RRI plays a crucial role in securing information access. Between 2009 and 2010, RRI established studios in border areas, remote regions, or previously underserved areas, including Entikong, Batam, Nunukan, Putusibaou, Malinau, Atambua, Ampana, Boven Digoel, Kaimana, Skow, Oksibil, Takengon, Sabang, and Sampang. Broadcasts from these production studios aim to foster nationalism and provide equitable information access for communities

in border areas and areas that previously could not receive RRI broadcasts or were considered blank spots.

## LITERATURE REVIEW

### *Radio Transformation in Digital Era*

The landscape of radio broadcasting has undergone significant transformations in the digital era, marked by the integration of innovative technologies and platforms to cater to evolving audience preferences and behaviours. As traditional radio faces the challenges of digital disruption, broadcasters are compelled to adapt, innovate, and leverage digital platforms to remain relevant and competitive in the dynamic media landscape (Manap et al., 2019).

In the digital age, radio broadcast stations have embraced technological advancements to expand their reach and engage with audiences across diverse platforms. This includes the utilization of websites, YouTube channels, radio streaming services, Instagram, and dedicated mobile applications like the RRI Play Go app. These platforms offer broadcasters unprecedented opportunities to connect with audiences in real-time, enhance interactivity, and diversify content delivery (Ismandianto et al., 2022). Moreover, the COVID-19 pandemic has accelerated the adoption of digital strategies, prompting radio stations to innovate and adapt to the new normal. Measures such as remote broadcasting, virtual events, and collaborations with the Education Department of local governments have been instrumental in increasing listenership, particularly among younger audiences. The convergence of traditional and digital platforms has facilitated broader audience engagement and provided broadcasters with valuable insights into audience preferences and behaviors (Junaedi & Sukmono, 2020).

Amidst the digital transformation, radio broadcasters face challenges and opportunities in maintaining relevance and competitiveness. The production team of radio stations, such as *Lintas Denpasar Pagi*, plays a crucial role in navigating these dynamics and ensuring alignment with the station's vision and mission. The production team can bridge public interests and enhance audience engagement by heeding input from loyal listeners and partners.

However, specific market segmentation alone is insufficient in the face of increasing competition from private radio stations and digital media platforms. To maintain a competitive edge, broadcasters must adopt creative strategies to broaden market segmentation and leverage digital technologies effectively. This includes the development of mobile applications, social media engagement strategies, and personalized content offerings tailored to diverse audience segments (Wulandari & Wahyudin, 2021).

Based on the review above, what distinguishes this research is that radio broadcasting has been an integral part of human life for over a century. Despite numerous technological innovations since the inception of radio broadcasting, such as television and the internet, radio remains one of the most popular media worldwide. However, with the advent of the digital era, radio broadcasting faces numerous challenges. Firstly, with the increasing availability of free and subscription-based media options, the public has become more selective in choosing what they listen to and how they access it. New competitors such as music streaming platforms, podcasts, and video streaming applications have intensified competition in the entertainment sector. Secondly, technological advancements have facilitated the development of digital radio networks. Digital radio offers various benefits, including improved sound quality, reduced interference, and the ability to provide more

broadcasting options. However, the success of digital radio still depends on various factors, including technological advancements and accessibility.

Therefore, research on radio broadcasting in the digital era becomes crucial. This research can contribute to understanding ways of creating new programs and content that engage audiences. It also aims to explore utilizing the latest technology to enhance broadcast quality and the competitiveness of radio broadcasting. Research in this field can assist in finding solutions to challenges faced by radio broadcasting in the digital era, such as improving accessibility and developing digital radio networks.

#### METHODOLOGY

This study utilizes a descriptive research method employing a qualitative approach. Descriptive research delves into societal issues, prevalent norms, and specific circumstances, encompassing relationships, activities, attitudes, perspectives, ongoing processes, and the impacts of a phenomenon (Handayani et al., 2020). Such methods typically entail observations, interviews, and case studies to portray behaviors rather than relying on statistically analyzable data (Wulandari & Wahyudin, 2020). Primary data was gathered through interviews with four RRI Central Java employees as follows:

Table 1: Information about respondent

Respondents	Designation	Years of experience
R1	Station Head	25
R2	Program Division Head	19
R3	Program Coordinator Staff	13
R4	Radio Announcer	7

Data analysis in qualitative research occurs concurrently with data collection. Responses were analyzed in real time during the three-day observation and interview period at RRI Central Java. If deemed insufficient, further questioning ensued until credible data was obtained (Sadeli & Sosiawan, 2020). The research methodology involves applying SWOT analysis to evaluate the *Lintas Denpasar Program* at RRI Central Java, supporting public interests. SWOT analysis compares external (opportunities and threats) and internal (strengths and weaknesses) factors using the SWOT analysis model (Wulandari & Wahyudin, 2020).

#### RESULTS AND DISCUSSION

The implementation of the SWOT analysis in this research is based on data derived from interviews and discussions with relevant stakeholders at RRI Semarang, Central Java. This approach aids in identifying the internal strengths and weaknesses of the radio station in engaging the younger demographic. For instance, a radio station may possess unique content or talented broadcasters as strengths, but might have limited network coverage as a weakness. By understanding these aspects, the radio station can leverage its strengths and address weaknesses hindering youth engagement.

Furthermore, the younger generation exhibits distinct preferences and media consumption behaviors. The SWOT approach helps identify opportunities to attract this generation. For example, the increasing use of digital platforms and social media presents an opportunity to enhance interaction with the youth through online streaming broadcasts or content tailored to social media platforms. In radio broadcasting for the younger generation,

the SWOT approach helps identify threats that could disrupt efforts to capture their interest. For instance, competition from music streaming services or podcasts could pose a threat. By recognizing these threats, radio stations can develop strategies to remain relevant and capture the younger generation's attention.

SWOT provides a comprehensive view of the current situation of the radio station concerning the younger target audience. This information is crucial in strategic decision-making, such as selecting the appropriate content type, optimizing broadcasting platforms, or directing marketing efforts.

### *Identify SWOT Element*

#### *a. Strength in RRI Central Java*

Based on interviews with authorities and field observations, the author examines the Public Broadcasting Institution RRI in Central Java, which possesses several strengths that can contribute to attracting the younger generation's interest.

R3, said: One of its primary strengths lies in receiving full support from local and central governments, enabling it to bridge the local community's aspirations with the government.

R1, said: ...it serves as the liaison between the government and the public, allowing public radio broadcasting to channel the voices of the community effectively. Consequently, public radio broadcasting has successfully met the diverse needs of the entire community, encompassing various age groups and socioeconomic strata, reflecting its effectiveness as a public broadcasting institution.

Regarding service coverage, RRI Central Java boasts an extensive broadcasting network across the entire Central Java region and parts of the Special Region of Yogyakarta. The presence of local RRI stations can be utilized as a strength to create content that is relevant and connected to local life and culture.

R2 said: RRI Central Java possesses a rich cultural and historical heritage, which can serve as a compelling attraction for the younger generation interested in delving deeper into the history and culture of Indonesia. Programs that integrate historical and cultural aspects with a contemporary approach have the potential to capture their interest. The local stations of RRI Central Java can leverage their cultural and historical wealth to create captivating content that resonates with the younger audience. This approach aligns with fostering a sense of cultural identity and heritage appreciation among the youth.

RRI Central Java has the potential to establish collaborations with institutions or communities that appeal to the younger generation, such as independent music communities, young artists, or other creative entities. The strength of building these partnerships can broaden the reach and impact of RRI's programs among the younger demographic. By fostering alliances with these influential entities, RRI Central Java can create

content that resonates with the interests and preferences of the youth, enhancing the relevance and engagement of its programs.

R2 explained that: *...there is a collaboration with the arts community, universities and art schools. Apart from that, there is support from several regional companies and MSMEs in promoting their products...*

In summary, the extensive broadcasting network, diverse content offerings, and rich cultural and historical heritage of RRI Central Java present unique opportunities for creating engaging programs tailored to the interests and needs of the younger generation. RRI Central Java can further enhance its appeal and relevance to youth by strategically integrating local elements, contemporary approaches, and interactive formats.

*b. Weakness in RRI Central Java*

Several factors can be considered weaknesses of the Public Broadcasting Institution RRI in attracting the younger generation's interest.

R3 said, The transformation of public radio broadcasting to attract the millennial generation's interest is a reality and a necessity. The future of radio broadcasting lies in the hands of the youth, both as the target audience and as contributors and managers of public broadcasting. Relying solely on old listeners (the older generation) will eventually diminish, especially considering that the content may no longer resonate with today's audience.

The distinctive broadcasting style and the use of formal language may not align well with the preferences of the youth, who tend to desire more relaxed, interactive content delivered in a friendlier tone. This discrepancy arises because RRI adheres to formal content delivery standards to maintain credibility and public trust. Additionally, RRI is subject to specific regulations or policies governing its language and broadcasting style, limiting flexibility in adopting a more casual approach.

R3 also mentioned that, The challenges in transforming public radio broadcasting to attract the interest of the youth generation and their solutions lie in several areas. One significant obstacle is the limitation of human resources in terms of quantity and capability. To address this, augmenting the workforce, particularly part-time broadcasters, reporters, and digital content managers becomes imperative. Additionally, technical support equipment such as cameras, microphones, podcast studios, and internet bandwidth are essential to overcome technical constraints. Another obstacle is the lack of promotion or outreach to the listener audience. This can be remedied by intensifying promotional efforts and socializing the programs of the Public Broadcasting Institution (LPP) RRI Semarang to the millennial generation, utilizing all available platforms.

The intensifying competition from music streaming platforms, podcasts, and various digital content sources adds another challenge for RRI. Should RRI's content fall short compared to the diverse options available on digital platforms, the younger audience might opt for alternatives that are more attuned to their preferences. A failure to mirror the diversity and pluralism of the younger generation in RRI's programs could gradually erode their interest. The younger demographic values inclusive content, representing various perspectives and backgrounds.

LPP RRI is deficient in effectively promoting and marketing its offerings to the younger generation. Consequently, this demographic may remain oblivious to the captivating content available on the station. Active engagement on social media platforms is beneficial and imperative to reach the younger generation. A lack of sufficient activity and interactivity on these platforms puts LPP RRI at risk of missing valuable opportunities for communication and interaction with the younger demographic.

In essence, addressing these challenges involves a strategic realignment of content to resonate with the preferences of the current generation. A comprehensive understanding of the competitive digital landscape and implementing effective promotional strategies explicitly tailored to the younger demographic is essential. Establishing and maintaining a meaningful connection with the younger generation requires active and dynamic engagement on social media platforms.

### *c. Opportunity in RRI Central Java*

The younger generation is highly accustomed to digital technology and internet usage. RRI can leverage digital platforms such as online streaming, podcasts, mobile applications, and social media to disseminate its content more widely and effectively. As the younger generation prefers consuming content on-demand, RRI can design accessible programs anytime and anywhere, aligning with their consumption patterns. By generating specific and diverse content, RRI can cater to the interests and needs of the younger generation, delving into areas like pop culture trends, entrepreneurship, travel, or technology relevant to their preferences.

R1 explained that, Public radio stations must compete with online media and streaming platforms to attract the millennial generation's interest by developing RRI Semarang into a multiplatform radio. It is not enough to rely solely on terrestrial broadcasts; rather, it should be supported by radio streaming, radio imaging, YouTube, Twitter, Facebook, Instagram, TikTok, etc. Additionally, developing the RRI Play Go application for smartphones and Android devices allows listeners to access all RRI products through the app, where they can listen, read, and watch content while interacting with broadcasters or station managers.

The younger generation favors active participation and interaction with content. RRI can organize live Q&A sessions, polls, or competitions involving their audience in deciding content or topics to be discussed. Recognizing the younger generation's need for good media literacy to understand received information critically, RRI can develop programs enhancing media literacy among this demographic.



According to R3, The role of the millennial generation in shaping the direction and content of public radio broadcasting programs is encapsulated and facilitated through periodic meetings aimed at assimilating aspirations from the millennial demographic. Moreover, leveraging interns from schools and universities at RRI Semarang to actively participate in managing public broadcasting, be it as scriptwriters, broadcasters, reporters, or radio drama performers, proves instrumental.

RRI holds the potential to create content that highlights local culture and stories from various regions in Indonesia. The younger generation is intrigued by cultural diversity and may be interested in delving deeper into their country's cultural heritage. Utilizing data and information about the preferences and behaviours of the younger generation, RRI can tailor content to provide a more personal and relevant experience for them. Addressing pertinent issues such as the environment, equality, mental health, and technology can capture their interest. RRI can incorporate these issues into their programs.

Collaborating with communities or organizations that captivate the younger generation can open doors for sharing ideas, content, and promotions. This collaboration may involve working with young musicians, artists, or entrepreneurs, fostering a mutually beneficial exchange of perspectives and creative input.

#### *d. The Threat in RRI Central Java*

The delivery of messages, broadcasting style, and language employed by RRI are deemed classically rigid and may not align with current culture or trends, potentially diminishing the interest of the younger generation. Consequently, RRI's apparent lack of responsiveness to evolving social and cultural trends may lead the younger generation to perceive its content as outdated or irrelevant to their lives.

R3 said, In the face of competition from digital platforms such as music streaming services, podcasts, and social media, the appeal of traditional radio broadcasting to the younger generation could diminish. Given their preference for on-demand content that aligns with their tastes, the younger generation tends to favor digital platforms over traditional radio.

The ever-changing media consumption habits of the younger generation, characterized by switching between various platforms and content types, pose challenges for RRI in sustaining long-term engagement. Additionally, the diverse preferences of the younger generation, often gravitating towards niche digital options, might be challenging to accommodate within the broader format of radio broadcasting.

Despite the general technological familiarity of the younger generation, subsets within this demographic may face limitations in technology access or internet connectivity, hindering their connection to RRI programs. Government regulations or legal restrictions related to content or specific forms of interaction in broadcasting may impede RRI's ability to present the most appealing content to the younger generation.

Economic factors and shifts in spending priorities among the younger generation can influence their interest in spending time listening to radio broadcasts, especially if there are more affordable alternatives or options better aligned with their budgets.

### Strategy Preparation Based on SWOT

After identifying the SWOT components, as summarized in Table 2, the author developed a strategy combining various SWOT components.

Table 2: Identify SWOT of RRI Central Java

<b>Strength</b>	<b>Weakness</b>
Government support	Broadcasting style and language
Coverage and network	Limitations of technology and innovation
Content diversity	Lack of customized content
Cultural and historical heritage	Lack of interaction and participation
Trust and credibility	Competition from other digital platforms
Collaboration and partnership	Lack of representation and diversity
Technological innovation	Lack of proper promotion and marketing
	Changes in media consumption patterns
	Lack of engagement in social media platforms
<b>Opportunity</b>	<b>Threat</b>
Utilization of digital technology	Competition from digital platforms
On-Demand content	Growing interest in visual content
Specialized and diverse content	Changes in media consumption habits
Collaboration with the youth community	Lack of connection with interests and needs
Interaction and participation	Technology accessibility limitations
Education and media literacy	Irrelevant classical messages and style
Local and cultural based content	Incompatibility with digital niche options
Content personalization	Risk of being hampered by regulations
Presenting actual issues	Nonconformity to social and cultural trends
Creativity and talent development	Economic changes and spending priorities

### Identify SWOT Strategies

#### a. Strengths and Opportunities Strategy

RRI possesses the strength of a vast network and cultural content diversity, enabling the creation of programs encompassing various topics relevant to the interests and needs of the younger generation. Integrating the power of content diversity with opportunities in education and media literacy, RRI can develop interactive and engaging educational programs for the younger generation. It could include podcasts on pop culture trends, interviews with inspirational figures, intriguing local stories, and educational and media literacy programs.

RRI must undergo a shift in orientation, transitioning from conventional management to modern management, aligning with the advancements in information technology and the evolution of radio broadcasting in the current era of information disruption. Leverage the strength of technology to deliver content online. The RRI Digital and RRI Play Go applications should be optimized and active on social media to reach the younger audience across the various platforms.

R1 said, We have the RRI Digital app, which features content curated from all our local stations across Indonesia. However, there's certainly room for improvement in its development.

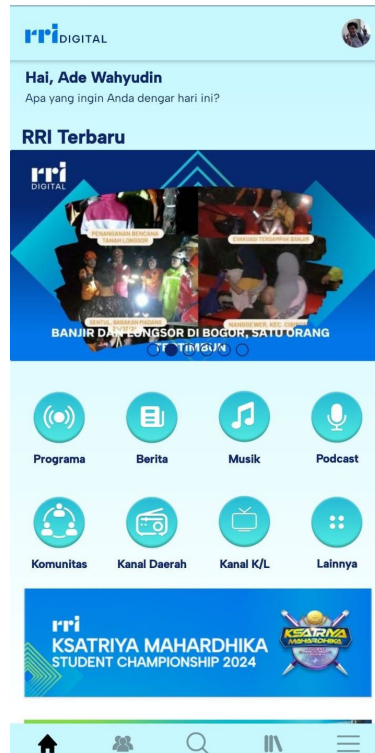


Figure 1: Display of the RRI Digital mobile application

Harnessing the strength of credibility and trust, RRI can form partnerships with various youth communities, such as independent music communities or other creative entities. Such collaborations can yield content more aligned with the younger generation's interests. This enables the younger generation to participate in programs like online discussions, direct queries to broadcasters, or polls on topics of interest to them.

R4 explains: The Most Preferred Program Types by Millennials at RRI Semarang and Their Influence on Public Radio Broadcasting Transformation include **SPADA (Selamat Pagi Teman Pro Dua)** is a morning program presented by tandem announcers who provide encouragement and motivation for daily activities. Delivering updated information with fun segments packaged with cool topics thoroughly discussed by experts; **Sore Ceria With...** is a program segment that provides a platform for students, university students, and young people who have achievements or activities that have a positive impact; **ATK (Aku Tangtanganin Kamu)** is an interesting gimmick that throws questions to selected listeners, full of laughter typical of young people; **KKN (Komen Komen Ngasal)** is a gimmick containing fun comments from netizens/hosts on viral videos of the day. The impact or influence of the above programs and gimmicks attract millennial listeners and encourage them to interact to remain loyal to following the broadcasts of LPP RRI Semarang.

Leverage on the strength in showcasing cultural heritage and history through programs that align with the younger generation's interests, that could involve inspirational stories from various regions or content when addressing local issues. By utilizing information

from the connection with culture and history, RRI can design programs that incorporate contemporary elements in line with the trends and needs of the younger generation.

Integrate the strength in promotion with the opportunities provided by social media and digital platforms to market RRI programs to the younger generation creatively. RRI uses digital technology and social media platforms to reach the younger generation by continually enhancing human resources capabilities and creating unique and appealing content. Therefore, a digital content management structure is formulated to oversee the broadcast of digital content products.

#### *b. Strengths and Threats Strategy*

RRI can leverage its strength in content diversity by adjusting its broadcasting style and content types to align better with the preferences of the younger generation. This may involve adopting a more relaxed language style, utilizing interactive formats, and emphasizing topics relevant to the youth. Moreover, harnessing the strength in educational programs and media literacy, the focus should be on creating content that assists the younger generation in developing skills and knowledge beneficial for their careers and personal growth.

R1 explained: The changes made at LPP RRI Semarang in this transformation include, Orientation change, which was previously managed conventionally, is now managed in a modern manner following the advancement of information technology and the development of radio broadcasting in the current era of information disruption; Delivery changes or presentation styles with more intimate/familiar younger generation styles; Maintaining good relations with various youth communities, especially university students; Human Resources (HR) changes and the management structure of public radio broadcasting.

RRI can capitalize on its strength in collaboration and partnerships with youth communities to develop innovative technologies that enhance the quality and accessibility of RRI's content. This could include developing user-friendly mobile applications, efficient streaming platforms, or interactive tools to improve engagement. Utilizing RRI's credibility and opportunities for collaboration with youth communities, partnering with influencers or famous figures among the youth can enhance RRI's visibility and appeal to the younger audience.

By leveraging the strength in promotion and opportunities in digital marketing, RRI can design compelling marketing campaigns on social media, combining visually appealing content with messages that resonate with the younger generation. Combining the strength of credibility with opportunities for interaction and participation, RRI can host online panel discussions or live Q&A sessions with experts or relevant figures connected to the younger generation.

RRI can utilize its strength in cultural representation and the ability to create local content by focusing on presenting current and controversial issues relevant to the younger generation. This approach can stimulate debates and active interaction. Subsequently, utilizing the strength of RRI's cultural heritage and history, showcase the track record of creative and inspiring content that can inspire the younger generation. This may include re-broadcasting old programs that remain relevant or resurrecting inspirational stories from the

past. By utilizing the strength in network coverage and opportunities for collaboration with youth communities, RRI can design exclusive or limited programs accessible only to audiences actively participating or engaging with the content.

*c. Strategy Weaknesses and Opportunities*

Utilizing insights from weaknesses related to the formal broadcasting style, RRI can redesign its broadcasting style to be more relaxed, interactive, and aligned with a language familiar to the younger generation. RRI aims to enhance its appeal and engagement with the youth.

Addressing weaknesses in technological limitations, RRI can seize opportunities digital technology presents. This involves upgrading and enhancing their technological infrastructure to ensure that content is easily accessible and high-quality. This may include embracing multiplatform broadcasting, incorporating radio streaming, YouTube, Twitter, Facebook, Instagram, TikTok, and other platforms.

R2 said: Platform changes used to deliver broadcast products with multi-platforms, It is not enough to rely solely on terrestrial broadcasts but also supported by radio streaming, YouTube, and social media

Mitigating weaknesses associated with linear broadcasting styles, RRI can capitalize on the opportunities presented by on-demand content. Creating accessible programs anytime and incorporating interactive sessions such as live Q&A or polling can enhance the listener experience. This approach aligns with the changing media literacy and education trends, offering educational and inspirational content tailored to the younger generation's interests.

Addressing weaknesses in producing content that resonates with the younger generation's interests, RRI can leverage opportunities to create more suitable content. This may involve featuring interviews with influencers or famous figures admired by the youth. Additionally, addressing the mismatch with the digital niche preferences of the youth provides an opportunity to develop more specific content tailored to the preferences within this demographic.

Overcoming weaknesses in connection with the younger generation involves seizing opportunities for collaboration with youth communities. Establishing partnerships can assist RRI in identifying more accurate interests and needs within this demographic. This collaborative approach fosters a deeper understanding of the youth audience.

Tackling weaknesses in promotion and marketing effectiveness for the younger generation requires the opportunity to design more focused and relevant marketing campaigns. By tailoring campaigns to the specific preferences and characteristics of the youth, RRI aims to improve its promotional strategies.

R4 said: In addressing the challenges related to promoting and marketing effectively to the younger demographic, it's essential to craft targeted and pertinent marketing initiatives. Our goal at RRI is to refine our promotional strategies by aligning them with the unique preferences and traits of the youth audience.

Addressing weaknesses related to the lack of cultural representation involves leveraging opportunities to showcase local and culturally rich content that appeals to the younger generation. RRI can use this opportunity to bridge the cultural gap and provide content that resonates with the diverse backgrounds and interests of the youth.

R3 said: At RRI, we remain dedicated to broadcasting cultural content like radio drama, Ketoprak or wayang arts. However, we also strive to empower young talents in producing such content, ensuring our programming stays fresh and relevant.

#### *d. Strategy Weaknesses and Threats*

Acknowledging weaknesses in broadcasting style and language that may not align well with the younger generation, RRI can embrace a more relaxed, contemporary, and interactive approach in their broadcasts. This strategic shift aims to overcome threats from digital competitors and cultivate appeal among the younger demographic.

To address weaknesses related to technological limitations, RRI must take decisive actions to enhance its technological infrastructure. This initiative is crucial for countering threats from digital platforms, ensuring that RRI's content remains easily accessible and of high quality through online platforms.

R1 said: We recognize the importance of adapting to evolving times. To address this, we've implemented various strategies such as offering technology and communication training to our staff and bringing in younger talents through internship and contract opportunities.

Overcoming weaknesses in engagement and interaction with the younger generation necessitates a more proactive strategy from RRI. Involving the younger generation in the content creation, conducting live Q&A sessions, or actively responding to audience questions and comments are effective ways to boost engagement.

R2 said: We've organized several events geared towards engaging young audiences, such as online Mobile Legend gaming tournaments and student singing competitions. These initiatives have effectively captured the interest of the youth demographic, and we plan to continue hosting them in the coming years.

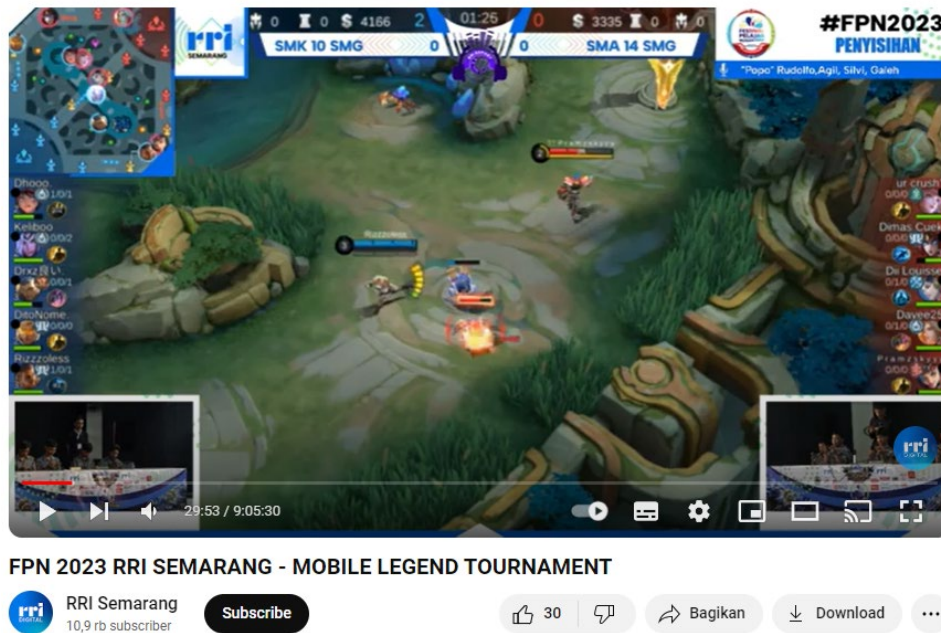


Figure 2: Mobile Legend tournament held by RRI Semarang in YouTube streaming.

Tackle weaknesses in responding to the trend towards more visual content. This collaborative effort will capture the younger generation's interest, which tends toward visual content.

Addressing weaknesses in promotion and marketing involves adopting more innovative strategies that focus on channels preferred by the younger generation, such as social media and other digital platforms. This shift ensures that promotional efforts align with the communication preferences of the younger audience.

Turning the challenges posed by the threat of competition from digital platforms into an opportunity, RRI can be motivated to create more innovative, creative, and unique content. Confronting the challenges arising from weaknesses in recognizing the interests and preferences of the younger generation, RRI can leverage data analytics to understand audience behaviour and preferences. This informed approach enables the design of content that resonates effectively with the younger audience.

## CONCLUSION

The preceding discourse delves into an analysis of the challenges faced by LPP RRI, the public broadcasting institution in Indonesia, particularly concerning its ability to engage and attract the younger demographic. The discussion commences by highlighting the perceived weaknesses in LPP RRI's broadcasting style, which is marked by a formal and conventional approach that may not resonate well with the preferences of the youth. This rigidity, attributed to adherence to ethical standards and regulatory constraints, compromises the station's adaptability to the more casual and interactive content favored by the younger audience.

The discourse then shifts its focus to LPP RRI's content production and its apparent struggle to align with the interests and needs of the youth. The contention posits that a lack of content relevance to the younger demographic may impede the institution's capacity to sustain their interest and participation. A pivotal consideration emerges - youth prefer active

engagement with media content rather than passive listening. The failure to stimulate participation could diminish the station's allure among this demographic.

Addressing the impact of technological advancements and the proliferation of digital platforms, the discussion emphasizes the threat posed by streaming services, podcasts, and other digital content providers. It posits that LPP RRI must evolve beyond traditional linear broadcasts to cater to the on-demand media consumption patterns of the youth. Furthermore, active engagement on social media platforms is underscored as imperative for maintaining a connection with this generation, necessitating a departure from passive interaction to a more dynamic and responsive social media presence.

The discourse subsequently examines LPP RRI's existing digital platforms, such as RRI Digital and RRI Play Go, which are seen as opportunities for delivering accessible and youth-friendly content. However, it emphasizes the need for an overhaul in content creation, advocating for material that aligns more closely with the younger generation's current interests and cultural diversity. Collaborations with independent music communities, young artists, and creative entrepreneurs are suggested as potential strategies to broaden the institution's impact among youth.

The final segment of the discourse presents a series of recommendations to enhance LPP RRI's engagement with the younger demographic. These include restructuring the broadcasting style to adopt a more contemporary and interactive approach, investing in technological infrastructure to address accessibility issues, fostering collaboration with creative communities, and leveraging digital platforms for strategic marketing. The overall trajectory of the discussion navigates through critical analyses of LPP RRI's weaknesses, providing a foundation for the proposed strategic interventions to fortify its relevance and appeal to the youth.

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