

The Strategy of Radio Convergence For Facing New Media Era

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The Strategy of Radio Convergence For Facing New Media Era

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Abstract. Radio mainstream media that the listenership drop in a years. In 2015, the listenership radio only about 14% and frequently reduce to 11% in 2016. Today, society prefer to use their gadget as their information media, internet and social media become the most important part of society. Realizing this phenomena, mainstream media industry especially radio synergize with new media. Creating radio station application on gadget, making website, radio streaming, video streaming and social media account, as a way or strategy which is known by media convergency. This research aims to know how media convergency strategy used by radios in Ponorogo, the form of new media that is used, how the management and to know the opportunity and challenge. This research use qualitative approach. This reaearch also analyze the previous data that obtained from field observation at radios in Ponorogo, then it is reviewed using Communication Science and Media Convergence review theory. The result of this research showed that there are five radios in Ponorogo have already done radio convergency, media convergency strategy has been done using several new media form which integrated to radio broadcast activity, management of media convergency is far from good, thus it is facing several problems. It is expected the result of this research can be contribute to media science and convergency and radio bradcasting effort.

Keywords: Radio, Convergency, New Media.

1 Introduction

The falling of mainstream media industry is because they can not adapt with the changing habit of society information consumption that already spread. It almost can be counted by fingers the paper based printed media industry which still survive until today. In average, most of printed media bankrupt and transformed to online news cites. It also occurs to television industry and radio industry. The radio advertisement shopping reduced form day to day. People who listened to radio also went down. Listenership decrease from these years. Based on media data habit, AC, Nielsen known that radio listenership fell to 15,77% in 2015, it is contradictive with internet trend which in 37.845%.

The emergence of new media based internet that follow people habit changing in using media, it caused to the falling of mainstream printed, audio, or visual media industries. As a result, this case caused new condition where maintream media transformed, using new media or collaborate with new media, this condition called as media convergency.

Paper based printed media through convergence moved to online media cites (paperless). The television also implement new media in their bradcasting activity which are website and youtube. It also happened to radio that used new media, they are website, radio streaming, social

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