CHAPTER I

INTRODUCTION

1.1 Background of The Research

Communication is the process of conveying information, ideas, thoughts, or feelings from one party to another through various channels, media, or other means, either directly (oral) or indirectly (written) to achieve the same purpose and understanding. The essence of communication is the process of statements between people. What is stated is a person's thoughts or feelings to others using language as a channel.[1] Communication has an infinite variety of definitions and references, such as talking to each other, television, information dissemination, our hairstyles, literary criticism, and many more.[2]

Communication has various forms, including mass communication. According to Schramm in the book Introduction to Mass Communication written by Stanley J. Baran, he argues that mass communication is the process of creating shared meaning between mass media and its audience.[3] The meaning of mass communication here is communication through modern mass media, which includes newspapers, radio, television, and films shown in cinemas. In other words, mass communication is the process of delivering messages to audiences through mass media, be it print mass media or digital mass media. Mass media itself has unique characteristics, namely general, heterogeneous, causing simultaneity, and non-personal communicator-communicator relationships. The reaction of communicants or message recipients to a message conveyed through mass media depends on the situation and conditions of the communicant.

Communication messages delivered through mass media are open to everyone. Printed matter, film, radio, and television, when used for private purposes within a closed organizational environment, cannot be said to be mass communication. The combination of a large number of communicants in mass

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[1] Prof. Drs. Onong Uchjana Effendi. Ilmu, Teori, dan Filsafat Komunikasi. (PT. Citra Aditya Bakti, 2020).

[2] Ruliana Poppu. Komunikasi Organisasi:Teori dan Kasus, edisi kedua. (Depok: Rajawali Pers, 2018).

[3] Stanley j Baran. Pengantar Komunikasi Massa, jilid 1 edisi 5: Melek Budaya & Budaya. (PT. gelora Aksara Pratama).

communication with openness in obtaining communication messages is closely related to the heterogeneous nature of communicants. In mass communication, it occurs from heterogeneous people who include people who live in very different conditions, with diverse cultures, come from various levels of society, and have various types of jobs. Therefore, they differ in their interests, standards of living, and degrees of honor, power, and influence. A paradox of the heterogeneity of communicants in mass communication is that the grouping of communicants must have a common interest in mass media, especially the specific type of broadcasting content, and have a common understanding of culture and values. Clearly, communicants in mass communication are a number of people united by a common interest, who have the same form of behavior and are open to the activation of the same goals. However, the people who are not involved know each other, interact in a limited way, and are not organized. The composition of the communicants shifts constantly and has no leadership or sense of identity.

Basically, mass media is divided into two categories: the first is print mass media, and the second is electronic mass media. Criteria for print media that can qualify as mass media include newspapers and magazines, while electronic media include radio, television, film, and online media : Mass media is divided into two categories: print mass media and electronic mass media. Criteria for print media that can qualify as mass media include newspapers and magazines. In contrast, electronic media include radio, television, film, and online media.[4] Radio is one of the mass communication media, just like television, newspapers, and magazines. In general, it has the same characteristics as other media, such as publicity (accessible and consumed by the public), universality (the message is general), and continuity (continuous or continuous), as well as actuality (contains new things such as information or reports on the latest events). Although in general radio has the same characteristics as other mass media, radio has special characteristics that other mass media do not have, such as being flexible and portable. Radio broadcasts can be enjoyed while doing other things without disturbing other activities, such as

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[4] Arintya Gantini, Sri Dewi. "Loyalitas Pendengaran Radio di Masa Pandemi Covid-19 (Studi Kasus Radio Dahlia 101.5 FM Bandung)". Jurnal Purnama Berazam, Vol.2, No.2, April 2021. (Universitas Adhiraja Reswara Sanjaya).

cooking, driving, studying, and reading newspapers or books. Radio also has a theater of the mind or imaginative nature.

Radio creates images in the listener's imagination through words and sounds. That radio broadcasting is the art of playing with the listener's imagination through words and sounds. The listener can only imagine in his imagination what the announcer says, even about the figure of the announcer himself. The combination of informal words, music, and sound effects in radio broadcasts can influence the emotions of listeners. Listeners will react to the warmth of the announcer's voice and often think that the announcer is a friend to them. This is because it is as if the announcer is talking to a close friend in a friendly and cheerful manner.[5]

Radio is referred to as conventional media because it is considered to have fallen behind online media. In fact, radio was once considered the fifth estate, the fifth power after newspapers. However, with the development of technology today, it certainly has a big impact on radio operations.[6] Radio is considered conventional media because it is deemed to have fallen behind online media. Radio was once considered the fifth estate, the fifth power after newspapers. However, with the development of technology today, it certainly has a big impact on radio operations. Radio, as a broadcasting industry, requires creativity and expertise to win the competition. Therefore, one way to win the competition is to have many radio broadcast programs with different characteristics so that they will be a special attraction for radio listeners.

Suara Gontor (suargo) FM is one of the da'wah media at Pondok Modern Darussalam Gontor, which is managed directly by devoted teachers who have expertise in broadcasting. This radio presents a variety of programs. Starting from music and studies to motivation and question and answer. The programmes at

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[5] Asep Syamsul M. Romli. Manajemen Program & Teknik Produksi Siaran Radio. (Bandung: Nuansa Cendekia, Juni 2017). Hal. 13.

[6] Nur Hasanah Nasution, "Eksistensi M-Radio terhadap perkembangan teknologi komunikasi dan informasi", Jurnal Interaksi, Vol. 1, No. 2, edisi Juli 2017, (Universitas Muhammadiyah Sumatra Utara) hal. 174-183.

Suargo FM also involve not only the asatidz, but also the santri, starting from the first grade, to the most senior santri, six grade.[7]

Suargo FM is one of the Pondok Modern Darussalam mass media used to spread da'wah and Islamic values, as well as information related to Pondok Modern Darussalam Gontor. Suargo FM provides useful programs for its listeners, such as sehati studies, tafsir mujaz studies, dirasah, NASGOR (Nasyid Gontor), NGABARI (Ngaji Bareng Santri), sapa mitra, and NGANTRI (Ngobrol Bareng Santri).

Suargo FM, as one of the local radio stations, is committed to providing educational and inspirational content for its listeners. One of the flagship programs broadcast by Suargo FM is the 'NGANTRI' (Ngobrol Bareng Santri) program. This program aims to provide insight to the community about pesantren life, santri thoughts, and various religious and social topics that are relevant to the needs.

The Ngantri program is unique compared to other Suargo programs in that the santri are the resource persons, and there is no special classification regarding their background. That is what makes the Ngantri program unique and more popular than other Suargo programs. In contrast to the Nasgor (Nasyid Gontor) program. Although both santri are the speakers, the Nasgor program is only devoted to nasyid, namely santri who have excellence in the field of vocals and music. Unlike the Ngantri program, which can present students from various groups, be it clubs, scout courses, competition winners, outstanding students, and various others who can become sources in the Ngantri program. This makes the Ngantri program the most awaited and popular program for listeners. Here is the data on the listeners of the Ngantri program:

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[7] Web Resmi Pondok Modern Darussalam Gontor. https://gontor.ac.id/suargo-fm/.

Table 1.1. LOG Journal of Daily Broadcast of PT Radio Suara Gontor

JURNAL LOG SIARAN HARIAN
PT. Radio Suara Gontor (Periode 2024/2025)

No	Tanggal Masehi	Tanggal Hijriah	Bulan	Program Radio	Jenis Program	Instagram Official			Phone No.	Other
						Akun Dijangkau	Puncak Serentak	Komentar Masuk	Pesan Whatsapp	Centova Cast
			SUBTOTAL :			1647	329	684	19	0
12	30/11/2024	28/05/1446	November	Ngantri	Prime Time	94	19	21	2	0
17	02/12/2024	01/06/1446	Desember	Ngantri	Prime Time	228	55	103	9	0
20	03/12/2024	02/06/1446	Desember	Ngantri	Prime Time	175	31	50	0	0
37	15/12/2024	14/06/1446	Desember	Ngantri	Prime Time	304	70	231	5	0
39	17/12/2024	16/06/1446	Desember	Ngantri	Prime Time	201	38	79	0	0
48	25/12/2024	24/06/1446	Desember	Ngantri	Prime Time	227	46	77	0	0
52	29/12/2024	28/06/1446	Desember	Ngantri	Prime Time	225	39	66	0	0
58	31/12/2024	30/06/1446	Desember	Ngantri	Prime Time	193	31	57	3	0

Source: Suargo FM Documentation, 2024

In the face of intense competition with other media, production management of radio broadcasts is a key factor in maintaining the quality and attractiveness of programs. A good production management process will ensure that every episode of the NGANTRI program can be delivered well, from topic planning and source selection to broadcasting to the air. Therefore, this research focuses on analyzing the production management of the NGANTRI radio broadcast program at Suargo FM, so the author needs to examine more deeply the production management in research entitled **"PRODUCTION MANAGEMENT OF *NGANTRI* PROGRAMME ON RADIO SUARA GONTOR FM**."

Through this research, a deeper understanding of how the radio broadcast production management process is carried out on the NGANTRI program can be obtained, as well as what factors support and hinder the smooth production of this program. Thus, the results of this research are expected to contribute to developing the quality of radio broadcast programs, especially at Suargo FM, and enrich the literature on radio broadcast production management in Indonesia

1.2 Statement of The Problem

Based on the Explain, the Formulation of the problems as follow:

1. What is the production management of the Ngantri radio program on Suargo FM?

1.3 Objectives of The Research

By the Problem of this research, the objectives of the research are as follow:

1. To find out the production management of the Ngobrol Bareng Santri radio program on Suargo FM.

1.4 Significance of Research

1.4.1 Theoretically

This research can complete new treasures for the author himself, especially in the field of broadcast production management of a program, and can be a reference for other students who will conduct research with the same object.

1.4.2 Practically

This research can be an input for the entire Suargo FM Radio crew in terms of broadcast management, especially for the Ngobrol Bareng Santri program, so that it continues to exist and become one of the leading programs awaited by listeners.

1.5 Literature Review

1.5.1 Previous Research

This previous research is one of the authors' references in conducting research so that it can examine more deeply the research to be carried out. The following are previous studies in the form of journals and several theses related to research relevant to the author's research, including:

1. Research by Devita Agnesti Yolanda Putri, a student of the Faculty of Da'wah and Communication, Sultan Syarif Kasim Riau State Islamic University, entitled 'Production Management of the Morning Harmony Programme Broadcast on Radio Aditya 87.6 FM Pekan Baru.'. The focus of this research is production management on the morning Harmony program on Aditya 87.6 FM radio. This research has implemented four management functions, namely planning, organizing, actuating, and controlling. The planning stage serves to find out what is used, such as planning ideas, broadcast themes, costs, and division of tasks on the team. At the organizing

stage, the division of labor and the implementation of responsibilities for the team in charge of the Harmoni Pagi program process are carried out. In the implementation stage, it discusses the realization stage of all planning, which includes the stages of making news scripts, recording and editing tune/bumper, writing broadcast scripts, and on-air programs. This research uses descriptive qualitative research methods. Data were collected through observation, interviews, and documentation collection.

2. Research by Qurrotul Aini, a student of the Faculty of Da'wah, Department of Islamic Broadcasting, Purwokerto State Islamic Institute, entitled 'Production Management of Local News and Your Music Programs at Radio Dian Swara 98.2 FM Purwokerto.'. This research also focuses on the production management of a program, which has fulfilled the four functions of management. In the planning stage of the Local News and Your Music program on Dian Swara radio, the mission, target area, and selection of news to be broadcast are determined, and in this program, the information conveyed to listeners is only specific to news in the Banyumas area. At the organizing stage, special teams are determined to work on this program so that the program can run smoothly. The implementation stage includes research, news search, news script preparation, news recording, editing, and broadcasting. The last stage is the supervision stage carried out by the head of the news department so that it reaches the stage of news submission, news selection, news merging, and selection of songs to be combined. This research uses descriptive qualitative research methods. Data collection was used through observation, interviews, and documentation collection.

3. Research by Rizki Widiyawati, a student of Communication Science, Faculty of Social and Political Sciences, Riau University, entitled 'Production Management of Kampung Radio Broadcast Programme, Radio Republik Indonesia Pro 1 Pekan Baru in Empowering the Community of Pekan Baru City.'. This research focuses on the production management of one of the programs at Radio Republik Indonesia Pro 1 Pekan Baru, which has fulfilled 4 management functions according to George R. Terry, namely POAC. In the planning stage, this researcher divides 3 parts of planning,

namely content/topic planning, location, and cost. At the organizing stage, the researcher divided the tasks among the team from what they had planned. At the mobilization stage, the whole team was mobilized to carry out everything that had been planned. In the final stage, namely supervision, RRI uses three phases of supervision as revealed by Maman Ukas, namely initial supervision, mid-running supervision, and final supervision. This research also uses the same method, which is descriptive qualitative. The method of data collection is through observation, interviews, and documentation collection.

4. Research written by Ichwanul Ichsan, a student of the Communication Studies Programme, Faculty of Da'wah and Communication, Sultan Syarif Kasim Riau State Islamic University, entitled 'Production Management of News Broadcasts of Radio Swara Lima Luhak 104.4 FM Rokan Hulu Regency.'. This research focuses on the management of the weekly news program, which has fulfilled the four functions of management, namely planning, organizing, implementing, and supervising. The planning stage is carried out so that the production process runs well and on target. In the organizing stage, the recruitment of people who have the ability to manage and run a radio broadcast program is carried out. In the implementation stage, there is a manifestation of leadership, delegation of tasks, and authority by referring to the rules and policies that apply to Radio Swara Lima. The last stage is supervision, which is carried out by the radio as a reminder to the team by providing directions in carrying out tasks so that work can be done seriously, and the programs presented can be enjoyed by listeners. The research methods used are both descriptive qualitative research methods, and the data collection methods use observation, interviews, and documentation collection.

1.5.2 Conceptual Foundation
1.5.2.1 Broadcast Production Management

Management is the process of planning, organizing, directing, and controlling the efforts of members of an organization and the use of other organizational resources in order to achieve the organization's stated objectives.

Management in a broadcasting media must also pay attention to organizational structure. In a broadcasting company, the highest leader is called the Station Manager. He or she has full responsibility for all parts of the broadcasting station. But he or she also has two main responsibilities: setting marketing targets and controlling the company's expenses.[8]

We may hear the word 'management' a lot, but if someone is asked what management is, the answers can vary widely. This is not surprising as the responsibilities involved in management can be very diverse and complex at the same time. Schoderbek, Cozier, and Aplin, provide a definition of management as 'A process of achieving organizational goals through others. Meanwhile, Stoner provides a definition of management as the process of planning, organizing, directing, and supervising the efforts of organizational members and the use of other organizational resources in order to achieve predetermined organizational goals.[9]

From the explanation above, we can understand that management is a process carried out by someone (manager) so that what he is aiming for can be achieved perfectly. With this management process, not only are we able to complete the work and achieve goals properly and perfectly, but we are also able to save the time we have so that we can use it for other jobs.

Production management is one part of the management field that has a role in coordinating activities to achieve goals that have been calculated with the help of a number of sources in an effective and efficient manner. Production management in this sense is a typical process consisting of actions of planning,

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[8] Nur Hasanah Nasution, "Eksistensi M-Radio terhadap perkembangan teknologi komunikasi dan informasi", Jurnal Interaksi, Vol. 1, No. 2, edisi Juli 2017, (Universitas Muhammadiyah Sumatra Utara) hal. 174-183.

[9] Morissan, M.A. Manajemen Media Penyiaran: Strategi Mengelola Radio & Televisi. (Prenadamedia Group. Februari 2015), Cetakan ke-5.

organizing, moving, and monitoring carried out to determine and achieve predetermined goals through the use of human resources and other sources.[10]

The meaning of radio broadcast production here is the stage of a radio towards 'on air' or on air and consumed by listeners. Chester, Garrison, and Willis in the book Television and Radio define broadcast as the emission through space by a frequency source with signals capable of being received in the ear or heard and seen by the public.[11] Sullivan, Hartley, Saunders, Montgomery, and Fiske in the book Key Concepts in Communication and Cultural Studies define broadcast as a form of sending messages through television or radio media with no technical control by the viewer.[12]

Broadly speaking, there are three elements that produce broadcasts: the studio, the transmitter, and the receiver. These three elements are then referred to as the 'broadcasting trilogy. The combination of the three will then produce the broadcast that will be received by the radio receiver.[13] In broadcast media, the general manager is responsible to the owners and shareholders for coordinating the available resources (human and material) in such a way that the objectives of the broadcasting media are achieved. The general manager is essentially responsible for every aspect of a broadcasting station's operations. In carrying out their management responsibilities, general managers perform four basic functions:[14]

1. Planning

   Planning involves determining the objectives of the broadcast media and preparing the plans and strategies that will be used to achieve those objectives. It decides 'what to do, when to do it, how to do it, and who will

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[10] Erwan Efendi, Surya Barus, Ahmad Siregar. "Manajemen Produksi Dakwah Menggunakan Radio FM Medan". Jurnal Pendidikan dan Konseling. Universitas Pahlawan Tuanku Tambusai. Vol.5, No.1, 2023

[11] Asep Syamsul M. Romli. Manajemen Program & Teknik Produksi Siaran Radio. (Bandung: Nuansa Cendekia, Juni 2017). 23.

[12] *Ibid.* 24.

[13] *Ibid.* 24.

[14] Peter Pringle, 12

do it.'. Thus, planning is selecting a set of activities and deciding what to do, when, how, and by whom.

In this planning stage, goals will be set first. A goal is an end result, endpoint, or everything that will be achieved. Each activity goal can also be called a goal or target. Before an organization sets goals, it must first determine the vision and mission or purpose of the organization. Longman defines vision as the ability to see or an idea of what you think something should be like.[15]

Vision is an ideal or hope to realize an ideal state or situation in the future. Meanwhile, mission in language has two basic meanings, namely the intention or goal to be achieved and the important work to be done. Thus, a mission has the meaning of an intention or goal to be achieved through a series of actions or work that must be done.

2. Organizing

Organizing is the process of developing an organizational structure that is appropriate to the organization's goals, resources, and environment. The two main aspects of the organizational structure process are departmentalization and division of labor. Departmentalization is the grouping of work activities of an organization so that similar and interconnected activities can be done together. This is reflected in the formal structure of an organization and appears or is shown by an organization chart.

It is at this stage of organization that the division of labor will be carried out. Division of labor is the breakdown of work tasks so that each individual in the organization is responsible for and carries out a limited set of activities. These two aspects are the basis of the process of organizing an

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[15] Longman. The Dictionary of Contemporary English. (England: Pearson Edocation Limited, Essex, 2003). 26

organization to achieve the goals that have been set efficiently and effectively.

3. Direct & Influencing

The functions of directing and influencing are aimed at stimulating employees' enthusiasm to carry out their responsibilities effectively. In this regard, Peter Pringle argues: The influencing or directing functions center on the stimulation of employees to carry out their responsibilities with enthusiasm and effectiveness.[16] (The influencing or directing function centers on the stimulation of employees to carry out their responsibilities with enthusiasm and effectiveness. This directing and influencing activity includes four important activities, viz., motivation, communication, leadership, and training. The directing function begins with motivation because managers cannot direct unless subordinates are motivated to follow.

4. Controlling

Supervision is the process of finding out whether or not organizational goals have been achieved. It is concerned with ways of making activities in accordance with what was planned. This definition shows a very close relationship between planning and supervision. Supervision helps assess whether planning, organizing, arranging personnel, and directing have been carried out effectively or not.

Robert J. Mockler (1972) suggests that management supervision is a systematic effort to set implementation standards with planning objectives, design feedback information systems, compare real activities with previously set standards, determine and measure deviations, and take the necessary corrective actions to ensure that all company resources are used in the most effective and efficient way in achieving organizational goals.

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[16] Peter Pringle. Hal. 15.

1.5.2.2 Radio Programming

The word 'programmed' comes from the English word program, which means event or plan. The Indonesian broadcasting law does not use the word program for the event but uses the term 'broadcast,' which is defined as a message or series of messages presented in various forms. However, the word 'programmed' is more commonly used in Indonesian broadcasting than 'broadcast' to refer to events. A program is anything that a broadcasting station presents to meet the needs of its audience. As such, programs have a comprehensive meaning.[17]

The program presented is the factor that makes the audience interested in following the broadcast emitted by the broadcasting station, whether it is radio or television. Programs can be equated or analogous to products or goods or services that are sold to other parties, in this case audiences and advertisers. Thus, a program is a product that people need so that they are willing to follow it. There is a formula in broadcasting that a good program will get more listeners or viewers, while a bad program will not get listeners or viewers.

Radio programming is the creation of broadcast programs and their hour-by-hour scheduling. The program is a derivative of the broadcast format. Radio programming consists of planning the broadcast schedule, content, and production of programs over some time. Words, music, and sound effects are combined in various ways to produce different programs.

Radio programming is the most important factor that determines the success of a radio station. A good program will bring in many listeners. The number of listeners will invite advertisements that will bring revenue and profit to the radio station. The more interesting programs a radio station has, the more listeners it will have, and it is also possible that many agencies will want to collaborate to advance their agencies together.

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[17] Morissan, M.A. Manajemen Media Penyiaran: Strategi Mengelola Radio & Televisi. Prenadamedia Group, 2015), Cetakan ke-5.

To have a good radio program, a programmer must pay attention to programming principles, which are as follows:

1. Regularity. Programmers should create a regular program pattern to build a regular audience. The content, style, and format of the broadcast should follow the set pattern.
2. Repetition. Repetition is necessary for 'oral learning,' so key themes, phrases, or slogans should be repeated.
3. Suitability. Radio programs should suit the 'taste' and 'needs' of listeners. The style and format of the program should follow patterns that listeners are familiar with.
4. Exploitation of censorship. There should be internal censorship of broadcast material to keep it in line with the radio's vision and mission, listener needs, and broadcast code of ethics.
5. Voice. Programmers must choose broadcasters who are able to display attractive voices for the success of radio operations. The emotional tone of the voice is more influential to listeners than logical arguments. Announcers with accents similar to unpopular groups should not be used. Female voices or announcers are used for nostalgic exploitation, sexual frustration, or appealing to listeners.

The above principles of radio programming should be considered by radio station management so that the programs available have their own appeal so as to attract more listeners. The principles above are the main driver of a program to be interesting; the rest, a radio station manager can come up with other innovations to make a program more interesting.

Radio programs are the heart of radio broadcast production because it is the radio programs that make radio stations have listeners. Of course, radio programs must be diverse. Broadly speaking, the types of radio programs in terms of material include three programs:

1. Music programs
2. News program
3. Advertisement.

The music program includes:

1. Request
2. Chart
3. Live music
4. Artist chat show/interviews
5. DJ Mix
6. Drama.

News programs include:

1. Package/news bulletin
2. Live report/Straight news report
3. Insert
4. Breaking news
5. Feature radio
6. Air magazine
7. Documentary
8. Phone-in/call-in show
9. Talk show/chat show

Advertisement or radio advertising consists of:

1. Spot
2. Adlibs (reading adverts)
3. Blocking time

In addition to the above programs, there are also special programs such as:

1. Religious programs
2. Variety shows—a combination of music, comedy, information, skits, and so on.

Radio programs are classified into:

1. Content
2. Intent
3. Origin.

According to content, radio programs consist of news reporting, commentaries, announcements, educational or informative documentaries, music, interviews, discussions, religious programs, dramas, and women's programs.

Based on intent, radio programs aim to elicit a desired response with a particular broadcast. These programs aim to cause emotional reactions, such as confidence, hope, fear (horror), memories (nostalgia), frustration, and so on.

Origin is the source of the program, i.e., the source of the message or information being broadcast, such as from official or unofficial institutions, authorities, military commands, political parties, mass organizations, officials, and so on. Thus, the content delivered on the radio actually comes from a trusted source so that the message delivered is an accurate message.

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authorities, military commands, political parties, mass organizations, officials, and so on. Thus, the content delivered on the radio actually comes from a trusted source so that the message delivered is an accurate message.

Broadcast programs in terms of broadcasting time (broadcast schedule) include:

1. Daily program (daily program/regular program)
2. Weekly program (weekly program/special program)

Daily programs are regular programs that are broadcast every day at the same time. Weekly programs are programs that are broadcast once a week at the same time and day, including special programs that only occur once a week or every two weeks.

1.5.2.3 Ngantri (Ngobrol Bareng Santri) Broadcast Programme

The Ngantri broadcast program only came to the world of Suargo FM radio station in early 2021. This came from the ideas of Suargo FM staff who at that time saw an opportunity to increase the number of Suargo FM listeners during the Covid-19 period. The presence of the Ngantri broadcast program can be a cure for walisantri (especially those on the central campus, Ponorogo) to release their homesickness by hearing the voices of their children. Because at that time there was a regulation prohibiting visiting students during the Covid-19 period.

The Ngantri program is one of the most popular flagship programs and is eagerly awaited by Suargo FM's loyal listeners from various other types of Suargo programs. This program also stars the students of Pondok Modern Darussalam Gontor. Here, the students share their experiences of gaining knowledge and enjoy the dynamics of life in PMDG, which may not be known to many people, especially their guardians.

The Ngantri program is present to accompany listeners at least twice a week, on Saturdays and Tuesdays, as well as being a warmer atmosphere to welcome the beginning and end of the week. This program is also able to provide an opportunity for listeners to gain insight into the dynamics of santri activities, with the concept of light chat, relaxed but still polite, and maintain the values of queerness.

In order for the Ngantri program to be carried out well and as expected, Suargo staff have determined the Standard Operational Implementation (SOP) of the Ngantri program, including pre-event, during the event, and post-event.[18]

a. Pre-Event

1. Determine the invited guests (class/dormitory) and the topic of discussion.

2. Consult in advance for the selection of actors (invited guests) to the homeroom teacher who is eligible to become a speaker.

3. Making permits for students (being late to the mosque) and staff (leaving the lecture)

4. Taking photos of students who will be used as poster material

5. Provide information on the arrival and implementation hours to the students.

6. Collaborate with Gontor TV staff to take video documentation of the event.

7. Make posters and upload them to social media.

8. Creating broadcast scripts

9. Disseminate broadcast news to listeners via WhatsApp.

10. Cooperate with rayon administrators in conditioning the arrival of students.

11. Preparing refreshments for people involved in the broadcast.

12. Carry out the event briefing.

b. During the Event

1. Documenting the broadcast activities

c. post-event

1. Publish the results of event documentation in the form of stories via social media.

The Standard Operational Implementation (SOP), it will be a benchmark for Suargo staff in implementing the Ngantri program so that the program runs properly. The existence of the SOP will also make it easier for new staff to come, so there is no need to develop new SOPs that will make the production management of the Ngantri program inconsistent.

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[18] Dokumentasi Standar Operasional Pelaksanaan (SOP) milik Suargo FM.

1.5.3 Theoretical Framework
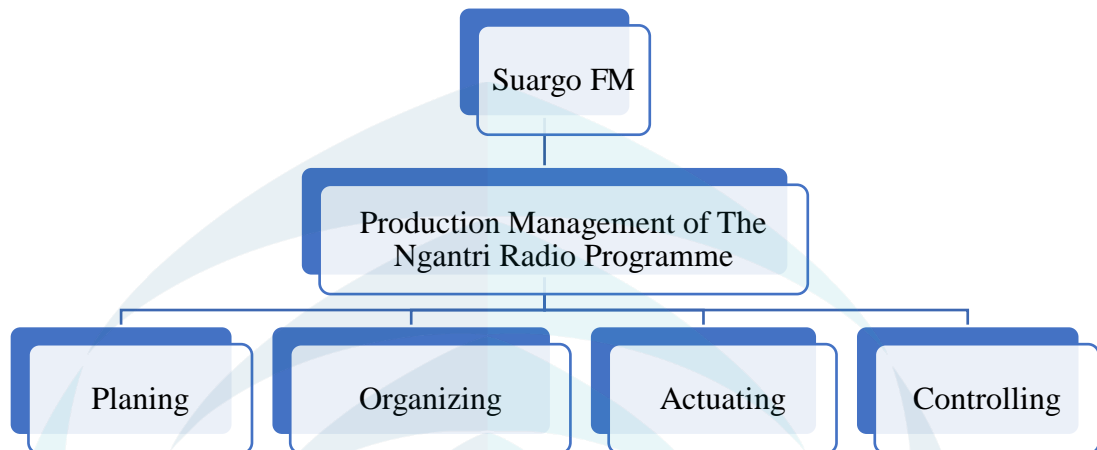
Picture 5.3. Researcher's Framework

The focus of this research is on the production management of the NGANTRI program on Suargo FM radio. Based on the above framework, this research is useful for answering the problems to be studied, which have been described in the problem formulation, namely how production management on the NGANTRI (Ngobrol Bareng Santri) program at Suargo FM. So, the author uses the POAC theory proposed by Peter Pringle. The author will connect planning, organizing, actuating, and controlling. Thus, it will get the results of the production management used in the NGANTRI program.

1.6 Research Methods

1.6.1 Research Design

In this research, the author uses qualitative research methods. Qualitative research is descriptive and tends to use analysis. Process and meaning are more displayed. The theoretical basis is used as a guide so that the research focus matches the facts in the field. Qualitative research is research on research that is descriptive and tends to use analysis. Qualitative research is discovery.[19]

With the above understanding, researchers understand that this qualitative research aims to gain deeper experience and understanding. The experience gained by going directly to the field, conducting in-depth analysis, observation,

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[19] Ismail Suardi Wekke. Metode Penelitian Sosial. (Yogyakarta: Gawe Buku, CV. Adi Karya Mandiri, 2019) Cetakan Pertama. Hal, 33-34.

interviews, and collecting documentation is intended so that the author can produce accurate and reliable research.

1.6.2 Research Subjects

The subjects of this research are the crew/staff of Suargo FM. There are 8 people, namely:

1. President Director: Bambang Setyo Utomo, M.I.Kom
2. CEO: Fandi Avista Baihaqi Zein, S.I.Kom
3. Marketing: Muhammad Fahmi Manshuri
4. Production: Muh. Nadhir Ainun & Rizvan Falah Kamil, S.Ag.

1.6.3 Object of Research

The object of this research is the program at Suargo FM. Ngantri (Ngobrol Bareng Santri) is one of the prime programs on Radio Suara Gontor FM. This event was attended by several santri who were invited directly. The program discusses the dynamics of santri activities, as well as the joys and sorrows experienced by santri while studying at Pondok Modern Darussalam Gontor. This program is carried out at least twice a week, namely on Saturdays and Tuesdays, starting at 16.00 - 17.00 WIB. The purpose of this broadcast program is to provide a medium of information for listeners to get to know the activities of the students more deeply, especially the guardians of the students, alumni, and the extended family of PMDG.

1.6.4 Time of Research

No.	Kegiatan	October				November				December				January			
		1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4
1	Preparation of Thesis Proposal	■	■	■													
2	Thesis Proposal Examination			■	■	■	■										
3	Data Collection and Research							■	■	■	■						
4	Final Report Preparation and Revision									■	■	■	■				
5	Thesis Examination													■	■	■	■

1.6.5 Technique of Data Collection

In an effort to produce comprehensive and accurate research, choosing the right data collection technique is one of the main keys. This process not only determines the quality of the data obtained but also has a significant effect on the conclusions drawn from the research. Therefore, it is important to understand the various data collection methods available and consider the characteristics of the research being conducted so that the technique chosen is suitable for the objectives and needs of the research. The following are the methods that will be used in data collection:

1. Interview

According to Berger, an interview is a conversation between someone hoping to obtain information (researcher) and someone who is assumed to have important information about an object (informant).[20] An interview is a data collection method used to obtain information directly from the source.

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[20] Rachmat Kriyantono. Teknik Praktis Riset Komunikasi Kuantitatif dan Kualitatif. (Kencana: Prenamedia Group, 2006). Hal. 289.

In this study, the researcher interviewed several people who are considered to have contributed to Suargo FM and the Ngantri program, such as the managing director, CEO (Chief Executive Officer), marketing, production, program in charge, and several resource persons who have been invited to the Ngantri program.

2. Observation

Observation can be defined as the activity of observing directly (without a mediator) an object to see closely the activities carried out by the object. Observation is a data collection method used in qualitative research.[21] Therefore, observation is one of the data collection techniques carried out through direct observation in the place where this broadcast program takes place.

In other qualitative research, observation focuses on describing and explaining research phenomena. This phenomenon includes interactions (behaviors) and conversations that occur between the subjects being researched, so the advantage of this method is that the data collected is in the form of interactions and conversations. This means that in addition to nonverbal behavior, it also includes the verbal behavior of the people being observed. This includes, among other things, what they do, what conversations they have, including slang, and what objects they make or use in their daily interactions. In research, two types of observation methods are known, namely participant observation and non-participant observation.

In this study, the researcher used non-participant observation, where the researcher was not directly involved in the event or activity that became the object of research. In this study, the researcher paid attention to the procession of the Ngantri program, especially the function of implementing the production management of the Ngantri program on Suargo FM, starting from the pre-event, during the event, and post-event of the Ngantri program. Thus, the results of the observation that the researcher has can be used as a source of research data.

3. Documentation Retrieval

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[21] *Ibid.* Hal.300

Documentation methods can be used in quantitative and qualitative research. Historical research that aims to explore past data systematically and objectively, framing, semiotics, discourse analysis, and qualitative content analysis uses documentation as a method. Types of documentation include mass media news, textbooks, inscriptions, legal regulations, Facebook statuses, Twitter tweets, chats, television programs, films, videos on YouTube, advertisements, magazines, police reports, memos, personal letters, telephone records, individual diaries, or websites.[22]

Data in qualitative research is usually mostly obtained from human sources or human resources through observation and interviews. Other non-human sources include documents, photographs, and statistical materials. These documents can be in the form of diaries, meeting minutes, periodic reports, activity schedules, correspondence, and so on. The form of documentation that the researcher will take here is in the form of photos, videos, Suargo FM's organizational structure, SOP for the Ngantri program, correspondence, scripts, and so on related to the Ngantri program.

The observation or interview method is often complemented by documentation search and collection. The aim is to obtain more accurate information as well as support data analysis and interpretation so that the data collected becomes reliable.

1.6.7 Data Analysis Technique

Data analysis is the process of sorting, classifying, and sorting data into patterns or categories and dialoguing data with data, both data within a pattern/category and data between patterns/categories, so that themes can be found and hypothesis testing can be done. Qualitative analysis is used when the data collected in research is qualitative.[23] Qualitative can be in the form of words, sentences, or narratives, both obtained from in-depth interviews and observations and from the results of collecting documentation. The data analysis

[22] *Ibid.* Hal.308.
[23] Rachmat Kriyantono, Teknik Praktis Riset Komunikasi Kuantitatif dan Kualitatif. (Kencana: Prenamedia Group, 2006), Hal.355.

stage plays an important role in qualitative research, which is the main factor in assessing the quality of the research.

According to Miles, Huberman, and Saldana's (2014) view of qualitative data analysis, they see data analysis divided into three parallel streams of activity. These are data condensation, data presentation, and conclusion/verification.[24]

1. Data condensation

Data condensation refers to the process of selecting, focusing, simplifying, and transforming field data into a whole paragraph through interview transcripts, documentation, and other empirical materials. That researchers sort and select data and questions to be researched, then discard irrelevant and credible data to be collected into valid data. Data condensation is carried out so that the data collected is more in-depth so that it is no longer data reduction. As explained by Miles, Huberman, and Saldana, data condensation means that no data is wasted because data reduction actually weakens data findings and makes the analysis process not run naturally. In this condensation, summary writing will be carried out, coding data, developing a theme, and producing categories from the results of interview transcripts with informants.

2. Data Presentation (data display)

The next stage in the data analysis process is data presentation. This data presentation needs to be made to describe an organized thing so that the data display helps simplify information by highlighting conclusions. This data presentation is designed so that the data information is well organized so that conclusions can be drawn.

3. Drawing Conclusions/Verification (conclusion/verification)

Drawing conclusions/verification is the third stream of analysis activity, which is drawing and confirming conclusions. According to Miles, Huberman, and Saldana, this stage emphasizes the competence of researchers to make final

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[24] Ari Yanto, M.Pd. Metodologi Penelitian Kualitatif. (PT. Global Eksekutif Teknologi), Hal.70.

conclusions until the data collected is sufficient and fulfilled. The meaning that emerges from informant construction data needs to be tested through confirmations as a form of data validity.

1.6.8 Data and Source of Data

Data validity is an important aspect in writing scientific articles. The data used must be valid, accurate, and relevant to support the arguments or hypotheses proposed. This ensures that the conclusions resulting from the data analysis can be trusted and have a strong foundation. Therefore, data verification and validation are crucial steps in the research process to ensure that the information presented in the article truly reflects the reality under study.

1.6.8 Systematics of Thesis Discussion

To facilitate the explanation and discussion, the following systematics are arranged:

CHAPTER I: INTRODUCTION

This chapter contains a description of the background of the problem, research focus, research objectives, research benefits, and systematic discussion.

CHAPTER II: DESCRIPTION OF THE OBJECT OF RESEARCH

This chapter contains previous research, conceptual basis, theoretical basis, research methods and theoretical framework.

CHAPTER III: DESCRIPTION OF RESEARCH SUBJECTS

This chapter contains types of research, research subjects, research locations, data collection techniques, data analysis techniques and data validity analysis techniques.

CHAPTER IV: DISCUSSION

This chapter contains a discussion of the conditions of the research subjects and the results of various discussions of data collection and analysis obtained from research surveys.

CHAPTER V: CLOSING

This chapter contains conclusions from the overall discussion and recommendations from the results of these conclusions.