

The Myriad Achievements of Kuningan FM Radio as a Regional Public Broadcasting Institution (LPPL)

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Abstract

There is a Local Public Broadcasting Institution (LPPL) that has the support of the regional district head, where the district head has been named the district head who cares about broadcasting, because there are rarely district heads or mayors who care about local public radio in their area. Apart from that, the Head of the Communication and Informatics Service also gave his support and was elected as the head of the service concerned with broadcasting. The public radio is Kuningan FM radio with a frequency of 100.5 MHz, which is located at Jalan Aruji Kartawinata No. 3, Kuningan District, Kuningan Regency, West Java Province. Kuningan FM Radio has the motto "green and culture radio, caring for nature, preserving culture, the excitement that circulates", with the vision "to actualize the role of local public broadcasting institutions as a unifying media, the leading source of public information towards advanced brass in 2023". By getting the support and role of the people involved in the organizational structure, it has a positive impact on Kuningan FM radio. The purpose of this study is to describe the ways in which Kuningan FM radio has increased the existence of local public radio among the surrounding community. This study uses a qualitative approach using the case study method. Data collection techniques in this study used observation, interviews, literature and literature review. The results of this study found several factors that made Kuningan FM radio won many awards, namely: the support of the regent, the supervisory board, the board of directors and the role of the people involved in the organizational structure of LPPL Kuningan Regency, innovative programs and events adapted to the needs of the surrounding community, use of streaming channels, as well as consistency in filling out each program.

Keywords: LPPL radio achievements; regent care about broadcasting; increasing the existence of local public radio; innovative event programs; broadcast consistency

Abstrak

Ada Lembaga Penyiaran Publik Lokal (LPPL) yang mendapat dukungan dari bupati daerah, dimana bupati tersebut dinobatkan sebagai bupati peduli penyiaran, karena jarang terdapat bupati atau wali kota yang peduli terhadap radio publik lokal di daerahnya. Selain itu, Kepala Dinas Komunikasi dan Informatika juga memberi dukungannya dan terpilih sebagai kepala dinas peduli penyiaran. Radio publik tersebut adalah radio Kuningan FM dengan frekuensi 100.5 MHz, yang bertempat di jalan Aruji Kartawinata No. 3, Kecamatan Kuningan, Kabupaten Kuningan, Provinsi Jawa Barat. Radio Kuningan FM memiliki moto "green and culture radio, merawat alam melestarikan budaya, galura nu medar rasa", dengan visi "mewujudkan peran lembaga penyiaran publik lokal sebagai media pemersatu, sumber informasi publik terdepan menuju kuningan maju pada tahun 2023". Dengan mendapat dukungan dan peran dari orang-orang yang terlibat dalam struktur organisasi memberikan dampak positif pada radio Kuningan FM. Tujuan penelitian ini adalah untuk memaparkan cara yang dilakukan radio Kuningan FM dalam meningkatkan eksistensi radio publik lokal di kalangan masyarakat sekitar. Penelitian ini menggunakan pendekatan kualitatif dengan menggunakan metode studi kasus. Teknik pengumpulan data pada penelitian ini menggunakan observasi, wawancara, kajian pustaka dan literatur. Hasil penelitian ini menemukan beberapa faktor yang membuat radio Kuningan FM meraih banyak penghargaan, yaitu: dukungan bupati, dewan pengawas, dewan direksi dan peran orang-orang yang terlibat dalam struktur organisasi LPPL Kabupaten Kuningan, program acara yang inovatif dan disesuaikan dengan kebutuhan masyarakat sekitar, penggunaan saluran streaming, serta konsistensi dalam mengisi setiap program acara.

Kata kunci: prestasi radio LPPL; bupati peduli penyiaran; meningkatkan eksistensi radio publik lokal; program acara inovatif; konsistensi siaran

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INTRODUCTION

There is one radio owned by the Local Public Broadcasting Institution (LPPL) which is very interesting because it has the full support of the Regent and has won awards in the field of broadcasting. This support influences many changes that occur in the local public radio, of course this success cannot be separated from the role of the people involved in the organizational structure, because it is rare for the Regent/Mayor to pay attention to the local public radio in their area. Almost all cities and regencies in Indonesia have Local Public Broadcasting Institutions (LPPL), both radio and television, but there are several Local Public Broadcasting Institutions (LPPL) that do not yet have a broadcasting license because they feel the requirements contained in Law no. 32 of 2002 concerning broadcasting is too complex. Several requirements are: management must be in the hands of the public, have a supervisory board elected by commissioner 1 of the Regional People's Representative Council (DPRD) and held every 5 years. In addition, it must have a board of directors. These requirements are always a problem, but this research will discuss Local Public Broadcasting Institutions (LPPL) which already have permission to broadcast, namely: Local Public Broadcasting Institutions (LPPL) Kuningan Regency which focuses on Kuningan FM radio which is located at Jalan Aruji Kartawinata No. 3, Kuningan District, Kuningan Regency, West Java Province with a frequency of 100.5 MHz. Based on the results of a recapitulation from the Ministry of Communication and Informatics in 2019, the number of radios that have permission to broadcast as many as 2025 consists of 1,680 Private Broadcasters, 215 Communication Broadcasting Institutions, and 130 Local Public Broadcasting Institutions (Dhamayanti, 2019).

Kuningan FM Radio has the motto "green and culture radio, caring for nature, preserving culture, the excitement that circulates," and with the vision "to actualize the role of local public broadcasting institutions as a unifying media, the leading source of public information towards progressing Kuningan in 2023." In addition, this public local radio has a mission, namely; 1) Generating the Local Public Broadcasting Institution for Kuningan Radio FM 100.5 Mhz and TV Ku Chanel 27 UHF as the leading broadcasting institution in providing information services to all people in Kuningan Regency in a professional, reliable and responsible manner and paying attention to the duties and functions of the Kuningan Regency LPPL, broadcast guidelines and broadcast program standards, 2) Supporting government programs by developing work plans which are integrated and aligned with the vision and mission of Kuningan Regency and Regional Promotion of Kuningan Regency, broadcasting educational content to educate and empower the community in order to build a strong national character, preserve culture and provide useful and affordable entertainment to the people of Kuningan Regency, 3) Establish cooperation with local governments, private broadcasting institutions, educational institutions, radio and television associations at the provincial and national levels that are equally supporting and beneficial, 4) Promoting the culture of listening to radio among millennials and providing easy access to radio listening services for all groups/segments, 5) Improving management and institutional performance with good governance, developing human resources and proposing financing sources to support the institution's operations and employee welfare as well as improve the welfare of the region in general. With this vision and mission, Kuningan FM radio directly wants to inform the public that this local public radio really wants to become a unifying medium and a leading source of public information.

In addition to the vision and mission which are the goals and standards in making decisions about what Kuningan FM radio will look like, support from various parties involved is also needed. Kuningan FM Radio has the full support of the Kuningan Regent, thus making the people involved in the organizational structure even more enthusiastic about making Kuningan

FM Radio even better in terms of program quality, broadcaster quality, broadcast content, and any other resources needed to support broadcast success. Apart from that, basically the Local Public Broadcasting Institution (*LPPL*) was established by the local government which is managed by the Communication and Information Service (*Diskominfo*) and the community with funding sources coming from the State Budget (*APBN*) and Local Government Budget (*APBD*). Referring to the Government Regulation (*PP*) of the Republic of Indonesia Number 11 of 2005 concerning the implementation of broadcasting for public broadcasting institutions as stipulated in article 1 paragraph 3, which explains that Local Public Broadcasting Institutions (*LPPL*) are broadcasting institutions in the form of legal entities established by local governments, organizing radio broadcasting or television broadcasting activities, are independent, neutral, non-commercial and function to provide services for the benefit of the community. Therefore, this local public radio has a different character from *Radio Republik Indonesia (RRI)* even though both were founded by the government. The local public broadcasting institution Kuningan FM radio can adjust to become a public broadcasting institution with its independent and neutral character. There are still local public radio broadcasting institutions that have not been able to adapt themselves so they are still leaning towards the government because basically it was founded by the regional government so that they make more broadcast programs that continue to report on the government in the Regency or City and pay little attention to other programs. Radio has a purpose and function as a means of information, education, entertainment, religion, culture for the surrounding community and it is hoped that this *LPPL* radio can play a role in balancing the interests of the government and the interests of the city or district community. In order for the broadcasting world in Indonesia to be orderly and follow the rule of law, there is an independent institution that controls and is an expert in the field of broadcasting, institution is called the Indonesian Broadcasting Commission (KPI) (Sjuchro, 2017).

This independent and neutral character allows Kuningan FM radio to create and determine the broadcast programs needed by the local community, as well as support from the Regent and the chairman of the supervisory board for Kuningan FM radio which gives managers the autonomy to make broadcast programs that suit the needs of the community and their segmentation. Moreover, there is the Kuningan Regency Regional Regulation Number 28 of 2013 concerning the Kuningan Regency local public broadcasting institution which explains all the rules starting from how to vote, from which elements, what tasks must be carried out by the Supervisory Board and the Board of Directors, and many other aspects related to the local public broadcasting institution of Kuningan Regency.

Based on the explanation above, this research wants to determine how Kuningan FM radio has done to become a successful local public radio by winning many awards. Therefore, the question of this research is “how can Kuningan FM radio win many awards.” The aim of this research is to describe the ways that Kuningan FM radio has done in increasing the existence of local public radio among the surrounding community.

Local Public Broadcasting Institutions (*LPPL*) Radio and TV have the task of providing information, education, healthy entertainment, as a control and unifier between communities regarding social and culture, as well as preserving culture, especially regional culture for the benefit of all levels of society through organizing regional broadcasts that reach all areas. Research on Local Public Broadcasting Institutions (*LPPL*) Radio has been carried out frequently. Broadcasting is the process of conveying messages through electronic mass media to the audience, in this case radio and TV broadcasting as a tool to help convey information so that it can run more efficiently. The existence of local public broadcasters to create and improve intergovernmental relations with the community and other parties.

The listener has his own reasons why they choose a radio to meet his needs, this behavior is explained in the theory of uses and gratification according to Gunadi, Novitasari, and Suwarno (2020) in mentioning: 1) active audiences and goal-oriented media users, 2) the relationship of audience satisfaction and media choice in the hands of the audience, 3) competent media with other sources to meet the needs of the audience, 4) the audience is aware of the use of the media, their interests and motives, 5) the audience decides to use the media and judge the media. Therefore, radio must be able to adapt its program to the needs of listeners.

One of the previous studies was conducted by Risky Amalia Anggraini and Awang Dharmawan with the title "Media Management Strategy for the Local Public Broadcasting Institute Suara Sidoarjo 100.9 FM in maintaining the number of listeners." The results explain that the Local Public Broadcasting Institution (*LPPL*) Radio Suara Sidoarjo uses three strategies in maintaining the number of listeners. These strategies are content strength strategy, audience approach strategy, and capital strategy (Anggraini & Dharmawan, 2020).

Another research was conducted by Yefi Dyan Nofa Harumike, Endah Siswati, and Fera Tara Batari with the title "Management of Suara Persada Broadcasting Programs, Persada FM Radio in Maintaining Existence in the Digitalization Era." The results show that the factors influencing the existence of the Suara Persada Program are; 1) excellence in local content that is packaged in a simple but important content, 2) community involvement through the citizen journalism program in the Suara Persada program, 3) application of program management that keeps up with the times in all stages of planning, organizing, influencing and controlling activities, 4) use of streaming channels and utilization of social media Facebook and Instagram, 5) consistency in maintaining a two-way communication system using various communication media including social media (Harumike, Siswati, & Batari, 2021).

Based on the study of some of the previous studies above, there are several differences with the research that the researcher will conduct. As for the differences and uniqueness in this study, Radio Kuningan FM as the best Local Public Broadcasting Institution (*LPPL*), the Regent and Head of the Communication and Informatics Service were elected as Regents and Heads of Broadcasting Services, and won several awards.

RESEARCH METHOD

The interpretive and constructivist paradigms are often also called postpositivist philosophy or qualitative approaches where social reality is seen as something that is holistic, complex, dynamic, full of meaning, and has interactive relationships with natural objects (Sugiyono, 2014). Natural objects are objects that develop as they are, are not manipulated by researchers and the presence of researchers does not affect the dynamics of these objects. Creswell (2014) argues, a qualitative approach seeks to build statements and information based on a constructive point of view about the meaning that arises from individual experiences, social values, and history to build theories or patterns of knowledge based on a participatory perspective. The approach used in this research is qualitative using the case study method. This approach reports on the construction of reality or knowledge gathered through investigation.

The object of this study is the local public broadcasting institution Kuningan FM radio which is located on Jalan Aruji Kartawinata No. 3, Kuningan District, Kuningan Regency. The data collection technique in this study used several stages, while the first stage was direct observation to the field to find out the actual conditions on Kuningan FM Radio, the second was conducting in-depth interviews with informants. The informant was the main director and chairman of the Supervisory Board as a representative from government elements (*ex officio*) Head of the Kuningan Regency Communication and Information Service. The third

was conducting a literature review by collecting relevant data in this study. Data analysis techniques were carried out through three stages, namely: 1) data collection stage, 2) reduction stage, and 3) decision making. Data validity was carried out at each stage of the research by applying inductive triangulation.

RESULTS AND DISCUSSION

At one time, radio was the only medium of communication so that it became the most preeminent media among the people. However, along with the rapid development of technology and the ease of accessing the internet without being limited by space and time, many changes have been made. With those changes, Kuningan FM radio must struggle to increase its existence in the media community. Therefore, it takes various kinds of efforts that need to be done by Kuningan FM radio to be able to win back the hearts of its listeners through improvements in program quality, broadcaster quality, broadcast content, and equipment. What Kuningan FM radio has done is in line with statements from Yefi Dyan Nofa Harumike, Endah Siswati, and Fera Tara Batari who explained the efforts that need to be made to maintain their existence by starting to improve the quality of broadcasters, resources, changes, and development of their programs because radio is required to keep updating with everything that is needed by the community (Harumike et al., 2021).

Kuningan FM Radio is independent, neutral, non-commercial and has the function of providing services for the benefit of the community. The services provided contain information, education, entertainment, and culture in the Kuningan Regency area. Kuningan FM Radio produces a variety of broadcast programs for various broadcasters, the diversity of a broadcaster is adjusted to the expertise in their field. There are many things that must be considered in order to make Kuningan FM radio still attractive so that it can continue to exist among the public, especially Kuningan Regency.

The Support Received and Human Resources by Kuningan Radio

As a local public radio managed by the Communication and Information Service (*Diskominfo*) and the community, Kuningan FM radio has the full support of the Regent of Kuningan Regency. This was proven at the Indonesian Association of Local Public Broadcasting Institutions (*LPPL*) which was held in 2021, Kuningan Regent H. Acep Purnama, SH., MH was elected as a Broadcasting Concerned Regent, and Dr. Wahyu Hidayah, M.Si was elected as the Head of the Communication and Information Service (*Diskominfo*) who cares about Broadcasting (Riyan, 2021). This support brought changes to Kuningan FM radio, of course this success cannot be separated from the role of the people involved in the organizational structure of *LPPL* Kuningan Regency.

In addition, the organizational structure and management within the institution also influence the success of Kuningan FM radio. Talking about management, it will relate to human resources (HR). Kuningan FM Radio is managed by competent and experienced people, following are the names of the Supervisory Board for the Kuningan District Local Public Broadcasting Institution (*LPPL*) for the 2019-2024 period, namely: Drs. Teddy Suminar, M.Sc as chairman of the Supervisory Board as a representative from government elements (*ex officio*), Head of the Kuningan Regency Communication and Information Service, Emon Surahman, SE, ME as a member and representative of practitioners, and Yayan Sumantri, S.AP as a member and representatives from elements of society. Furthermore, the following are the names of the Board of Directors of the Kuningan Regency Local Public Broadcasting Institution (*LPPL*) for the 2019-2024 period, namely: Pandu Abdurahman, SS as the main Director and

Sujono as the Director of Operations. Those who occupy these positions are selected people because it cannot be denied that HR plays an important role in achieving organizational goals.

Good quality human resources will produce many new innovations using appropriate methods, for example, when you want to create a new program, the following things will be done starting from program planning, production and purchasing of program support, program execution, supervision and finally program evaluation. All these processes can be carried out if HR is capable, the success of HR in handling these processes is often used as a benchmark for HR quality. The human resources of LPPL Kuningan Regency have good quality because they can increase the existence of Kuningan FM radio as evidenced by winning several award certificates. The progress of an organization depends on the quality of human resources, because quality human resources are the main capital in realizing organizational goals. To be able to become a qualified human resource, you need to have several abilities and skills at work such as: critical thinking, problem solving, metacognition, communicating, collaborating, innovating, being creative and being able to compete healthily (Mardhiyah, Aldriani, Chitta, & Zulfikar, 2021).

Innovative Broadcast Program

Retaining listeners as well as attracting new listeners requires an innovative program that fits the listener segmentation. Because Kuningan FM radio is a local public radio, the listener segmentation varies, hence a strategy is needed in selecting the program, time, and broadcaster. Kuningan FM radio broadcasts contain information, education, entertainment, and culture of the Kuningan Regency area. The various program programs that have been classified according to the categories of broadcast content are as follows: 1) Information: *sangar cerita, ngontrak, saba desa*, parenting, weekly inspiration, *siskamling, green week end*, silver hits, car free day. 2) Education: educational broadcasts, *infotek, bimbel on air*. 3) Entertainment: *teman kerja*, mystery, nostalgia, 4) Religion: *dari hati ke hati, mualaf belajar ngaji, karesmen, pupujian, murotal*, 5) Sundanese culture: *warung bajigur, wayang, infositif, wayang, degung, keroncong, and carpon*. These programs are conducted from July to December 2022. Schedule and program changes are made every six months by conducting an evaluation to determine whether the program will continue to be broadcast or replaced with another program. This decision was seen from the number of listeners when the program was in progress, and aims to keep the public interested in listening to the program. All programs on Kuningan FM radio have been adjusted to the needs of listeners and have been classified according to their segmentation category. Because the local public broadcaster radio has an important position as a regional media, it contains programs (news, music, entertainment, arts, culture to local economic potential) and packages presentations by applying local wisdom that covers regional problems, both issues brought and from the language used (Sunarsa, Wahyudin, & Suparno, 2019).

The existence of the Sundanese cultural broadcast program is carried out as an effort to preserve culture. So, this culture continues to exist among the community as well as introducing and inviting young people as the next generation of the nation to love their culture. Additionally, there are programs that come from the needs of listeners and are currently the most popular programs, namely: *bimbel on air* (on-air tutoring), and *mualaf belajar ngaji* (Mualaf learns to recite Quran). The presence of the on-air tutoring program was due to the discrepancy in the quality of education in the District and the Village, this occurred when high school students were about to face the national exam (UN), high school students in the district flocked to take tutoring (*Bimbel*), while high school students in the village could not take part for not being able to pay in full. Students who take tutoring courses certainly get many advantages by getting

quick methods or formulas and getting exam grids, while those who do not take part will not get anything. Thus, an on-air tutoring program was created so that we could even out the gap by reaching all high school students in Kuningan Regency. The instructors are students who are currently studying at campuses around Kuningan Regency as well as alumni of high school students.

Another program that comes from listeners urgency is converts (also known as Mualaf) learning to recite the *Al-Quran*. The problem with converts is that they cannot recite the *Al-Quran*, so they want to study with *Ustad*, a person who understand religion specifically Islam. Nevertheless, there are several places that are constrained because the road conditions are quite difficult to pass, especially when it rains, this is due to the geographical location of Kuningan Regency which is under the foot of Mount Ciremai. Therefore, a program for converts to learn the *Al-Quran* is made so that all converts can listen to it together, and *Ustad* does not have to take a difficult journey to pass on his knowledge. Such content strategy is arranged in making programs on Kuningan FM radio, resulting in a variety of broadcast programs and various broadcasters.

The management of Kuningan FM radio are able to understand the needs of listeners by designing content strategies to attract listeners. As according to Kottler, there are three stages in analyzing a strategy to win over listeners, namely: 1) Segmentation is carried out to understand listener needs so the management can determine how to reach them by choosing the programs needed and how to keep listeners from switching to radio or other media, 2) Targeting is determining the people that will be the focus. The issue is how to choose, select and reach the target audience, 3) Positioning as a strategy to create and build positive perceptions among listeners of existing programs (Junaedi, 2014). All these stages are a continuous strategy, because if you only do one or two stages or have already gone through three stages but there is one stage that is not optimal, then the listener's analysis is not successful so the results are not as expected.

Before the program is broadcast on Kuningan FM radio, the manager conducts a listener analysis first. As Kottler mentioned, the above includes: formulating listener needs, planning in detail by considering several things, and ensuring that the program will get a positive response among listeners. Besides that, the content selection strategy is also important because of the uniqueness of the content which will be of interest to listeners so the program becomes more innovative. Additionally, there are other things that make people keep listening to the radio, especially programs related to information and education because the information conveyed is true and valid. Before being disseminated, the information is sought for the truth and validity of the data by taking it from credible sources. Like Kuningan FM radio, The Radio FM also has the same view regarding the existence of local radio programs. To be able to maintain the existence of radio among listeners, it is necessary to make innovative, interesting and creative broadcast programs that will later become excellent programs so as to add attractiveness to listeners. The Radio FM already has innovative program shows that are currently featured, namely: Spaghetti (Good Morning Latest Generation of Indonesia), SoRe Do-Re-Mi, MalaMalam. Creating innovative broadcast programs can be from the needs or preferences of listeners (Amelia, Dilla, & Syahartijan, 2021).

The Achievements of Kuningan Radio

The amount of support received and the consistency from the management in actualizing Kuningan FM radio as a unifying media and leading source of public information, has led this radio to receive an award. In 2021 Kuningan FM radio has won several awards, the following

are the categories it has won:

The Winner of The Best Local Public Broadcasting Institution (LPPL) Radio

Almost all cities and regencies in Indonesia have Local Public Broadcasting Institutions (LPPL) both radio and television, but there are still several Local Public Broadcasting Institutions (LPPL) that have not received much attention from both the Regent/Mayor, the Head of the Communication and Information Service, practitioners and the public in the area / city, such as: they do not have a license to broadcast because they feel the requirements listed in the Government Regulation of the Republic of Indonesia Number 11 of 2005 concerning the implementation of broadcasting for public broadcasting institutions are too onerous, the programs are not varied and do not adapt to the needs of the listeners, the people involved in the organizational structure have not been consistent in making the radio even better than before. Kuningan FM radio has received a lot of support and consistency from the management to become a unifying media and leading source of public information. Therefore, Kuningan FM radio has made many innovations, starting from program quality, broadcaster quality, broadcast content, and the equipment needed to support smooth broadcasting. This change succeeded in making Kuningan FM radio win 1st place in the category as the best local public broadcasting institution (radio) in the 2nd LPPL award ceremony in 2021 held by the Indonesian LPPL radio - television association.



Figure 1 Certificate of 1st place award as the best local public broadcasting institution (radio) in the 2nd LPPL award ceremony in 2021

Source: Office LPPL Kuningan Regency

The Winner of The Educational Program During the Covid-19 Pandemic

During the Covid-19 pandemic, many changes were made, such as activities or routines that were usually carried out outside the home, now can only be carried out at home due to the spreads of Covid-19 virus. This condition surely affects many aspects, one of which is educational activities in every level. The learning process must continue even though the situation is different, usually all of learning activities is done at school now it must be done at home. Undoubtedly, this changes in the place of learning affect the way it is taught. Kuningan FM radio took advantage of this change by creating educational programs that fit listeners needs, such as: educational broadcasts, *infotek*, on-air tutoring, *mualaf belajar ngaji*. With

these programs, Kuningan FM radio won 1st place in the category as an educational program during the Covid-19 pandemic at the 2nd LPPL award ceremony in 2021 which was held by the Indonesian LPPL radio-television association.



Figure 2 Certificate of award for 1st place winner in the educational program during the Covid-19 pandemic at the 2nd LPPL award ceremony in 2021

Source: Office LPPL Kuningan Regency

Winner of the Local Cultural Arts Entertainment Category

After competing with other radio stations in Indonesia, Kuningan FM Radio managed to enter the top three nominations for the category of local cultural arts entertainment radio with LPPL Radio Taman FM and Radio MQ FM Bandung as its rivals in that category. The winner of the local cultural arts entertainment category in the 14th broadcasting award for West Java KPID in 2021 went to LPPL Radio Kuningan FM. With many local cultural arts programs such as: *Warung Bajigur*, *wayang*, *infositif*, *gamelan*, *keroncong*, and *carita pondok*, which have become icons on Kuningan FM radio. The reason *carpon* was included in the art program is as an art of speech. This was done as an effort to preserve Sundanese language and literature through speech culture aimed at maintaining local culture and regional culture (Riyan, 2021). These programs made Kuningan FM radio the winner in this category. In the announcement of the nomination for the 15th broadcasting award of the West Java KPID in 2022, Radio Kuningan FM won back the winner of the local cultural arts entertainment category radio which became its flagship program was the Sunda Buyun culinary edition of warung bajigur (RG, 2022).

In 2021, Kuningan FM Radio won four awards from various categories. All the achievements that have been achieved by Kuningan FM radio are certainly not obtained easily, it takes a lot of struggles to get to this point. This can be achieved because of the qualified human resources conducted an analysis of listener needs and a content selection strategy carried out by Kuningan FM radio to actualize the role of LPPL as a unifying media and leading source of public information towards progressing Kuningan. Apart from that, the cooperation and consistency of the people involved in the organizational structure of the Kuningan Regency LPPL also have a very important role in making this happen. The same is done by Panji FM Pangandaran community radio which has managed to receive an award three years in a row from 2020 to 2022 in the category of community radio public service advertisements.

To achieve this requires a great deal of effort and sacrifice, such as practicing management according to its needs in terms of human resources, broadcast programs and other aspects (Sjuchro, Perbawasari, Sjarifah, & Sujana, 2022).



Figure 3 Certificate as the winner of the local art, culture, entertainment category in the 14th West Java KPID broadcasting award event in 2021

Source: Office LPPL Kuningan Regency

LPPL Kuningan FM Radio Application

In the past, radio could only be heard at a close radius in that area, but with radio streaming, everyone can listen to radio that was previously unreachable.



Figure 4 The LPPL Kuningan FM application logo

Source: Google Play store

To be able to adjust to the progress of radio nowadays, Kuningan FM radio is developing streaming radio, by creating the *LPPL Kuningan FM* application which can be downloaded for free via Google Play Store. Besides that, the aim is to reach all people, especially in Kuningan Regency. The area of Kuningan Regency is not the same as the reach of Kuningan FM radio, therefore radio streaming is conducted. There are several programs such as tutoring on air and *mualaf belajar ngaji* which are targeted in remote villages, so that the community can feel the benefits. This innovation makes it seem like there is no limit to the range of the radio's radius, so any area can listen to it, and with radio streaming it allows radio to increase its existence among the public.

Radio Republik Indonesia (RRI) also has the same concerns as Kuningan FM radio, namely the radio will be left behind by listeners because the reason RRI made the application is as a strategy to maintain listener interest in the era of broadcasting digitalization. Thus, radio is transforming in order to keep pace with the development of an all-digital era, one of which is by providing a streaming radio application feature. RRI since the end of 2013 has created three applications that can be downloaded on the google play store and app store, namely RRI play, be young, and RRI 30 seconds (Maharani, 2021).

CONCLUSION

Kuningan FM Radio has made changes, such as: choosing innovative programs based on listeners needs, broadcasters who are knowledgeable about the programs they deliver, quality of broadcast content and streaming channels that can be downloaded for free on the Google Play Store. These changes has made Kuningan FM radio to further exist among the surrounding community and won several awards, including: winner of the nomination as the best local public broadcasting institution (*LPPL*) radio, winner of an educational program during the Covid-19 pandemic, and winner of the arts and culture entertainment category local radio. The achievements achieved by Kuningan FM radio were obtained from cooperation and consistency between the Regent, the Board of Trustees, the Board of Directors, and the roles of the people involved in the organizational structure of *LPPL* Kuningan Regency. Kuningan FM Radio is managed by qualified human resources and experts in their fields. All this hard work was done to actualize the vision and mission of *LPPL* Kuningan Regency, and to make Kuningan FM radio even better.

Previously, there had been no research that specifically discussed Kuningan FM radio. The benefit of this research for the community is to know what Kuningan FM radio is implementing so that the radio can increase its existence among listeners by making changes that have been adapted to the needs and developments of modern times. In addition, this research can be an example and motivation for radio managers, both private radio, community radio, subscription radio and public radio. Meanwhile, the benefit from the academic side is to add insight into the problems commonly faced on local public radio and how to overcome them. The interesting aspect that can still be explored from this research and has not been explained is about what is the biggest motivation within the Regent, the Supervisory Board, the Board of Directors, and the people involved in the organizational structure of Kuningan FM radio.

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