

## The utilization of YouTube by Gen Radio as content distribution alternative channel

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### ABSTRACT

The rapid development of the Internet allows all users to distribute videos in a broader range to social media platforms such as YouTube because on this platform, the users can freely choose what content they want to watch, especially music. Therefore, many broadcast industries utilize YouTube to distribute their content. This research aims to understand how Gen 98.7 FM radio utilizes YouTube media as an alternative content distribution. The theory used is the New Media theory, which Pierre Levy developed, and it is said that new media is the development of media from the conventional to the digital era. This research uses a qualitative approach and descriptive research type. Data collection techniques were done by using interviews, observation, and documentation. The results of the study showed that the utilization of YouTube radio Gen 98.7 FM as an alternative content distribution is an amplification of on-air radio. It is also to introduce radio to the digital, which is packaged and distributed to the featured program through a YouTube channel. By utilizing YouTube, Radio Gen 98.7 FM gets more listeners because those who watch YouTube do not necessarily listen to the radio and vice versa.

**Keywords:** Radio broadcast; new media; video sharing platforms; YouTube; content distribution

### *Pemanfaatan media Youtube Radio Gen sebagai alternatif distribusi konten*

### ABSTRAK

*Perkembangan internet yang sangat pesat membuat penggunaanya dapat mendistribusikan video dalam jangkauan yang lebih luas ke platform media sosial seperti Youtube, karena pada platform ini pengguna dapat memilih dengan bebas konten apa yang ingin di tonton, terutama musik. Oleh karena itu, banyak industri penyiaran memanfaatkan Youtube untuk mendistribusikan kontennya. Penelitian ini bertujuan untuk memahami bagaimana pemanfaatan media Youtube oleh radio Gen 98.7 FM sebagai alternatif distribusi konten. Teori yang digunakan yaitu teori Media Baru yang dikembangkan oleh Pierre Levy yang mengemukakan bahwa media baru merupakan perkembangan media dari konvensional ke era digital. Penelitian ini menggunakan pendekatan kualitatif dan jenis penelitian deskriptif. Teknik pengumpulan data dengan cara wawancara, observasi, dan dokumentasi Hasil penelitian diperoleh dimana pemanfaatan Youtube yang digunakan pada radio Gen 98.7 FM sebagai alternatif distribusi konten dilakukan melalui amplifikasi program dari on air radio. Selain itu untuk memperkenalkan radio ke digital dikemas dengan didistribusikan program unggulan melalui channel Youtube. Dengan memanfaatkan Youtube, Radio Gen 98,7 F bisa mendapatkan lebih banyak pendengar karena bagi mereka yang melihat atau menonton Youtube, tidak perlu lagi mendengarkan radio dan bahkan sebaliknya.*

**Kata-kata kunci:** Siaran radio, media baru, platform berbagi video; YouTube; distribusi konten

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## INTRODUCTION

In general, communication is the “center” or “core” of human life because effective communication can help us to improve relationships with other people in personal relationships, groups, organizations, communities and society (Liliweri, 2015). Radio is one of the communication advancements by sending electromagnetic radiation signals with sound waves through the air, and even vacuum space can be passed because it does not need a carrier channel. The radio industry in Indonesia is currently growing rapidly. It can be seen from the radio that can be accessed by using the Internet with streaming broadcasts. Radio media is called the category of mainstream media, which has the characteristic of broadcasting sound without images. In the media era, it provides sound and image facilities at one time, but radio, which has the characteristic of only presenting sound, must try more to attract public attention.

In the era of many available media, radio competes with fellow radios for listeners and has to compete with other media. Especially media that use internet facilities. There is a trend of combining several media or converging when uploading messages, along with the rapid development of information technology, to get an audience with diverse consumption patterns

today (Panuju, 2015). The development of the media from time to time has shown that the characteristics of the media have their strengths and weaknesses from the side of society. The media also have their respective publics. No media dies because of the emergence of new media along with the development of technology and time. Today, print, radio, and television media still exist and have their market share despite the digital era that makes it easy for writing, sound, and images to be integrated into one interesting presentation (Amanda et al., 2022). The research in the Journal of Communication shows that the social media owned by Radio Mersi 93.9 FM has strength and network density during the programme promotion process to build attachment with its listeners (Ekasuci et al., 2020). This digital radio can be accessed with a wide range; it differs from conventional radio, which can only be reached in certain areas. New media is also developing with the presence of the Internet (Internet Working). The Internet connects personal computer (PC) networks and Wide Area Networks (WAN) worldwide. Everyone who connects to the Internet is the manager and extension of the Internet because no one controls and owns it.

Over time, the Internet has also developed rapidly, especially since the Internet was accessed using mobile phones or what we

commonly know as smartphones. The functions provided by smartphone products also vary, such as social media, Whatsapp short messages, MMS, email, browsing, and even sending photos and videos very quickly. Internet users are no longer just adults; students and teenagers can use it. They use the Internet to entertain themselves, such as playing games or opening social media. In addition, the Internet is also helpful in obtaining learning materials and can expand knowledge or insight. In the current era, people must be able to deal with the use of information and communication technology, especially as technology rapidly develops. Almost all people are used to using information and communication technology in their daily lives, such as gadgets and internet services. Moreover, using technology also makes it easier for people to communicate (Krotov, 2017). When gadgets, tablets, computers and laptops are connected to internet access, everyone can use this technology to carry out various activities to fulfil their needs and interests, such as doing school assignments, looking for news, and facilitating work.

The rapid development of information technology has led to the creation of social media as an alternative to entertainment. Online mass media plays an important role and has the highest position compared to other mass media in conveying information or messages that are

widespread in society (Yori, 2018). Social media was also created in various ways according to the needs. Social media is a platform that focuses on the presence of its users and provides facilities for their activities and collaboration (Nasrullah, 2017). Social media can also strengthen the relationship between users and other users. Therefore, social media is considered a media provider in the network. Social media are beneficial to communicate interpersonally and preach and educate people (Cahyono, 2019). Social media marketing (for example, YouTube content) can build interaction between brands and consumers to be more accessible, positively impact the brand, and even increase consumer purchase intention (Khairunnisa & Juliadi, 2023).

Social media is also growing rapidly as the Internet and mobile phone technology advances. YouTube is a social media in the form of videos that are in high demand and easy to access. Many mainstream media now utilize social media, including radio stations, to disseminate content or to transmit and distribute radio content that has been produced. One of the social media platforms that is used to disseminate content is YouTube. Social media YouTube is a communication technology in the form of video that began to become famous in 2014. YouTube is a site with some characteristics of presenting videos

where text, sound, and images can be displayed simultaneously. The social media network can establish communication and interact with each other close people (Nursobah et al., 2021). If Facebook, WhatsApp and Twitter require a friendship process to access, YouTube does not require a friendship connection process for people who want to access it. YouTube provides the ability to upload videos, download videos, and even share videos with a broader audience.

Almost all internet users have a YouTube account to find information and entertainment. In fact, many creative and educational content creators began to upload their videos because by uploading videos and creating a YouTube channel, you can earn money if the content is created with high quality and has a lot of viewers or interaction, which is done by the content creator. The more people who create content on YouTube, the more job opportunities they have. YouTube viewers can reach hundreds of millions of hours of video daily and earn billions of views. As a new media that develops information technology and fulfils the need for entertainment information daily, YouTube is one of the social media applications many people and even other media most widely use. The content available on YouTube is diverse; several shows suit the viewer's needs. The viewer needs a good visual touch and good audio, like a live concert uploaded on Youtube

by the organizer and audience of the concert, making it easier for other people who are not present at the concert to still enjoy the music (David et al., 2017).

The advantages of YouTube applications include the following: YouTube can provide information about the latest science and technology, YouTube is obtained for free with the internet network, YouTube can also be said to be potential because YouTube is increasingly popular coupled with the increasing number of various videos that contain information and some are educational in nature making, YouTube an important handle in education. The YouTube application is easy to use and also makes it easy for anyone who wants to find videos and find them precisely as a source of information. With YouTube, anyone can share videos on YouTube to other sites by copying the video link and then sharing it. There is also a comment column on YouTube, where netizens or internet users can discuss or ask each other.

YouTube also has disadvantages, such as a lack of filtering videos that reflect negative images. Because of this, many students use YouTube to view videos that are not worth seeing and do not reflect Eastern culture (Marindo & Puntodi, 2011). Most internet users prefer YouTube shows because they can be played repeatedly, unlike television and radio, which have limited time in broadcast. We

can see YouTube shows anywhere if the device is connected to the Internet. According to Lurita Sari, YouTube can be used anywhere and anytime if one still carries a gadget or laptop and has enough internet network around it (Sari, 2020). YouTube also provides a feature to give comments on videos so it can create interaction. YouTube is a social media platform used to upload videos, watch various videos, and share them so everyone can see them (Setiadi et al., 2019).

YouTube is a website created to upload videos we can share with viewers online. When the videos are uploaded, we can see them without waiting too long to download them because YouTube also provides a live broadcast feature. Viewers can directly comment in the column provided; this is what distinguishes the station TV from YouTube. The existence of YouTube is also the social media most needed by the community because it contains all kinds of videos, from entertainment, tips and tricks to the latest news. As a mass communication medium, YouTube provides a variety of information and news that everyone needs so that everyone can find news because there is no need to go out of the house to buy newspapers. Not only that, YouTube is also often used as entertainment because there are many types of entertaining video content. With this convenience, more and more television and radio stations are

using the YouTube platform to expand content distribution. Webinars or online seminars are also often live-streamed on YouTube.

Many radios have used social media to interact with their listeners. Several indicators can be used to attract radio listeners to YouTube, including creating interesting content because millions of the same videos are on YouTube. Optimizing video search is made to make the uploaded videos easy to find when they are searched by the audience, create interesting titles, and share with contacts and friends. In addition to optimizing video searches, video uploaders can also take advantage of their acquaintances who have YouTube, which aims to promote the uploader's video. Promote videos outside of YouTube Videos that visit YouTube can not only be promoted by advertising on YouTube but also can be promoted outside of YouTube. All forms of marketing are done online, and traditionally, they can be done to promote videos.

Social media has become a weapon for radio to show their skills. They present a variety of interesting content on social media, both music and comedy. Social media have featured audio-visual content packages creatively and trends to attract more attention (Widyaswara et al., 2023). It is a way for radio to get closer to listeners because of the interaction that occurs. Most radios have utilized new media to support



their on-air broadcasts so that each radio can interact more intensely with its listeners. Radio broadcasters are doing the same thing. Media organizations that manage radio broadcasts also use media that use internet facilities to survive and expand market share. For example, they link their radio programmes with their social media accounts. Social media allows media organizations to have official accounts without additional investment, so radios also have official social media accounts. One of those who use the YouTube platform to live stream YouTube during webinars is Gen 98.7 FM radio.

Moreover, listeners can enjoy music and radio content from Gen 98.7 FM through the Noice application and streaming through the [gen987fm.com](http://gen987fm.com) website. Through the Noice

application, listeners can see the title of the song being played and also indicate what programme is currently running and the next programme that will air. Likewise, on the website, listeners can explore radio more widely, digital content, the profile of Gen 98.7 FM broadcasters and even the price rate card if they want to place an advertisement.

Radio Gen 98.7 FM is the number one private radio in Jakarta, under the auspices of Mahaka Media Group, with the tagline “Generasi Suara Musik Indonesia”. The radio character is fun, local, and young in every on-air and off-air programme (Gumala, 2012). Although it is a radio station, from September 2010 to February 2021, Gen 98.7 FM’s YouTube channel had 97.7 thousand Subscribers and has been viewed



Source: Channel Youtube Gen 98.7 FM (2021)

**Figure 1** Number of viewers on *channel Youtube Gen 98.7 FM*

25,988,168 times (Prisanastiti & Radjagukguk, 2021). That is why Gen 98.7 FM radio uses YouTube to distribute its content. From the description above, researchers are interested in examining the use of YouTube media by Gen 98.7 FM radio as an alternative content distribution. Based on the background described above, it can be formulated a problem of how the use of YouTube media by radio Gen 98.7 FM as an alternative content distribution is expected to provide benefits in the field of communication science and also for the development of new media theory from Pierre Levy as a theory that can explain the development of media from digital to conventional. This research is also expected to provide benefits in the knowledge of new media, especially YouTube.

## RESEARCH METHOD

This research uses a case study method by Utilizing YouTube by Gen 98.7 FM Radio; it is a research method that uses various data sources, and as much data as possible that can be used to examine, describe, and explain various aspects of individuals, organizations, groups, programs, or events systematically. A researcher needs various data collection tools, such as in-depth interviews, participant observations, documentation, questionnaires and other physical evidence. Case studies are empirical studies that investigate contemporary

phenomena in real-life contexts. The case study research method was often used in the social science field. But with the development of science, the case study method began to be used in other fields. The case study research method is the right strategy to use in research that uses the main research questions of “how” or “why” it takes a little time to control the events being studied, and the focus of research is contemporary phenomena (Nur’aini, 2020). The case study method is essentially the same as the historical method, with the addition of systematic observations and interviews. Types of evidence in the case study method include documents, equipment, interviews, observations, and in some situations, participant observation and informal manipulation may occur.

The researcher in this study used the purposive sampling technique, which is a technique that consists of people selected based on certain criteria that have been made by researchers based on research objectives. If it is not appropriate, then it is not sampled. In qualitative research, one of the most significant components is the selection of respondents to be used. Similar to quantitative research, there is a need for sampling techniques in qualitative research. Usually, qualitative researchers use purposive sampling techniques to ascertain which respondents are to be used in research.

Although we know many side techniques can still be used in qualitative research (Lenaini, 2021). Purposive sampling allows all researchers to target specific groups or individuals who can provide rich and relevant information for the study. However, it also has limitations, such as potential bias in participant selection and difficulty in generalizing findings to the broader population. Therefore, a researcher must carefully consider the appropriateness of purposive sampling for their research objectives and take steps to minimize bias and enhance the validity of the findings.

It required stages of a process to systematically uncover problems in a certain manner to carry out research activities. First, structuring the background of the case and research objectives, structuring the theoretical and conceptual framework, formulating research hypotheses (if needed), collecting information, which first seeks illustrations using various sampling methods, then processing information after coincidentally or continuously conducting information analysis, and at the conclusion compiling a research report. In making a research report, one can produce a formulation that includes the results of the research objectives and formulate recommendations or opinions based on the management of research information. There are two types of informants in this research. First, there are key informants

and supporting informants. Key informants are people who are considered to have the most information about the object of research. They can help researchers as subjects to answer research problems.

## RESULTS AND DISCUSSION

Radio Gen 98.7 FM is one of the private radio stations in Jakarta under PT Mahaka Radio Integra. With the tagline “Generasi Suara Musik Indonesia”. This radio promotes fun, local, and young characters in every on-air and off-air programme. It also emphasizes love for Indonesian music, international outlook, active, dynamic, confident, highly tolerant, humble, independent, and active socializing. Radio Gen 98.7 FM was officially established on 9 August 2007, according to its frequency number. This radio positions itself as a radio station that plays the best and latest Indonesian music. The establishment of this radio began with a debate about the segment to be targeted. In the end, it was agreed that it targets class B and C, with a target audience of 18-34 years old. Gen 98.7 FM only played songs at its first appearance, and there were no announcers or adverts. It happened for 1.5 months before the radio’s launch, so many people were curious about what this radio was and why there was no announcer when the songs played were good (Gumala, 2012). The number of private radio stations accompanied



by technological advancements is challenging for Radio Gen 98.7 FM Jakarta to retain its listeners, especially in the afternoon broadcast program 'DJ Afternoon'. Thus, Radio Gen 98.7 FM Jakarta applies a communication strategy to the mature DJ Sore broadcast program, which includes planning, carrying out the implementation and finally conducting an evaluation to find out what works and is lacking in the planning (Prisanastiti, 2020).

At that time, the audience knew listening to songs like 'It is Me', 98.7 FM, was the best choice. The curiosity eventually spread quickly until finally, many listened to Gen 98.7 FM because they felt that the songs played were appropriate and 'really me'. The promotions have made Gen 98.7 FM popular very quickly. With its popularity, many companies are interested in placing advertisements on this radio station. Even though outside, the research results show the targets prefer to listen to songs rather than to announcers talking and even advertisements. To answer the formulation of the problem in this study, namely how the use of YouTube media by Radio Gen 98.7 FM as an alternative content distribution and get relevant results, the researchers conducted observations and in-depth interviews with related parties regarding these issues. In order to strengthen the arguments of the informants in the interview results, researchers conducted observations on

the Gen 98.7 FM YouTube channel.

YouTube Radio Gen 98.7 FM As an alternative content distribution in the digital era, Radio Gen 98.7 FM utilizes the YouTube platform to display some broadcast content on YouTube. However, not all broadcasts are uploaded to YouTube. Only using some strong content, namely music, because the survey now shows that most people definitely want to listen to songs. Informant Januar expressed this:

So we put more effort into YouTube because now the industry is already four point O, and it is all digital, so we feel we have to take a role there. But we do not have to put all of our broadcasts on Youtube, so we only use some strong content, where the strongest radio content is music. Because people listen to the radio, if you do a survey now, they want to listen to songs. And we have access to several Indonesian musicians because they have a need for us, so that is why we maximize this music live performance on YouTube and some interesting broadcast content that there are guest stars; we can share it on YouTube but not full. So, the point is that YouTube is the extension of the radio. To introduce radio to digital that radio still exists and the content is really fun (Interview Januar Andika at the Gen FM office, 18 May 2021 at 10.30 WIB).

In the pre-production process, YouTube content requires a little more effort because a lot of content is stronger, so you have to produce good quality content. During the month of Ramadan, we made live broadcast content on-air and live streaming YouTube simultaneously; the name of the content is DJelang Buka, which is DJ Sore's on-air programme with guest stars at

the time of breaking the fast and auctioning off a number of items. However, Gen FM's YouTube channel is currently focusing on Gen On Track content, which contains live performance videos of a number of musicians who perform several of their works at once to promote their songs. Videos that will be uploaded to the Gen 98.7 FM YouTube channel certainly go through an editing process. Some live performance videos are not all uploaded immediately, usually made per song to be more focused, but there are also videos that are uploaded at once because the musician is Gen's Choice Artist at that time.

Actually, the portions are the same; they have their own portions, but the content will be different. On Instagram, we do a lot

of news about musicians and videos that are happening now. YouTube needs a big effort. Tape work is more effort on YouTube because the YouTube industry has a lot of stronger YouTube content, too, so if we do not do it maximally, we will lose. So that is why we focus more on YouTube, where we have the Gen On Track or the broadcast together that we live before breaking the fast; that is the point. But if the effort prefers YouTube, it is not really because we are still heavily on Instagram. YouTube has some content that we feel will be better if we put it on YouTube because it is one of the good media for promotion. (Interview Januar Andika at the Gen FM office on 18 May 2021 at 10.30 WIB).

After the content is good and interesting, broadcasters usually promote the YouTube content in on-air broadcasts. In addition,



Source: Gen 98.7 FM YouTube Channel, 2021

**Figure 2 Gen On Track Content which is uploaded on YouTube**

they can share it on digital platforms such as Instagram, which can be through Instagram Story, which is connected to the YouTube video link using the swipe-up feature to make it easier to access. On Twitter, they can also share links through the Tweet feature so that people know and visit the Gen 98.7 FM YouTube channel. In addition, Google Ads are also added to increase the number of viewers.

The strategy is definitely good content. Secondly, we have Google Ads we play; there are also several videos that we think have potential, such as Nadine making an exclusive live session of Nadine Amizah. Apart from promoting on all our digital platforms on air, we also add digital ads, and that is enough to boost the audience (Interview Januar Andika at the Gen FM office, on 18 May 2021 at 10.30 WIB).

The strategy carried out by Gen 98.7 FM for the promotion of YouTube content by utilizing other digital platforms such as Instagram, Twitter and TikTok is arguably good enough to distribute content and disseminate it to social media. Increasing the number of media partners and collaborating with other YouTubers are also strategies to increase views. By making part 1 videos on other YouTube channels and part 2 on the Gen 98.7 FM YouTube channel, it will automatically connect and can increase views and subscribers. Informant Henrico revealed this:

As mentioned, we promote on-air promos on Gen's social media accounts on Twitter, Instagram, and TikTok. All existing channels support each other, and we also occasionally use YouTube ads. We add



Source : Instagram dan Twitter Gen 987 FM, 2021

**Figure 3** Content Promotion Through *Instagram* and *Twitter*



social media as partners, for example, collaborating with whom to create content together so that it will automatically increase Gen FM's YouTube channel. For example, we make part 1, where part 2 is automatically connected to us. Usually, that kind of treatment has been used by other YouTubers, well we try to use it on Gen FM too (Interview Henrico Timothy at the Gen FM office, on 11 June 2021 at 12.15 WIB).

In accordance with the statement above, Gen FM creates good and interesting content, so it can create trust for the audience to watch videos and opportunities to subscribe. It is reinforced by informant Dian, who accesses Gen 98.7 FM's YouTube channel:

The things that interest me are that the content is fun, and some have the latest info about musicians or music. Besides that, there are some musicians that I like, so I automatically watch the videos (Interview Dian by telephone on 16 June 2021 at 20.00).

Nowadays, YouTube is one of the good platforms for distributing various kinds of content by Gen 98.7 FM radio. This platform can be accessed easily to introduce Gen FM even to the world level. YouTube can also be an alternative for promoting and providing information to the public; Gen 98.7 FM radio can still be listened to not only through the radio but can be listened to on other platforms such as the Noice application and streaming websites. That is one of the advantages of YouTube as an alternative media broadcast, as expressed by informant Januar:

The advantage is that we can distribute the content nationally, worldwide, and even worldwide. Radio is local, and then we also have platforms like Noice, and it can be streaming radio. But how to promote it? We use YouTube, and that is the advantage. So when people watch YouTube, they will know, oh, there is Gen FM radio here in Jakarta so that we can listen to it on Noice, we can listen to it on streaming. (Interview Januar Andika at the Gen FM office on 18 May 2021 at 10.30 WIB).

Informant Henrico added that the advantage of using YouTube to distribute content is that during the production process, it becomes more flexible to develop creativity in presenting good and interesting content.

The advantages are we can explore a lot more than on-air, for example, making broadcasts in the market; Gen FM has also made in the waterfall. Creativity can also be explored more, and the gimmicks can be made more than on-air because everything can be played more visually. (Interview Henrico Timothy at the Gen FM office on 11 June 2021 at 12.15 WIB).

The weakness in distributing content to YouTube as an alternative broadcast media is that it is difficult to get viewers because YouTube's algorithm constantly changes.

Informant Januar Andika expressed this:

the weakness makes us make more effort, and sometimes it is hard for us to read the YouTube algorithm because not all YouTube trending changes, sometimes this music is not always trending, and sometimes we have to put in a lot of effort, but it is hard to get the audience (Interview Januar Andika at Gen FM office on 18 May 2021 at 10.30 WIB)

However, some content is not identical to YouTube because if the on-air content is displayed visually, it could kill the theatre of mind of the radio listener. Informant Adit expressed this:

The weakness is that there is content that is not identical to YouTube; it turns out that it does not fit. But this is just trying; for example, Salah Sambung content, I tried to brush it on YouTube visually, but it turns out that if you see the person who did it, it can kill your imagination, so like if you listen to the audio radio, Kemal is an African, for example, you imagine an African, suddenly the theatre of mind appears, Diaz is a flirty guy from the village, can you imagine it! Wow, there is a comb in his back pocket, and he has one gold tooth, and his jeans are tight and holey like a pot lot kid, well once the visuals are presented, the broadcaster is the one who does the work; well it is killed, in my opinion, it means it does not fit. Well, that is it. Broadcasters can steal people's hearts because they only have a voice, but they do not necessarily like the visuals, either drop or something like that, hahaha, so there is always a culture shock, which means there is a stutter if we want to brush content that was previously in audio to visual. (Interview Aditya Naratama at the Gen FM office on 28 May 2021 at 14.50 WIB)

With the use of technology such as YouTube, people can easily send and exchange information in the form of video because video is a form of communication. In addition, they can also provide feedback by commenting on videos so that fellow users can interact with each other. In the Gen 98.7 FM YouTube channel, most comments are aimed at the musicians who perform.

Actually, most of the feedback is for the

musicians. Usually request to us for the next musician. If Gen FM wants suggestions and comments, usually they send them to WhatsApp because it is a personal radio's right so we still open WhatsApp because it makes the listeners feel like they can communicate directly with the admin or whoever is on WhatsApp, usually criticism and suggestions are sent to WhatsApp but on YouTube is comments about the content, the artist and about who they want to watch next so that become a consideration for us next. Our live session is like that: Gen On Track. (Interview Januar Andika at the Gen FM office on 18 May 2021 at 10.30 WIB)

An informant, Henrico, also revealed that feedback on the comments column can mostly be used as a benchmark. For example, Gen 98.7 FM YouTube comments usually focus on musicians and their content. However, there are also comments that do not match the content.

The comments section is mostly used as a benchmark, but first, we have to see whether the comments really match the content presented or not because there are also many comments whose contents are like the fans who appear only asking for this song, asking for that song, so we can not automatically use it as a benchmark. The things that can be used are, for example, if it is good or gives insight, if you make it like this or invite this artist the next day, we count. But if it is something like spamming, it is not counted. Although the number of comments will increase, it is not necessarily a benchmark for something like that. (Interview Henrico Timothy at the Gen FM office on 11 June 2021 at 12.15 WIB)

The increasing popularity of YouTube is often said that it can be displacing radio. Because visual displays are more interesting



and entertaining to a number of Internet users than just listening to sound, the existence of YouTube can help inform the public that radio still exists. Broadcasting visual on-air content on YouTube channels will not reduce radio listeners because there is a difference between on-air content and visual content on YouTube. Informant Januar's interview quote evidences it:

I do not think so because it is different. One, the content is different. The second is usually, even if we have footage of broadcasts on YouTube, it is just a snippet, not the full thing, and my goal in moving the Gen FM YouTube channel is to let people who do not listen to the radio know that the radio still exists, so the hope is that what they watch on Youtube is cool, Gen FM, wow, the content is exciting, wow, the musicians I like are on the Gen FM channel, so they finally want to know what is going on at Gen FM and listen to Gen FM. (Interview Januar Andika at the Gen FM office on 18 May 2021 at 10.30 WIB)

Informant Henrico said that the content and listeners on the radio and the audience on the

Youtube Gen 98.7 FM channel remain different.

Indirectly, it is not because usually there are two considerations. One is those who watch YouTube, and they do not listen to the on-air broadcast. We usually call it Sobat Gen; it adds more Sobat Gen, so there are many on-air plus those on YouTube. For example, if those on YouTube are people who listen to the air, they will love Gen FM even more. Because it means that whatever we make, they will like it, they will listen to it, so wherever they are, for example, they are on the road, they listen to the radio, during their free time they want to see something visually, let us say they are taking a lunch break or something, they can be on Youtube, so wherever they are, they

cannot be separated from Gen FM, that is even good. (Interview Henrico Timothy at the Gen FM office on 11 June 2021 at 12.15 WIB).

In line with informants Henrico and Januar, informant Dian said that the diverse content and topics of each programme that are carried out are also accessing the Gen 98.7 FM Youtube channel who are also listeners on Gen 98.7 FM radio:

It is definitely different because in terms of content, radio is more intimate, and certain topics are discussed in each programme. Radio also makes me more relaxed and feel accompanied by the announcer. The songs played are also random, so it is a surprise that the playlist is not like that on YouTube, where we can choose what we want to watch. But YouTube also has good content. Sometimes, if I do not listen to the radio, I do not really miss what content is discussed during the broadcast because, on YouTube, there are video clips during the broadcast; even though it is not full I s, I still enjoy watching it. Then there is also music content that I think is packaged coolly, so I get a really exciting vibe. (Interview Dian Saptiari by phone on 16 June 2021 at 20.00)

Based on the informant's statement above, the researcher concluded that radio and YouTube have their respective audiences and listeners. Radio is preferred because the listeners feel close to the announcer, and the unpredictable music playlist makes listeners curious about what song will be played next and get daily information as well. At the same time, YouTube can choose what to watch and convey more visual communication. From the results of the

research that has been submitted, researchers want to discuss how the use of YouTube as an alternative media to distribute content by radio Gen 98.7 FM. The broadcasting industry is growing rapidly, so conventional media must be able to adjust and utilize new media so that they can keep up with technological developments. In order not to lose its audience, the conventional media industry must have a good strategy to maintain the content and quality of the content itself.

As we know, technology is becoming sophisticated. Pierre Levy's emergence of new media theory discusses the development of media from the conventional to the digital era and media that uses the Internet to access it. New media is technology-based and flexible. It also has the potential to be interactive and can function privately or publicly (Mondry, 2016).

The development of technology, such as the Internet, is a sign that new media has developed, such as the Internet network that unites media content and combines text, images, sound and so on into a digital format. YouTube social media is one of the new media developments. The existence of YouTube as a new medium can help develop the broadcasting industry, such as radio. Gen FM is aware that they must use other platforms, such as YouTube, as an alternative media for content distribution. Because it is the largest platform for video-sharing media,

more and more people are using YouTube as an entertainment medium, and it is suitable for all people.

Content distribution, which is carried out by Gen 98.7 FM radio using the YouTube platform, is the right step to expand promotion so that the audience knows that radio also still exists today. After being delayed in the production process, the Gen 98.7 FM YouTube channel has returned with fresh, good and interesting content, such as Gen On Track live music content, which presents a number of well-known musicians performing their live performances. There is also a broadcast segment from the Curug Leuwi Hejo tourist spot, which must be distributed visually to make it more attractive. There is also live streaming on YouTube, along with the auction of goods and even holding webinars with competent speakers. That way, it can explore more creativity, places, and even gimmicks than just on-air radio.

Radio Gen 98.7 FM can also be listened to on other platforms, such as the Noice application and streaming websites. Some programmes can also be enjoyed on the Gen 98.7 FM YouTube channel because not all programmes are broadcast visually. The content produced is also different between radio and YouTube.

The process and operation to distribute content through the YouTube platform is not easy, especially for Gen On Track content. We

have to adjust the schedule with the musicians who want to perform to shoot the content and adjust the broadcast schedule as well. Then, during the shooting process, the audio is mixed according to good quality. After uploading to the YouTube channel, promotion is carried out on various platforms such as Instagram, Twitter and TikTok. Promotions are also carried out on air in order to lead the audience to watch videos on the YouTube channel.

## CONCLUSION

Based on the discussions that have been described, Radio Gen 98.7 FM utilizes YouTube to inform the audience that the radio still exists. They also can create content that cannot be aired on-air due to the duration and visual constraints. By utilizing YouTube, Radio Gen 98.7 FM can get more listeners, or what is commonly called Sobat Gen, because those who watch YouTube do not necessarily listen to the radio and vice versa. Implementing a strategy using Google Advertisement can increase the number of viewers and make them subscribe to the Gen 98.7 FM YouTube channel. The strategy of using other platforms for promotion, such as Instagram, Twitter, and TikTok, is also effective in increasing the YouTube audience because it is easier to access. As a distribution platform, YouTube allows Radio Gen to expand its global audience reach. With YouTube's extensive user

base and accessibility across various devices, Radio Gen can also attract new listeners who do not have access to traditional radio frequencies but engage with the content online. Gen FM chose the YouTube platform as an alternative media for content distribution because it is the largest video-sharing platform, allowing this radio to be more widely recognized by many audiences. Utilizing Radio Gen 98.7 FM's YouTube platform as an alternative content distribution channel can hold significant potential benefits. Through this strategy, Radio Gen can reach a wider audience beyond its traditional radio listenership, tapping into the vast user base of YouTube Social Media.

YouTube is one of the largest and most popular video-sharing platforms, with billions of users. By leveraging this platform, Radio Gen 98.7 FM can reach a broader audience beyond its traditional radio listenership. YouTube supports various content formats, including live streaming, pre-recorded shows, interviews, podcasts, music videos, and many more. Radio Gen 98.7 FM can diversify its content offerings to cater to different audiences' preferences and interests. YouTube also offers on-demand accessibility, allowing users to watch content at their convenience way. Radio Gen 98.7 FM can upload its radio shows, interviews, and other content to YouTube, enabling listeners to access them anytime, anywhere. YouTube

also can facilitate audience interaction through features like comments, likes, shares, and live chat during the streaming season. Radio Gen 98.7 FM can engage with its audience directly, gather feedback, and build a community around its content. YouTube also provides various monetization options, such as ads, sponsorships, memberships, and merchandise sales. Radio Gen 98.7 FM can generate additional revenue streams by monetizing its YouTube channel and content. Moreover, Radio Gen 98.7 FM can leverage its existing radio audience to promote its YouTube channel and vice versa. Cross-promotion can drive traffic, increase visibility, and foster audience growth across both platforms.

The integration of YouTube with other social media platforms allows Radio Gen 98.7 FM to promote its content, amplifying its reach and visibility. By strategically sharing YouTube videos on platforms like Facebook, Twitter, and Instagram, Radio Gen 98.7 FM can attract new followers and drive traffic back to its YouTube channel, fostering a cohesive online community. Overall, leveraging The Radio Gen 98.7 FM YouTube channel as an alternative content distribution platform can enhance its reach, engagement, and revenue opportunities while offering audiences more flexibility and accessibility in consuming content.

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