

Practice of Convergence in the Makarena Segment on Radio Delta FM Jakarta

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Abstract—This study aims to see how the convergence practices that occur in the Makarena segment on Delta 99.1 FM Jakarta radio. Media convergence is one of the developments in mass media that involves many technological factors in it. The Makarena segment is the only cooking program on Radio in Indonesia. The Makarena segment serves a variety of recipes from all regions in Indonesia. This study uses a qualitative approach. The theory used in this study is Media Convergence Theory of Henry Jenkins. Delta FM's research results through the Makarena Segment carry out a convergence process by integrating the Makarena segment by utilizing social media and the internet as an effort to adjust in the midst of intense competition in the media industry. Media convergence is not only a shift in technology or technological processes, but also includes shifts in the industrial, cultural and social paradigms that encourage consumers to seek new information. Media convergence occurs by looking at how individuals interact with others at the social level and use various media platforms to create new experiences, new forms of media and content that combine us socially, and not only to other consumers, but to producers of media companies.

Keywords—convergence; radio; media; industry

I. INTRODUCTION

The intense competition in the media industry has forced conventional media to quickly keep up with the development of communication technology owned by new media. Transformation through media convergence is a necessity so that conventional media can survive.

As a conventional media radio has several weaknesses, besides visual elements. Conventional radio cannot fulfill the elements possessed by new media, such as digitality, interactivity, hypertextuality and virtuality. Put out or information delivered by radio media is not received on a digital screen, Radio also does not have a feedback mechanism when the program is broadcast, unless there is an SMS and Phone medium.

On the other hand, the Internet is able to meet the needs of the public in various ways, such as the ability to make accessibility more freely and not limited to traditional media. The need for communication interactivity that allows people to share things without delay characteristics. This is the weak

point of conventional technology and is instead the basis for the development of convergence trends.

The internet phenomenon and efforts to develop technology using the internet are optionally part of the Masima Radio Network (MSN) group which holds several radios, one of which is Delta FM Jakarta radio. Radio 99.1 Delta FM Jakarta has streaming audio on its website, www.deltafm.net.

Delta FM is the radio that ranks fourth in the radio sequence in Jakarta in 2015. One of them is the "Sore Bara Harsya" Program, which is the flagship program of the Evening Drive Show from Delta FM.

The Makarena segment is one of the segments in the Bara Harsya Afternoon program. Makarena itself stands for Delicious Wednesday Food. Because it is a segment by broadcasting cooking programs from the Sore Bara Harsya program on Delta FM radio that airs every Wednesday at 4-5 pm.

Where cooking programs are usually present on television with audio and visual displays, but the Sore Bara Harsya radio program is able to present the Makarena segment to attract listeners' attention by making recipes for traditional dishes - modern, sweet, savory, both food and drinks made directly by Chef famous Bara Patiradjawane who is one of the program announcers, "Sore Bara Harsya" since October 2013 until now. The Makarena segment is able to survive and become the only cooking program on radio in Indonesia. This study aims to find out how the process of media convergence by producer Sore Bara Harsya in the Makarena segment?

II. LITERATURE REVIEW

Digitality, interactivity, hypertextuality, and virtuality are elements that conventional media do not have. Digitality is a concept where all digital media processes are converted into numbers, so the output is in the form of online sources, digital discs, or memory drives, which will be changed and received in a hard copy. Interactivity refers to the ability of text in new media to "write back into the text" to their users, in this case the public cannot provide feedback in the form of comment text after receiving an information. While dispersal is when the production process and media distribution become decentralized and rely on individual activity [1].

Convergence means the intersection between old and new media. The convergence theory examined by Henry Jenkins in his book entitled "Convergence Culture: Where Old And New Media Collide" in 2008, states that media convergence is a process that occurs in accordance with the cultural development of society. This media convergence brings together 3C, namely computing (entering data through computers), communication (communication), and content (material / content) [2].

"By convergence, the flow of content across multiple media platforms, the cooperation between multiple media industries, and the migratory behavior of media audiences" [2].

Media convergence is not only a shift in technology or technological processes, but also includes shifts in the industrial, cultural and social paradigms that encourage consumers to seek new information. Media convergence occurs by looking at how individuals interact with other people at the social level and use various media platforms to create new experiences, new forms of media and content that combine us socially, and not only with other consumers, but also with producers of media companies .

Media convergence requires changes in relations between all stakeholders in the media sector: industry, technology, audiences and markets. In other words, media convergence tries to change the two main aspects of the media:

- (i) How the media plays a role (rationally) and
- (ii) How media consumers access content [3].

The essence of convergence in this case is the union between information and communication technology. Convergence allows the enjoyment of various services such as broadcasting, telecommunications and internet services in one integrated device. In this case what is the convergence process that occurs in the Afternoon Bara Harsya program in the Makarena Segment on Delta FM Radio.

III. RESEARCH METHOD

This study uses a qualitative approach and the Concept of Media Convergence Henry Jenkins. The subject of this study was the producer of the program Sore Bara Harsya on Radio 99.1 Delta FM Jakarta. Data collection was obtained through non-participant observation and in-depth interviews with Sore Bara Harsya program producers along with supporting data for interviews with Program Director and Digital Content Radio 99.1 Delta FM Jakarta. Other data is obtained through library research, documentation, and the internet.

IV. RESULTS AND ANALYSIS

Media convergence is one of the developments in mass media that involves many technological factors in it. The presence of the internet has encouraged mass media to apply the concept of media convergence such as online media, e-paper, e-books, streaming radio, social media, which are combined with other media.

Media convergence is not only about technological shifts or technological processes, but also includes industrial, cultural,

and social paradigm shifts that encourage consumers to seek new information. Media convergence occurs by looking at how individuals interact with other people at the social level and use various media platforms to create new experiences, new forms of media and content that combine us socially, and not only with other consumers, but also with producers of media companies .

Because now the people use it all. If we don't play there it's a pity. not only radio, but all the media may not stand alone on the media. Because of this, just like a newspaper doesn't have a digit now. If he still remains in the same print media, he will die [4].

Linking media convergence with this research is because radio (conventional) media is now starting to be integrated with digital media. The material managed in radio media is certainly different from digital media. Radio media uses audio in displaying content, while digital media requires audio, text, images and videos. The collaboration process between Producer and Digital Content is also limited to information about when Shooting is held, and what menu will be made.

... only take all data collection for the video, all photos will be later when the editing process only needs to sort the video or photo [5].

The producer does not review the edits of Makarena content for broadcast on YouTube, the producer gives full confidence in Digital Content to upload videos directly to Makarena.

Delta FM Radio is included in the type of private broadcasting station that is commercial in nature, so producers are also required to be able to create programs that can generate benefits for the company. Therefore, from the process of making ideas into a feasible program to broadcast, producers must always consider new ideas or ideas with the team, then discuss them with the program director, after which the program director will present the results with the Operations Director or Corporate Consultant. If the company agrees with ideas and programs that can be sold, new producers can generate ideas into program content. In addition, producers must always make content interesting so listeners will always be loyal to listen and if listeners are loyal to listen to content, the sales or marketing party can sell content to advertisers.

Speaking of business radio, this is the basic theory of radio. Super simple understanding is talking about hearing with income. Once your audience is high, your audience means you have a lot of income. In the sense that a successful team will be easier to sell. Because there are so many delta listeners, why don't clients want to advertise? If you hear a little what can be sold. That's why we have their own responsibilities and functions. Well, when talking about Makarena itself, we must ensure that Makarena is a lot of listeners, Alhamdulillah ... but we add to have loyal listeners for broadcast content. Well, that's what we can sell to clients in that sense because several times there are also sponsors who come who are indeed related to the world of cooking. If we collaborate with soy sauce, then they blend there. So we make dishes using soy sauce, food will immediately talk about the product. Or we have also collaborated with the Hero supermarket, in the end, we said

that the materials used could be purchased at the Hero. In fact, we also have cooperation with insurance or insurance. We live smartly taking corners [4].

Sore Bara Harsya program producer does not want to miss the progress and development of this technology, in managing content because he tried to combine radio (conventional) media with YouTube (digital) media.

“...this is a necessity. We must follow technological developments which if only for people who do not have time to listen to broadcasts, they can see it anytime, anywhere, through YouTube to serve listeners.” [4].

The program director also confirmed the producer statement that the reason for using digital media such as YouTube, Instagram, twitter and Facebook in managing Makarena content was a necessity. The following are the results of interview interviews regarding this matter:

Because of that, just like newspapers, it can't have digital now. If he is still in the same print media, he will die. You can see for yourself, people who don't try to develop digital, unfortunately there are many who close it. TV shows also develop their programs on existing social media. Try TV, it's audio-visual, but he also still needs YouTube content for the shape of his audience that doesn't have time to watch. Because you have to keep developing like that [4].

In managing content, manufacturers try to combine radio (conventional) media with YouTube (digital) media. In addition to aiming to compensate for technology, producers also use YouTube media to visualize the audio form of Makarena that has been broadcast on radio. Because according to producers listeners now prefer to be presented in visual form.

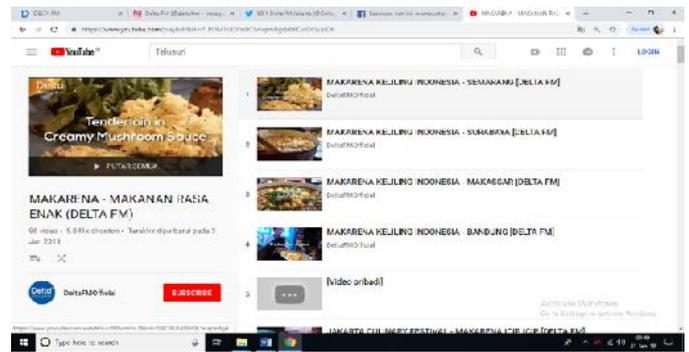


Fig. 1. Makarena Youtube.

Producers who use digital platforms in managing Makarena content also aim to do viral marketing at a lower cost so that they get new listeners who don't listen to Delta FM radio but eventually find out that there is Makarena content in Delta FM through social media.

V. CONCLUSION

Media convergence is not only a shift in technology or technological processes, but also includes shifts in the industrial, cultural and social paradigms that encourage consumers to seek new information. Media convergence occurs by looking at how individuals interact with others at the social level and use various media platforms to create new experiences, new forms of media and content that combine us socially, and not only to other consumers, but to producers of media companies.

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