

RPC BINJAI 105.4 FM RADIO BROADCASTING MANAGEMENT STRATEGY IN FACING THE DIGITAL ERA

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ABSTRACT

The development of digital technology requires radio media to make strategic adaptations to maintain its existence amidst changes in public media consumption patterns. This study aims to analyze the broadcast management strategy of Radio RPC Binjai 105.4 FM in facing the digital era using a descriptive qualitative approach. Research data were obtained through in-depth interviews, observations, and documentation of broadcast activities and radio digital media management. The results show that Radio RPC Binjai 105.4 FM implements adaptive strategies through the use of social media as a means of promotion and interaction with listeners, strengthening the role of broadcasters as influencers, adjusting broadcast content to audience characteristics, especially the younger generation, utilizing digital technology in the broadcasting process, and managing revenue sources that rely on advertising and media collaboration. These findings confirm that the sustainability of local radio in the digital era can be achieved through broadcast management that is integrated, contextual, and responsive to the dynamics of digital media.

Keywords: Local Radio; Broadcast Management; Digital Era; Rpc Binjai.

INTRODUCTION

The development of digital technology has accelerated the transformation of mass communication mechanisms, including the radio broadcasting industry. Media digitalization has not only influenced the production and distribution of messages but also transformed audience consumption patterns, becoming increasingly interactive, personalized, and digitally platform-based (Amory et al., 2025). In this context, radio, as a traditional medium, no longer competes solely with fellow conventional broadcasters but also with social media and digital streaming services that offer on-demand content and interactive experiences. This places radio under adaptive pressure to maintain its relevance amidst the rapid pace of technological innovation and the dynamics of new media user behavior.

Local radio has distinct characteristics compared to national media due to its presence growing alongside local culture and communities. Sembiring & Rasyid (2025) emphasize that local radio has the advantage of social closeness and cultural ties with listeners in their area, although it often has limited resources compared to major media outlets. Research on local radio in recent years has also noted that a communication strategy responsive to digital change is a key element in maintaining the sustainability of radio stations (Ahda et al., 2025). Thus, the sustainability of local radio is largely determined by an adaptive broadcast management strategy capable of bridging traditional and digital communication needs.

Radio RPC Binjai 105.4 FM is a local radio station with a long history in the broadcasting communications sector in Binjai City. Since its inception, this radio station has served as a medium for disseminating information, entertainment, and social interaction, with a strong connection to the local community. This radio station has also involved community leaders, senior broadcasters, public figures, and artists in certain broadcast programs, a practice that actually strengthens the social closeness and legitimacy of the media within the listening community. The involvement of social actors in these broadcasts aligns with the idea that local radio stations not only produce content but also maintain social networks that contribute to the formation of the media's identity.

Entering the digital era, Radio RPC Binjai 105.4 FM is faced with a shift in audience characteristics, especially the younger generation or Generation Z who increasingly prioritize digital media as the main channel for accessing entertainment and information. This generation tends to choose content that is visual, interactive, and easily accessible through personal digital devices, which then influences the way they interact with traditional broadcast media. Al Mujahid & Mitra (2025) show that this phenomenon has an impact on listeners' interest in conventional radio broadcasts, thus requiring local radio to adjust their strategies to remain relevant to changing media preferences. This emphasizes that the sustainability of radio in the digital era is not just a matter of presence, but also the media's ability to respond to the increasingly complex communication needs of the audience.

Radio broadcast management strategies are no longer limited to program scheduling and broadcast content management, but must expand to include the use of social media, cross-platform content integration, and strengthening radio branding through broadcaster personalities and two-way interaction with audiences. Beat Radio, for example, implements a communication strategy utilizing social media such as Instagram, YouTube, Twitter, and TikTok to attract listeners in the digital era, implying that broadcast management needs to consider digital platforms as the primary communication vehicle (Widyaningsih et al., 2023). This approach demonstrates that an effective broadcasting strategy in the digital era requires radio to simultaneously combine traditional management practices and digital innovation.

Furthermore, this strategy also encompasses radio's efforts to create emotional and psychological connections with listeners through broadcasters who are considered media influencers, a crucial aspect of modern media personalization. Media convergence is a crucial concept in understanding how radio can maintain its existence through the integration of digital channels without neglecting its local identity (Pangestu et al., 2024). Thus, radio broadcast management strategies in the digital era are multidimensional phenomena involving content adaptation, technology, communication management, and social relations with audiences.

In addition to content and technology, economics remains a key determinant of the operational sustainability of broadcast media. Previous studies have shown that local radio stations remain heavily reliant on advertising revenue and media partnerships as their primary source of funding. Therefore, the use of digital media also plays a role in increasing radio's economic appeal to advertisers and the local business community (Adelia Marwa Ujung & Muhammad Irwan Padli Nasution, 2024). This fact demonstrates the close relationship between broadcast management

strategies and economic sustainability in the context of digital media, where technology and marketing are intertwined to create a sustainable broadcasting ecosystem.

Based on the description, this study focuses on the broadcast management strategy of Radio RPC Binjai 105.4 FM in facing the digital era, with the aim of understanding in depth the adaptation practices carried out by the local media in responding to the challenges of the digital transition. This study uses a qualitative approach that allows for a holistic exploration of phenomena, so it is expected to provide an empirical contribution to the literature on broadcast communication in the context of local media adaptation in the digital era.

RESEARCH METHODS

This study uses a qualitative approach with a descriptive research type to understand in depth the broadcast management strategy of Radio RPC Binjai 105.4 FM in facing the digital era. The qualitative approach was chosen because it allows researchers to explore the processes, meanings, and dynamics of local radio broadcast management that cannot be reduced to quantitative measurements. The object of this study is Radio RPC Binjai 105.4 FM, with a focus on broadcast management strategies that include content planning, utilization of social media, the role of broadcasters as influencers, the use of digital technology in broadcasting, and radio's efforts to maintain operational sustainability. Research data were collected through in-depth interviews with radio managers and broadcasters, direct observation of broadcast activities and social media management, and documentation in the form of broadcast archives and radio digital content. This combination of data collection techniques allows researchers to gain a comprehensive and contextual understanding of radio broadcast management practices in the digital era (Putri & Murhayati, 2025).

Data analysis was conducted through the stages of data reduction, data presentation, and interpretive conclusion drawing, with the process taking place simultaneously and repeatedly. The reduced data is presented in the form of a descriptive-analytical narrative to reveal the patterns and strategies of broadcast management implemented by Radio RPC Binjai 105.4 FM. Data validity was maintained through the application of triangulation of sources and techniques, namely by comparing data from interviews, observations, and documentation to increase the credibility of the research findings. This analytical approach allows the research not only to describe the strategies used, but also to understand the logic and considerations behind the implementation of these strategies in the context of changes in the media landscape due to digitalization (Creswell & Poth, 2016)

RESULTS AND DISCUSSION

The research results show that Radio RPC Binjai 105.4 FM implements an adaptive broadcast management strategy in response to changes in the media ecosystem in the digital era. One of the main strategies implemented is the utilization of social media, particularly Facebook and TikTok, as an extension of conventional broadcasting. Social media is not only used as a means of promoting broadcast programs but also as a space for direct interaction with listeners, especially the younger generation. This practice aligns with the findings of broadcast media research which states that integrating radio with social media can expand audience reach while building more personal and participatory engagement (Rahmawati & Santoso, 2025). In the context of Radio RPC Binjai 105.4 FM, social media serves as a strategic medium to maintain radio's existence amidst the shift in audience preferences to digital platforms.

Another prominent strategy is the creation of the broadcaster as an influencer. Broadcasters are positioned not merely as script readers or program performers, but as representatives of the radio station's identity, fostering an emotional connection with listeners. Broadcasters actively build their personal branding through their communication style, social media interactions, and engagement with digital radio content. This approach strengthens the parasocial relationship between listeners and broadcasters, which in communication studies is understood as a crucial factor in building audience loyalty (Rasyid et al., 2025). Thus, radio's existence depends not solely on the institution, but also on the communicative figures who become the face and voice of the station itself.

In terms of broadcast content, Radio RPC Binjai 105.4 FM adapts to listeners' tastes, especially Generation Z. The type of dangdut music played is no longer classical, but rather curated to suit the preferences of young listeners who tend to prefer modern arrangements and are popular on social media. This strategy demonstrates the radio management's awareness of the importance of audience segmentation in managing broadcast content. Adapting content based on audience characteristics is one of the keys to the sustainability of broadcast media in the digital era, where audiences have many alternative entertainment media (Cahyaalifia & Basori, 2025). In practice, Radio RPC Binjai 105.4

FM strives to bridge the tastes of the younger generation without completely abandoning listeners across ages.

In addition to content and human resources, the use of digital technology is also part of the broadcast management strategy of Radio RPC Binjai 105.4 FM. The use of Adobe-based software to support the broadcasting process demonstrates an effort to modernize technical aspects of broadcast production. This technology helps improve audio quality, broadcaster efficiency, and flexibility in managing broadcast material. Technological transformation in local radio, although limited in scale, reflects an adaptation to the standards of the increasingly digitalized modern broadcasting industry (Hidayat, 2025). This confirms that radio's existence is determined not only by content but also by its ability to adopt relevant technology.

In terms of economic sustainability, the research results show that Radio RPC Binjai 105.4 FM's primary revenue source still comes from advertising and media partnerships. However, the strategy of selling product content to all listeners is an effort to diversify the radio economy. This approach demonstrates that radio serves not only as a broadcast medium but also as a promotional medium that offers economic value to advertisers through close relationships with local audiences. This finding aligns with local media studies that emphasize that radio's sustainability in the digital era depends heavily on the ability to manage relationships with advertisers and capitalize on the uniqueness of the local market (Maytrisa & Matondang, 2024). Overall, Radio RPC Binjai 105.4 FM's broadcast management strategy reflects local radio's adaptive efforts to maintain its existence in the digital transition era. Social media integration, strengthening the role of broadcasters, adapting broadcast content, utilizing digital technology, and managing revenue sources indicate that radio still has strategic space in the contemporary media landscape. These findings emphasize that local radio is not passively responding to change but is actively negotiating its position to remain relevant amidst increasingly dynamic digital media competition.

CONCLUSIONS

This study shows that Radio RPC Binjai 105.4 FM is able to maintain its existence amidst the digital transition era through an adaptive and contextual broadcast management strategy. The radio's existence is not solely maintained through conventional broadcasts, but through the integration of social media as a distribution and interaction space, strengthening the role of broadcasters as communicative figures, and adapting broadcast content to the characteristics of listeners, especially the younger generation. This strategy reflects the radio's awareness of changing media consumption patterns in society and the importance of building closeness with audiences beyond the boundaries of broadcast frequencies. In addition to content and communication aspects, the sustainability of Radio RPC Binjai 105.4 FM is also supported by the use of digital technology in the broadcasting process and the management of the media economy, which still relies on advertising and media collaboration. The use of digital-based broadcasting technology demonstrates efforts to improve broadcast professionalism, while the implemented economic strategy demonstrates the radio's ability to utilize the local market as a key strength. These findings confirm that local radio still has a strategic position in the digital media landscape, as long as it is able to manage resources, technology, and relationships with audiences in an integrated manner. Theoretically, this research reinforces the view that radio is not experiencing decline, but rather a transformation in function and strategy in response to media digitalization. Practically, the results of this study can serve as a reference for other local radio stations in formulating broadcast management strategies relevant to technological developments and changing audiences. Thus, radio's existence in the digital era is not a matter of survival or displacement, but rather how the medium can adapt and negotiate its role within the ever-evolving media ecosystem.

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