

ABSTRACT

Comparison of Media Convergence Strategies on Public Broadcasting Radio and Private Broadcasting Radio (Descriptive Study on RRI Jakarta and Radio Sonora Jakarta 2022-2023)

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Media convergence at broadcast radio stations is a must so that radio can still reach audiences that have changed in the way they consume radio broadcasts. This also applies to public and private radio broadcasts that are over 50 years old such as RRI and Radio Sonora. This study aims to determine the comparative implementation of the media convergence strategy on RRI and Sonora. The main concept of Continuum Convergence from Dailey, Demo and Spillman which consists of five stages namely Cross Promotion, Cloning, Coopetition, Content Sharing, and Full Convergence is the main concept. This research uses a construction paradigm with a qualitative approach and interview methods. The research informants were 6 people who were employees of RRI and Sonora Jakarta. The results showed that RRI Jakarta and Radio Sonora Jakarta had carried out all stages of the continuum convergence. The difference between public radio broadcasts and private radio broadcasts in carrying out media convergence lies in the innovation of the programs produced. On radio broadcasts, private programs are produced with an orientation to seek profit for the radio, which is in accordance with a business orientation. In contrast to RRI, whose main source of funding is obtained from government subsidies.

Keywords : Media Convergence, Public Broadcasting Radio, Private Broadcasting Radio, Continuum Media Convergence

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