

Political Economic Analysis of Jusyan 92.7 Fm Radio Media to Maintain Existence in the Digital Era

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Abstract

This study aims to determine the media's political economy by paying attention to the commodification and spatialization of Radio Jusyan 92.7 FM to maintain its existence in the digital era and the current media industry. This study uses a critical paradigm with qualitative-descriptive research methods with data collection techniques using in-depth interviews and participatory observations documented during the research. The results showed that Radio Jusyan 92.7 FM has been able to design media political economy strategies through commodification with the commodification of content, the commodification of audiences, commodification of workers, and spatialization with aspects of vertical and horizontal integration. Radio Jusyan can adapt every content it produces to the listeners' needs and keep pace with market tastes that continue to change along with the times. In addition, Radio Jusyan provides live streaming facilities and social media platforms. Listeners who remain loyal to Jusyan's radio broadcasts make this a selling point that can be offered to advertisers. Radio Jusyan workers are also responsible for carrying out their duties and obligations. Radio Jusyan 92.7 FM expands the same and different business fields, which is what makes Radio Jusyan able to maintain its existence to this day.

Keywords

radio; political economy of media; commodification; spatialization; existence



I. Introduction

The increasing public need for information and entertainment makes information seekers choose reliable mass media to get actual and reliable information. Morissan said that the development of increasingly advanced technology resulted in a higher demand for people's rights to know and obtain information. Information has become part of society and an important product in people's lives. This is also related to radio, one of the means to meet the community's needs, and the official information channel in the form of electronics to spread news and messages quickly or even in real-time (Levine & Aley, 2020).

Radio is a one-way mass media that functions in conveying messages to the public with a wide scope. The message can be in the form of news, information, and entertainment. Radio, the oldest electronic communication medium, has adapted to the changing world by enhancing mutually beneficial and complementary relationships with other communication media. Compared to other mass media, radio has several advantages, namely that it can be accessed easily and does not require special skills from the intended audience, such as reading skills, because radio is an imaginative medium. Audiences don't need to spend a lot of money to get information that has been presented quickly and actually. Another advantage of radio is that it is relaxed because it is auditory, so it will be easier for communicators to package messages in the form of interesting programs (Sultan et al., 2021).

The auditive nature of radio makes it easy for communicators to present messages as attractive as possible. Attractive packaging is a vital point in radio broadcasting because the public has a selective nature. Therefore, radio managers need to be careful in determining the program concept so that the program consumed by listeners follows the desired image of the radio but still can maintain listeners' interest. Therefore, it is necessary to collaborate on message content with various audio elements such as music, broadcasters, word games, and so on to achieve a positive program image. In addition, radio is actual. If judged based on the actuality of the news, radio should be the actual mass media. Judging from the process of delivering information, radio uses a matter of seconds, is more practical, and is not complicated. In addition, radio often does news coverage directly from the scene (Laor, 2022).

The hallmark of radio is its intimate or intimate nature. A radio announcer seems to be in a room close to the listener. Radio is required to be able to mix various programs with familiarity and agility, ranging from informative programs to interludes that entertain the hearts of the listeners. Another characteristic possessed by radio is a language with a conversational style. The delivery of messages must be conversational as if a radio announcer is positioning himself as a friend who meets his listeners wherever they are. Therefore, writing radio scripts must be made as broadcasters speak to audiences. Another characteristic of radio is maintaining mobility. Generally, the radio is listened to when doing other activities. The mobility of the listener is maintained, so the listener does not need to leave the activity when listening to the radio (Lindgren, 2021).

The radio industry was predicted to "die" after the television industry arrived. But, until now, the radio is still alive. Radio is still considered a broadcasting medium close to the community. This is one of the reasons radio can still exist today and is a popular means of communication for the public even though there are many newer mass media such as television, the internet, and so on (Waller et al., 2020).

Additionally, the competition between radios in Indonesia is getting more complex. This makes radio people need to work and think more critically, creatively, and innovatively in working on programs so they can be presented attractively. Media convergence is one of the innovations in the media sector that integrates the use of mass media with digital technology as the embodiment of radio which is the old communication medium towards the communication process towards new media. The use of online media is an example of media convergence which is quite respected and proven to be able to make radio exist again in society. However, the lack of innovation by radio media, especially regional radios that are far from big cities, is another factor affecting the listener enthusiasm decline. This also impacted Radio Jusyan 92.7 FM Sumedang, where public enthusiasm for listening to Radio Jusyan 92.7 FM Sumedang began to decline (Achmad & Ida, 2019).

In the last few years, radio has experienced several problems that have caused a decrease in the quality of radio, such as reduced advertising revenue, which makes radio media have to have the right strategy so as not to cause adverse effects that have an impact on radio operations. The main problem with radio media is not just the decline in advertising. As a media industry, radio is starting to find some alarming signs. One of those signs is the main radio show, where music has become available on other devices with no ads. In Indonesia, several digital music or music streaming platforms are already developing among teenagers to their productive age, so this is considered to make it easier for audiences to access music from various genres without having to listen to radio programs they don't want to hear. Now radio listeners have decreased a lot, especially the audience or radio listeners who come from the 18-24 age group (Sehl et al., 2020).

If viewed from the point of view of the media's political economy, what happened to Radio Jusyan 92.7 FM Sumedang is an effort to maintain its existence in the media industry today. The radio industry media is seen as an economic system that cannot be separated from the political system. Political economy is "the study of the social relations, particularly the power relations, that mutually constitute the production, distribution, and consumption of resources." The definition states that the study of the political economy includes social relations, especially power relations, which shape resource production, distribution, and consumption (Iosifidis & Nicoli, 2020).

In the media context, the political economy describes capitalism as a system that converts resources (such as workers, land, raw materials, and information) into products that can be traded and benefit the owners of capital in the system. Therefore, the political economy of the media shows a mutually sustainable relationship between power, finance, resources, and content produced (output) in influencing and creating the media system. The political economy view asserts that there are three vital concepts in the practice of political economy in media/communication studies: commodification, spatialization, and structuration (Schaffartzik et al., 2021).

Economic problems are often a problem faced by the radio broadcasting industry. In addition, the declining number of radio listeners due to market competition due to the massive development of digital media is also one of the problems that radio often faces. This also creates a domino effect on advertising business players' perception that radio is no longer a medium with strong marketing tools. Radio practitioners are always looking for ways to show that radio still has a place in the hearts of listeners and advertisers (Cusumano et al., 2021).

The content and material presented by Radio Jusyan 92.7 FM, which emphasizes locality, follows the area of Radio Jusyan 92.7 FM. Radio Jusyan 92.7 FM is multicultural and uses a local perspective, where information delivery is adjusted to each region's thoughts, language, and background. This was done by Radio Jusyan, located in Sumedang Regency, where residents are accustomed to speaking in Sundanese, so broadcasters need to perform in Sundanese (Jurva et al., 2020).

Six radio stations are still operating in Sumedang Regency at this time. The six radios are private radio stations: Jusyan FM; VNK FM; Erks FM; King FM; Citra Persada FM; and AM Swara Power. In this case, Jusyan FM Radio has competitors in the radio industry in Sumedang. Therefore, Radio Jusyan 92.7 FM must compete to get advertisers and listeners, especially Sumedang residents (Sjuchro et al., 2022).

Radio Jusyan 92.7 FM is one of the oldest private radio stations in Sumedang. However, in the last few years, Jusyan 92.7 FM Radio has experienced a decline, both in terms of listener interaction and advertising contracts. Based on survey data on the age and occupation of Radio Jusyan 92.7 FM, the listeners with the lowest percentage are students. There is a decrease in enthusiasm for radio media, especially among the younger generation, and the development of increasingly sophisticated media technology, especially online media, is one of the causes. In maintaining its existence, the manager of Radio Jusyan made various efforts such as adopting technology as a broadcasting medium, expanding the radio business, and many other efforts made by radio managers so that Radio Jusyan still exists to this day. Based on the problems found in the current radio media, the explanation above, and the phenomena that occur, the researchers are interested in researching the political economy of media at Radio Jusyan 92.7 FM Sumedang.

II. Review of Literature

2.1 Mass Communication

The general definition of “mass” in communication is the person who is the target of the mass media or the recipient of mass media messages. The word “mass” refers to an audience or audience. The masses are described as people in various locations simultaneously receiving communication messages (Koceva & Mirascieva, 2018). In addition, special terms describe the mass of the media used, such as audiences or radio audiences referred to as listeners. In television media, the audience is called the viewer or audience, and the print media audience is called the reader (Graham et al., 2021).

Mass communication has characteristics that distinguish it from other types of communication, namely, the source of mass communication comes from a formal organization, and the communicator or message sender is a professional communicator. The relationship between communicators and communicants is rarely two-way or interactive. However, it is one-way (van der Meer & Jin, 2020). In the mass media, the relationship between the communicator and the communicant is impersonal and often moral and calculative, with the intention that the communicator is usually not responsible for the consequences to the audience. Messages are traded with money for particular attention. In mass communication, messages are received simultaneously between communicators and audiences, thus creating a wide influence in a fast time and causing a response from a wide audience simultaneously (Harrison, 2018).

2.2 Radio

Radio is one type of one-way mass media that aims to convey messages to the public in a broad scope and generally has the same function as a tool to provide information with the intention that through its content, someone can receive and understand something. In addition, radio is a tool for educating or educating, as a medium that can increase the audience’s knowledge, insight, skills, and morals. Radio is also an entertainment tool, meaning that the audience can be entertained by the content broadcast by the radio (Gesser-Edelsburg, 2021).

Radio is a communication medium where messages in the form of sound are converted into sound signals emitted from a source (a sender) through a transmitter using electromagnetic waves. Then the signal is then received by the radio antenna (a receiver), which converts the voice signal into sound again at the radio receiver (Chamola et al., 2021).

Radio is considered a mass media that is closely related to the community. This is because radio is a more affordable entertainment medium compared to other media such as television. In addition, radio also has a strong network so that it can penetrate various remote areas. Radio has its unique form, which other mass media have not fully adopted until now. Another uniqueness that can be obtained from radio media is that it can be a channel of interpersonal communication, where radio announcers always greet their listeners warmly and friendly (Geni et al., 2021).

The institution empowers the media in the delivery of communication to the public. Electronic media such as radio, whose public-focused mode of communication provides a channel that connects certain people to others, generates and distributes knowledge through messages, information, views, and culture. The target of mass communication on the radio is listeners or broadcast connoisseurs. Mass communication is said to be effective if listeners are affected by ongoing radio broadcasts (De Silva et al., 2018).

2.3 Existence

According to Abidin, existence is a dynamic process or something that becomes or exists. This is related to the origin of the word existence, namely *existere*, which means getting out by going beyond or overcoming. So this existence is not rigid and experiences development or decline. It depends on the ability to actualize its potential (Qureshi-Hurst, 2021). Etymologically existentialism comes from the word *existere* from the Latin *existere*, which means to appear, arise, exist, or choose an actual existence. The general understanding of existence is also interpreted as *existence*, meaning that there is an influence on the presence or absence of a person. So the existence needs to be conveyed or proven to others because the response from people around proves that a person is recognized for his existence (Weir, 2021).

The connection with the research of Radio Jusyan 92.7 FM is that it must be able to maintain its existence or, in other words, must adapt and follow the developments of the times so that there is no setback and still be able to maintain the existence of Radio Jusyan 92.7 FM (Dirani et al., 2020).

2.4 Media Political Economy

The political economy of the media is part of a macro theory, which discusses the relationship between the structure of the political economy with the dynamics of the media industry and the ideology of the content itself. This theory explains that ideology tends to depend on political-economic power. Furthermore, this theory focuses on the empirical analysis of the media ownership structure and the working mechanism with market forces (Gunderson et al., 2020).

In media political economy theory, media institutions are part of an economic system closely related to the political system. In line with Barker's statement, the political economy of the media is closely related to the power distribution of economic and social resources. Media owners or rulers will dominate the media distribution mechanism controlling socio-cultural formation. Along with its development, the political economy theory of media is related to the ownership of the economic aspect and control of the media, which can lead to its own goals related to political, economic, and social elites (Nieborg & Helmond, 2019).

The political economy theory has strengths in 3 aspects, namely, (a) focusing on the media (controlled and built); (b) providing an empirical investigation of media finance; and (c) finding a link between the media content production process and media finance.

III. Research Method

This study uses a qualitative research method with a descriptive approach. Researchers chose research subjects using the purposive sampling technique. The data collected in this qualitative research is the primary source derived from the interviews, observations, and documentation results. The data that has been collected is processed through reduction, data presentation, and finally, concluding. The data validity in this study will be carried out by data triangulation.

IV. Result and Discussion

The political economy of the media is an effort made by the media company in this study, namely Radio Jusyan 92.7 FM Sumedang, to maintain its existence through the production process. This production is then distributed to be consumed by the audience/audience. These efforts produce feedback in the form of positive feedback/response that can build dynamic social relationships between media companies and audiences. In addition, the manager of this media company uses Radio Jusyan 92.7 FM Sumedang to gain profit where the profits are managed/invested in developing their media company (Radio Jusyan). In managing this, radio is certainly in line with what was conveyed by the experts regarding the concept of the political economy of the media. In this concept, the political economy of media is a study that examines how social relations can be formed. This becomes a strength for media companies, including the production, distribution, and consumption of a product that Vincent Moscow has produced. This can strengthen the economic and political system because media company managers make the media industry an ideology in meeting the needs and desires of the community through the products it produces and how it can provide its advantages that can impact the business development of the media company. This is also in line with what the managers of Radio Jusyan 92.7 FM Sumedang do in meeting the needs and desires of the audience through the products they produce by conveying messages/information through the programs they broadcast, as well as in obtaining benefits that can provide benefits in maintaining the existence of Radio Jusyan. Radio Jusyan 92.7 FM Sumedang packs all these activities through commodification and spatialization in this research.

4.2 Commodification

Radio Jusyan 92.7 FM Sumedang in producing a product/content through an event program, which is a program is conveyed messages containing various information obtained based on facts in the field that are packaged so that it can be adopted by the audience so that it can provide benefits for the audience itself. This certainly has a great influence on the defense of the existence of Radio Jusyan 92.7 FM Sumedang because the distribution of products/contents carried out by workers of Radio Jusyan 92.7 FM Sumedang can attract the interest of a wide audience. Based on that, Radio jusyan 92.7 FM Sumedang was able to attract sponsors/advertisers, which then impacted the existence of Radio jusyan itself.

Moscow states that in the media, there are three forms of commodification, and that is also implemented by Radio Jusyan 92.7 FM Sumedang through:

a. Content commodification

Moscow said that the commodification of content is a process in communication that refers to the transformation of messages. Starting from small things to become a system that has meaning and can become a product in the market, such as the presentation of various information by media companies which are carried out to gain benefits for the media itself.

In the political economy of media, commodification becomes the center of attention, and this is because when messages or content are used as commodities, the political economy makes it a study of media content. This is also in line with the view of classical Marxism, which explains that media content is a commodity that can be sold in the market, and the information presented is regulated in such a way by what the market itself will consume. In this case, the message is used as a commodity that can please the audience,

invite sponsors/advertisers and help expand the media business by presenting various information that is packaged according to the needs and desires of the audience.

Radio Jusyan 92.7 FM Sumedang is still one of the radios that exist because Radio Jusyan has many listeners who are always loyal to Radio Jusyan broadcasts. This happens because Radio Jusyan can provide interesting information following the wishes and needs of the audience, and any information is conveyed through broadcast programs that are packaged as attractively as possible according to the needs of the community so that each program of Radio Jusyan 92.7 FM can contain an area that is acceptable to society. Therefore, the Radio Jusyan 92.7 FM program is multi-tasteful through the blocking time segment. Through this blocking time segment Radio Jusyan, 92.7 FM can adapt every program broadcast to the target audience regarding age, profession, and gender from the listeners themselves.

10 programs have been produced by Radio Jusyan 92.7 FM, including 1). Echoes of Linuhung; 2). All Sides Chat); 3). Duraring Jusyan; 4). Jusyan Sabulan Bentor; 5). Pop-In Jusyan; 6). Panorama Jusyan; 7). Omes (meh sare chat); 8). Cross-Cultural Jusyan; 9). Night Range; and 10). Tahfizul Quran (special month of Ramadan). It can be said that Jusyan 92.7 FM Radio can meet every audience's needs through various program offerings. Each program contains different themes and fields and is adapted to the community/audience's needs.

b. Audience Commodification

Moscow explained that the audience is an important commodity in media companies. This is done to attract sponsors and income for the media companies. A media company must be able to generate its audience by producing interesting products/content that can attract audiences so that it can be sent to advertisers.

In addition, Moscow explained that media companies could usually sell the results of content/products distributed to the public through ratings/feedback. Therefore, media companies must be able to create a program that achieves the highest rating compared to programs from other media companies.

In determining the target audience, Radio Jusyan 92.7 FM Sumedang, from the beginning, has determined where to go and the target audience for each product/content to be published. Radio Jusyan 92.7 FM Sumedang already knows and understands what the audience needs to design products/content that can efficiently and effectively meet their needs.

The audience is a commodity because it is the audience that determines the rating of the product/content produced by Radio Jusyan 92.7 FM Sumedang. This is evidenced by the program broadcast by Radio Jusyan 92.7 FM Sumedang, which was able to get a good rating and was ranked first as the most popular program compared to other radio programs. One of them is the Obsession program, which ranked first in a row for 2 years as the most popular program. This is known through surveys conducted and measured through listener responses based on incoming calls, SMS, and Whatsapp messages, as well as through responses from social media and live streaming, which can reach a wider audience so that the resulting rating is more leverage. In maintaining a stable rating, Radio Jusyan 92.7 FM Sumedang strives to create a fresh atmosphere through broadcasters, coupled with song presentations, bringing in speakers and presenting the latest information, as well as holding quizzes and events directed towards listeners directly.

c. Labor Commodification

Vincent Moscow explained that the workforce becomes a force for media companies in designing, describing, and imagining a job that they then embody in reality. Media company workers focus not only on content production but also on how they can please the audience through the products/content produced because workers have a role to be one of the drivers in production and distribution activities.

Radio Jusyan 92.7 FM Sumedang has at least 8 workers stationed at the Radio office and 2 workers in the field who have special responsibilities when Radio Jusyan 92.7 FM Sumedang is holding an event. The workers at Radio Jusyan 92.7 FM Sumedang have high productivity in carrying out their duties properly following their main duties and working hours where workers at Radio Jusyan work for 5 days in 1 week and in 1 day they work for 7-8 hours. Workers at Radio Jusyan 92.7 FM Sumedang are also required to master various fields. Therefore, workers at Radio Jusyan 92.7 FM Sumedang often have two jobs. This is done to lighten up and help each other in their work.

Radio Jusyan 92.7 FM Sumedang often organizes or involves its workers in various training according to their field of expertise. This is done so that workers can improve their skills and abilities so that the performance they produce is maximized.

4.3 Jusyan Radio Spatialization 92.7 FM

Moscow says that spatialization is a process of institutional extension of the media through the form of corporations and the size of the media business entity. Spatialization is also a process carried out to overcome various obstacles regarding space and time in social life by media companies. They realize this in the form of business expansion, which aims to increase the profits obtained by media companies. Therefore, Mosco explained that spatialization is a process of institutionalizing and extending media companies through corporations and the size of the business entities owned by these media companies. Spatialization in the political economy of media is used to see whether media companies' network or not in running their media companies.

Vincent Moscow discusses this spatialization with horizontal integrity and vertical integrity. The same thing was also done by Radio Jusyan 92.7 FM Sumedang, where they have been able to expand their business with parties who have the same line of business and with parties who have businesses in different fields. In addition, Radio Jusyan 92.7 FM Sumedang can establish cross-sectoral relationships and networks, providing a distinct advantage for Radio Jusyan 92.7 FM Sumedang. In addition to forming cooperation and maintaining partnerships, Radio Jusyan 92.7 FM Sumedang gets another benefit from the increasing branding of Radio Jusyan 92.7 FM itself.

a. Horizontal Integrity Radio Jusyan 92.7 FM

Horizontal Spatialization talks about media business ownership that is cross to media institutions, a media company does not stand in one type of media, but there is a network of links that mutually support one another. In a political economy, media is said to be horizontal integrity when a media company with the same path can buy shares in other media that have no direct relationship with the original business. Or it can be said that media companies take most of the ownership of companies that are not at all focused or engaged in the same field, then see how media companies can network with other parties who have businesses in different fields.

In reality, Jusyan 92.7 FM Radio Sumedang does not buy or take over shares of other dissimilar fields. However, Radio Jusyan 92.7 FM Sumedang can establish relationships and networks with parties involved in different fields through collaboration and

sponsorship activities. Radio Jusyan 92.7 FM has control over the management of the JMTV television channel, which is a regional television channel. Radio Jusyan 92.7 FM has made the channel along with the frequency for Radio Jusyan. However, the management of the JMTV television channel has stopped operating due to a large amount of burden/cost. Furthermore, Radio Jusyan 92.7 FM Sumedang also has a business in another field, namely relay/tower. The existence of this business makes Jusyan Radio 92.7 FM Sumedang often collaborate with private and national television parties, one of which is TV-ONE.

Collaborations with other parties on different paths include collaboration between Radio Jusyan 92.7 FM Sumedang and the media lover community (KIM), BPJS Employment, NGOs (non-governmental organizations), Ormas (community organizations), and Bank Central Asia (BCA).

In collaborating with various parties, Radio Jusyan 92.7 FM Sumedang provides an MOU (Memorandum of Understanding), which contains written regulations that serve as references and the basis so that the existing cooperation can run according to their respective agreements. The cooperation between Radio Jusyan 92.7 FM Sumedang with the parties mentioned and other parties is established through the activities carried out or sponsorship activities.

The various collaborations that have been established provide benefits for increasing the brand image of Radio Jusyan itself so that with this Radio Jusyan can get more attention from other parties to collaborate with Radio Jusyan. In addition, Radio Jusyan has earned these parties' full trust because the established cooperation has been going well and following their respective agreements. However, even so, Radio Jusyan often still finds obstacles in carrying out the cooperation, such as there is a miss-communication, and the established cooperation is not following the MOU that has been agreed upon by both parties.

To overcome the above, Radio Jusyan 92.7 FM Sumedang often evaluates so that the existing cooperation can run according to the expectations of the parties who collaborate and produce feedback according to what is expected. Although Radio Jusyan 92.7 FM Sumedang did not acquire/take most of the ownership of other businesses that were on a different path, Radio Jusyan 92.7 FM Sumedang was still able to maintain its existence through these established relationships/collaborations. This then causes there to be still many advertisers/sponsors who want to cooperate with Radio Jusyan 92.7 FM Sumedang, and this has a positive impact on the existence of Radio Jusyan 92.7 FM Sumedang.

b. Vertical Integrity Radio Jusyan 92.7 FM

In the political economy of media, vertical integrity is defined as a concentration of media companies in the same line of business to expand the media company's control over production. In addition, vertical integrity is also defined as an integration process between the parent company and its subsidiaries that are interwoven within the same line of business which is carried out to obtain the same synergy in gaining control over media production.

Radio Jusyan 92.7 FM Sumedang has a business branch or subsidiary, Radio VNK Sumedang 107.3 FM, which is located on Jl. Raya Sukasari Tolengas, Tomo District, Sumedang Regency. Despite being a subsidiary of Radio Jusyan, this VNK Radio has a different segmentation shot from Radio Jusyan. VNK radio is segmented around health and agricultural information and entertainment, presenting dangdut and Sundanese songs. Radio VNK also has a Live Streaming platform similar to Radio Jusyan to facilitate the distribution of products/content to the public.

In addition to having business branches/subsidiaries, Radio Jusyan 92.7 FM Sumedang also often collaborates with similar media parties or with other radios through off-air activities by holding joint events with these parties. Several radios that have collaborated with Radio Jusyan are Dahlia Sumedang Radio, Erks Sumedang Radio, PRSSNI Radios West Java, Radio Republik Indonesia (RRI) Bandung and Radio KBR 68H Jakarta and many other radios that have collaborated with Radio Jusyan 92.7 FM Sumedang.

Radio Jusyan 92.7 FM Sumedang always carries out business activities honestly and openly to clients, develops interesting innovations, and provides excellent service to parties working with Radio Jusyan 92.7 FM Sumedang. This makes the business managed by Radio Jusyan 92.7 FM Sumedang remain stable.

Radio Jusyan 92.7 FM Sumedang can expand its business/business by creating a subsidiary. In addition, Radio Jusyan 92.7 FM Sumedang can establish relationships/cooperation with other radios, which makes Radio Jusyan 92.7 FM Sumedang still exist today.

V. Conclusion

In maintaining its existence, Radio Jusyan 92.7 FM has been able to design various strategies that can positively impact the sustainability of Radio Jusyan. Radio Jusyan adapts every content/product it produces to the listener's needs through a blocking time system and keeps pace with market tastes that keep changing along with the times by producing a variety of new and fresh offerings that can give listeners new colors. In addition, Radio Jusyan can take a good approach to listeners and provide qualified facilities so that listeners can access every content/product produced by Radio Jusyan through Live Streaming and presents various interesting information published through various social media platforms of Radio Jusyan. Radio Jusyan can also establish harmony with listeners through positive interactions that occur every time they broadcast programs so that the feedback/response generated can have a good impact on the defense of the existence of Radio Jusyan 92.7 FM.

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