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The Convergence Continum of Radio Songgolangit

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Abstract

The trend of using the internet in Indonesia is increasing because of the various advantages it has. Therefore, Radio Songgolangit uses internet media to disseminate its information by using various platforms such as Facebook, Instagram, radio streaming and websites. This activity of combining old and new media is called media convergence. This study aims to determine how the implementation of the convergence of Radio Songgolangit media. In this study, the researcher uses the theory from Dailey, Demo and Spillman namely the the continuum model of media convergence theory. In this theory, the convergence has five stages, Cross Promotion, Cloning, Coopetition, Content Sharing, and the last is Full Convergence. By using qualitative methods researchers has collected data by observation, interviews and documentation. The results showed that the media convergence of the continuum model of Radio Songgolangit was still running the first and the second stages. At the Cross Promotion stage, it is carried out by introducing each other, such as mentioning, including names, logos and links. At the Cloning stage, broadcast media reproduces content from social media, and social media reproduces content from other news portals. Meanwhile, at the Coopetition, Content Sharing and Full Convergence stages, Radio Songgolangit has not been fully implemented, because Radio Songgolangit still has shortcomings in the implementation of its media convergence, such as the lack of human resources and empowerment as the driving wheel of Radio Songgolangit media convergence, thus Radio Songgolangit still has not implemented five stages of media convergence continuum model.

Keywords: *Media Convergence; Continum Stages; Songgolangit Radio; Streaming Radio; Social Media*

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Tahapan Konvergensi Kontinum Radio Songgolangit

Abstrak

Tren menggunakan internet di Indonesia meningkat karena berbagai keunggulan yang dimilikinya. Oleh karena itu, Radio Songgolangit menggunakan media internet untuk menyebarkan informasinya. Dengan menggunakan berbagai platform seperti Facebook, Instagram, radio streaming dan website. Kegiatan menggabungkan antara media lama dan media baru ini dinamakan konvergensi media. Penelitian ini bertujuan untuk mengetahui bagaimana implementasi konvergensi media Radio Songgolangit. Dalam penelitian ini peneliti menggunakan teori dari Dailey, Demo dan Spillman yaitu teori tahapan konvergensi media model kontinum, yaitu pada teori ini tahapan konvergensi mempunyai lima tahapan, yang pertama *Cross Promotion*, kedua *Cloning*, ketiga *Coopetition* keempat *Conten Sharing* dan yang kelima *Full Convergence*. Dengan menggunakan metode kualitatif peneliti mengumpulkan data dengan cara observasi, wawancara dan dokumentasi. Hasil penelitian menunjukkan bahwa dari lima tahapan konvergensi media model kontinum, Radio Songgolangit masih menjalankan tahapan *Cross Promotion*, dan *Cloning*. *Cross promotion* dilaksanakan dengan antar media saling memperkenalkan satu sama lain, seperti penyebutan, penyantuman nama, logo dan link. Pada tahapan *Cloning* dilakukan dengan media siaran memperbanyak konten dari media sosial, dan media sosial memperbanyak konten dari portal berita lain. Sementara pada tahapan *Coopetition, Content Sharing* dan *Full Convergence* belum sepenuhnya terlihat dilaksanakan oleh Radio Songgolangit karena kurangnya SDM. Dengan demikian Radio Songgolangit masih belum menjalankan lima tahapan konvergensi media model kontinum.

Kata-kata Kunci : Konvergensi Media; Tahapan Konvergensi Kontinum; Radio Songgolangit; Radio Streaming; Media Sosial

INTRODUCTION

Known as *homo social*, people need to communicate with others in their everyday life. Sharing information and knowledge is one of human primary necessity nowadays. To fulfill their needs, people adapt on several ways to communicate and receive some information, then technology affects the most of this process.

The modernization of information system, in line with the development civilization, also influence on how people interacts. Information Technology appears as a tool for human and it always changes (Nuryanto, 2012). The development of IT follows the civilization era, since the invention of the Gutenberg's printing press, Alexander Graham Bell's phone, Marconi's radio, until smartphone era today.

In fact, people nowadays left some traditional media to use more new Media (Khadziq, 2016). New media offers more comfort and convenience on using the information technology. The shifting of information technology will be the biggest challenges for traditional media to survive on modern era.

Radio is one of the oldest media that exist in Indonesia. Since airing on 1920s, some of Indonesian community using the

radio to spread some information, news, and as an entertainment media. On 1925, Batavia Radio Vereneging (Wijaya, 2012) was exist as the first amateur radio station community in Jakarta. This community was a proof that radio popularity is increasing at that time. Radio characteristic, as a friendly-hear media, grab more listeners and make their own loyal audience, until today in new media era (Trinoviana, 2017).

Radio become unpopular media in internet era, that also happens in printing media such as newspaper, magazine, and tabloid. People access more "intimate" media with the internet, accessing information with easier and faster way. The internet users in Indonesia is increasing, covered 56 percent of whole population (Asy'ari & Marantika, 2020). It also strengthen that more than half of world population are internet users (Kemp, n.d). This fact show us how people depends on Internet technology to access an easier and faster information compared with conventional media. New media access could grab more audience from traditional media, include radio listeners.

Internet technology become a challenge for radio existence among Indonesian society. Today, radio needs to innovate their form of business, to spread information more effective, also to adapt on people behavior on internet era. Nowadays, radio use the way of media convergence to keep their listeners, bring them more variety of content accessing.

This multi-platform adoption is one of media convergence on conventional media (Trinoviana, 2017). The convergence is one of compromise on conventional media to survive on this new media era. Internet pushed mass media to implement the concept of convergence to make digital form of conventional media, such as e-newspaper and streaming radio (*Surat Kabar & Konvergensi Media (Studi Deskriptif Kualitatif Model Konvergensi Media Pada Solopos)*, 2016).

Traditional media get some benefits with this convergence way. Beside they could reach multi-layer audience, media also grab more income on advertisement. Internet brings new indicator to standardize popularity and audience reach, within media that brings e-platform, website, and social media account.

Radio Songgolangit is one of the radio stations that adopt the convergence way. Using the 99.2 FM frequency, Songgolangis is one of the most popular radio in Ponorogo. Since airing on 2007, Songgolangit has various events with multi-segments and switched to the News and Talk program in 2017. Radio Songgolangit has also started the convergence stage by creating a website that provide news update around Ponorogo City, also bring their audience to access the radio streaming directly. In addition, Radio Songgolangit also has social media account on Facebook and Instagram. Just like the Radio Songgolangit website, the Songgolangit Radio social media also provide the latest news update. Radio Songgolangit supported by academic assistance and below the provision of streaming radio and convergence management during implement this multi-platform.

In convergence, there are several stages; Cross Promotion, Cloning, Coopetition, Content Sharing and Full Convergence (Radyastuti, 2014) The convergence stage theory of the continuum model can help media managers to implement a more structured convergence strategy. Based on the condition of the Songgolangit radio, which already implemented the convergence, makes researchers interested in knowing how to apply the convergence when viewed from the theory of the convergence stages of the continuum model.

LITERATURE REVIEW

At first the internet was the personal domain of American researchers and scientists, but in the development of the internet it has become a large communication system that is used by people all over the world and for various purposes such as business, academic, and for information retrieval.

The internet is changing the way we communicate. If communicating using conventional media uses the "one for many" model, while the internet provides a "many for one" model (email to one central address, many), and "many for many" (email, mailing lists, new groups) (Sucahya et al., 2020). Along with the development of the times, communication technology is increasingly advanced and new media are born. The notion of new media provides a wider scope, new media appear due to technological innovations in the media field including cable television, satellite, fiber optic technology and computers. New media has finally developed until now, giving birth to various platforms such as social media, websites, audio video streaming which are of interest to many users.

The results of a survey launched by We Are Social and Hootsuite (2020) stated that for the first time more than half of the world's total population uses social media. Analysis of Reportal Data shows that 4.14 billion people use social media, accounting for about 53% of the global population. It can be concluded that more people use social media than those who do not use social media. The world is also spending more and more time on social media, with regular users now spending about 15 percent of their real life using social platform

The history of radio in Indonesia cannot be separated from the history of radio in Indonesia. The first radio in Indonesia is Radio Republik Indonesia. Radio was first known in Indonesia in the 1920s, which was formed from an amateur radio association in Jakarta with the name Batavia Radio Vereneging (Wijaya, 2012). Radio Republik Indonesia at the beginning of independence was also called the radio struggle, because in its development it was more directed at moving and inflaming the spirit of nationalism. With the advent of FM technology, radio can also develop by providing better sound quality and also being able to reach more listeners (Wijaya, 2012).

Radio is one of the mainstream media that is still available for Indonesian people to seek entertainment or information. One of the reasons is that the use of radio is

more flexible when compared to other mainstream media, people can listen to the radio while doing other things, such as working, driving, and while studying. In addition, the personal characteristics of radio (familiar) that have entered the hearts of the people are also the reason why listeners feel that the information and entertainment provided by radio can be received more specifically.

There are several reasons why radio began to be abandoned by listeners. In his research, Ismed stated that not a few said that the radio era would soon end in this all-digital era, which has been marked by a decrease in advertising revenue and radio listeners who are increasingly turning to new media (Ismed, 2020). But although technology has spawned new platforms for listening to music, such as Spotify, Joox, and other streaming sites, there are some listeners who will definitely return to radio because radio has a clear role as audio-based entertainment (Ismed, 2020).

In this digital era, media have found solutions to keep listeners listening to the radio. The emergence of online radio is a convergence of conventional and digital radio, which makes radio still available to be enjoyed with current technology. Program Director of Woman Radio, Dr. Lia Hafiz stated that the existing characteristics of radio, such as interactive, personal, intimate, etc., are actually the forerunners of the new (digital) media that are emerging today. So it has been proven that radio is able to adapt, develop or evolve and innovate to exist as a mass media that has a business entity in it because it has these basic characteristics (Ismed, 2020).

In order for a media to remain relevant in the ears of the public, the media must keep abreast of technological developments. And one way for a conventional media to remain relevant to the public's ears is to conduct media convergence. Media convergence itself is the merging or unification of mass communication outlets, such as print media, radio, television, internet, together with portable and interactive technologies through various digital presentation platforms (Suchroni, 2016). Media convergence changes two main aspects of media, how the media operates, and how consumers access the content (Khadziq, 2016)

The keyword of convergence is digitization, because all forms of information and data are converted from analog format to digital format and sent in bit units (Luthfi, 2018). Tery Flew stated that media convergence is the result of the intersection of three new media elements, namely communication networks (communication), information technology (computing), and media content (content) (Wahyuningsih, 2020).

The phenomenon of media convergence is triggered by the birth of new media and digital technology, where it is currently possible to access content on several media platforms. Media convergence is "content flow across multiple media platforms, collaboration between multiple media industries, and media audience migration behavior". In the world of mass media today and in the future, the convergence of mass media is

not only a necessity but a necessity for the community itself, so that new media such as online radio, online television, online magazines, and so on have emerged

The presence of radio broadcasting has a distinctive character as a provider of factual and actual information, which means that the purpose of the presence of radio broadcasting itself is in providing factual and actual information (Hidayat, 2015). In the era of mass media convergence which then increased in complexity to become mass multimedia convergence, the unification of internet technology with analog radio finally gave birth to the concept of internet radio. The flexibility of internet technology that can combine with various types of mass media that already exist is an advantage of this internet technology (Hidayat, 2015).

Implementing media convergence, of course, requires time and process. Convergence is seen from two sides, namely the growth and development of the communication information sector at the global level where many of the world's large companies that dominate the market fall into the convergence model where some of them have chosen the communication sector to be developed (Wahyuningsih, 2020). The process of a convergence has a stage, the stage of convergence that researchers use in this study is the stage of convergence of the continuum model of media, the convergence of the continuum model of media provides a conceptual framework for understanding convergence by identifying five stages of activity among news organizations (Dailey et al., 2005). Or it can be concluded that the media convergence stage of the continuum model is a model that serves as a tool to define and evaluate the stages of the convergence process that occurs in a newsroom, and not to assess the success of a newsroom (Radyastuti, 2014). The five stages of convergence are Cross promotion, Cloning, Coopetition and Content Sharing.

Cross Promotion is a media convergence activity that promotes collaboration between two media, namely new media and old media, to provide space for each other to introduce media content to each other. Between the two media that work together they use advertisements, words, and visual elements with the aim of promoting the content of the media partner, including displaying their logo.

Cloning is a convergence activity when media content is reproduced to be published on other media. That is, one media displays news content from other media newsrooms as is without any changes. Coopetition occurs when a number of converged media work together and compete at the same time. In this case, there is an exchange of knowledge between the two different media that work together, cooperate with each other in news production and promotional activities, but the production of news content is still carried out independently in separate news rooms. Examples of Coopetition in media convergence are usually carried out by media from different newsrooms but still in the same media group.

Content Sharing will appear in activities when different media share

content in the form of repackaging or even sharing budgeting. Media convergence at this stage is mostly carried out by media under one ownership. In the Content Sharing stage, regular meetings and meetings are held between the media who work together to gather themes and issues to be raised in their respective media and content to be distributed in their respective media.

While Full Convergence is a convergence activity that describes conditions when different media work together fully, both in terms of content collection, production, and distribution, and aims to maximize the unique characteristics of each media to deliver content. In the Full Convergence stage, the media that work together produce content and topics collaboratively by leveraging the power of their respective media platforms. This Full Convergence stage is rarely applied in various media groups (Dailey et al., 2005).

The development of technology in human life is in line with human civilization itself, until finally getting to know the term "Information Technology" or what can be referred to as IT (Information Technology). The development of communication technology makes the internet a new tool in the way humans communicate. It is no secret that the presence of the internet makes it easier for us to communicate and provide information, anywhere and anytime. These developments have an impact on the existing traditional media. New media are becoming popular among many people, and of course many people are starting to leave traditional media. With the convenience and convenience offered by new media, people prefer to use new media.

METHODOLOGY

This study use Qualitative method to interpret the phenomena of convergence in Songgolangit FM. The qualitative data takes some data related to detailed descriptions, direct quotations and documentation, using observational methods on in-depth interviews, observation, and other.

Researcher use observation to Radio Songgolangit to make observations and look for research-related data. Since 23 July 2020-12 March 2021, Researcher observe the on air and off air activity in Radio Songgolangit to gather some data. Also, this study implement the documentation methods to get information on the historical data. Through this process, researchers stored facts from books, journals, and content that made by Songgolangit radio, also mass media news related to the convergence and Songgolangit radio.

This study also adopts In-depth interviews, repeated face-to-face interaction between researchers and research subjects, to understand the views of research subjects about their lives, experiences, or social situations. In-depth interview is interpreted as a way to obtain information or information for research purposes by means of question and answer face to face between the interviewer and the interviewee. In this case the researcher conducted interviews with research subjects from 28 September – 14 February 2021.

In this study, the researchers observe

directly to the research object, the social situation or activities carried out at Radio Songgolangit to implement the stages of media convergence. For the research subjects the researcher uses the Purpose Sampling technique, part of non-probability sampling. Sugiono explained that nonprobability sampling is a sampling technique that does not provide equal opportunities or opportunities for each element or member of the population to be selected as a sample. By using purposive sampling, the data gathering process that obtained is truly in accordance with the research conducted and can explain the actual situation in the field.

The criteria for research subjects that have been determined are; (1) People who have authority in making policies regarding broadcasting and convergence at Radio Songgolangit. In this case, Songgolangit radio director. Soewarto and Deputy Director of Songgolangit Radio Setyo Budiono, and (2) People involved and carrying out broadcasting and media convergence activities, Anita Rahma, Rizkiana Wahyuningtyas and Ika Luciana Marwati as the casters.

Meanwhile, data analysis is one of the research processes carried out after all the data needed to solve the problems studied have been obtained in full. In this study, the researcher used a qualitative analysis technique whose steps included data reduction, data presentation, and drawing conclusions.

RESULT AND DISCUSSION

A radio still has their own listeners, but public interest is decreasing every year. New media become the toughest competitors for radio station today. To compete with the new media, radio should to change the way it works with the convergence of media. Radio Songgolangit try to increase public interest and keep their listeners by implements the stages of media convergence.

Songgolangit Radio should understand what is in media convergence. To running existing media, Radio Songgolangit should run new media in order to survive and still captivate, also keep the hearts of its listeners. New Media is a term that is meant to encompass a digital presence, computer or network of information and communication technology that was born in the late 20th century. New media is media that is born from the interaction between humans and computers and the internet in particular, including the web, blogs, online social networks, online forums and others that use computers as their media.

Convergence is a term that is widely discussed in the media field today. With many marketing departments marking nearly all new digital activity to «convergence». The uses of the word «convergence» have resulted in different views, conceptualizations and understandings (Lugmayr & Dal Zotto, 2016). The word convergence means united in one place, or could also be interpreted as the concentration of the eye to a place that is close (Zulivan, 2010).

Convergence in media as defined in

the late 1990s is primarily concerned with data, broadcast and telecommunications industry, with a focus on the convergence of networks and services. Internet and multimedia are generally considered as the new media. Radio and TV, the most part is traditional forms of media, are static while the newer forms of media are dynamic dan experiencing development and improvement continuously. Since media convergence is an ongoing process, occurs at various intersections between technology, industry, content, and audience (Appelgren, 2004).

Media convergence is the merging of media for use into a single point of purpose, which is because of the development of communication technology that results in telephone, video, and data communication in a network. So it can be concluded that, media convergence is the phenomenon of combining various media that were previously separated into one single medium (Zulivan, 2010). The presence of the convergence of media and online media has made several media companies to start businesses into online media in a converging way and creating internet-based news websites (Sucahya et al., 2020). Jenkins (2006) stated that "Media convergence is the flow of content across various media platforms, cooperation between various industrial media, and the migration behavior of media audiences" showing the media that today's audience plays an important role in creating and distributing content, and convergence must therefore be examined from a social, as well as technological perspective of change in society".

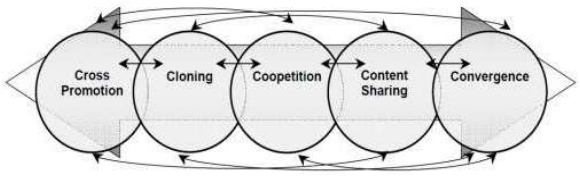
The development of the media convergence process is following three factors: (a) digitization, (b) deregulation of media and market communications, and (c) changes in user preferences. Digitalization offers new opportunities for creation, presentation, storage and distribution of media (Lugmayr & Dal Zotto, 2016). Radio Songgolangit has started its convergence by merging its content into several platforms owned by Radio Songgolangit, one example is always informing the listener that Radio Songgolangit has social media and ask them to access it, to read news about Ponorogo there.

The convergence of media has empowered users to produce and distribute their own content, view and listen to schedules can be personalized through search requests or content and mobile services, users can engage with each other through peer to peer technology. Although their audience is divided on ordinary users, media literate users and technology-savvy users, but users are so happy with the media experience they are currently using. Users preferences of the digitalization media and communications markets is a factor that has had a major impact on the competitive environment that media companies face (Wahyuningsih, 2020).

The impact or results that occur due to the convergence of the media is the expansion of the network and changes in advertising in the media. The merging of conventional communication technology to new communication technology or New Media cause a major changes in handling,

provision, distribution and processing of all forms of information, visual, audio and so on (Wahyuningsih, 2020). Radio Songgolangit also combining broadcasts via radio frequency with live Facebook, that's way Radio Songgolangit can expand the audience.

The researchers used the media convergence theory of the continuum model. This model shows the media convergence process of combining new communication technology with existing media. Jenkins sees media convergence as an ongoing process that should not be considered a displacement of the old media, it is the interaction between various media forms and platforms. Shortly, convergence allows people to get the news 24/7 on their tablet, receive customized news on their smartphone, and get news from their Facebook account (Sacco, 2016). According to Dailey et al (2005), Convergence of the Continuum model is a model that serves as an instrument for defining and evaluating the stages of the convergence process that occur in a newsroom and not to determine the success of a newsroom (Wahyuningsih, 2020).



Picture 1 Continum Stage

Source: Dailey et al., 2005

Radio Songgolangit started its convergence in 2017 with the Facebook Radio Songgolangit fanpage, created by the director of Radio Songgolangit, Soewarto. He saw competitor radios that already have their own social media accounts. On this platform, Radio Songgolangit can share various news for its listeners. After that followed by the creation of the Songgolangit Radio website which can be accessed at the web address www.radiosonggolangitfm.com. The website provide news reports from the coverage of Radio Songgolangit journalists, There is also a link access to the live radio streaming page. Radio Songgolangit also manages its convergenceon social media, such as Facebook, Instagram, websites, and streaming radio.

Due to media convergence theory, there are five stages. These stages are: Cross promotion, Cloning, Coopetition, Content sharing, and Full convergence.

Media Convergence Stages

Cross Promotion

Cross promotion is the process of using words or image elements to promote or introduce media content that is produced to appear on other platforms, by publishing visual content or by displaying the logo (Wahyuningsih, 2020). Cross promotion can also be implemented by introducing content verbally, by hold a meeting. In other words, cross promotion is a stage where there is cooperation between platforms to provide space for each other and introducing content from one medium to another for the purpose of promotion (Sucahya et al., 2020).

The implementation of cross promotion by Radio Songgolangit is the using of social media, Facebook and Instagram. Social media is composed of

two words, "media" and "social". Media means a communication tool, and "social" is defined as a social reality that every individual takes action and contributes to society (Mulawarman & Nurfitri, 2017). While Radio Songgolangit introduce its new media, Ika Luciana, Rizkiana Wahyuningtyas, and Anita Rahma as the Songgolangit Radio crew involved in the convergence process. In practice introducing the media in its broadcasts, broadcasters always provide "adlips" and remind their listeners to access the news that has been broadcast in full on the website or the Radio Songgolangit social network account, if listeners do not have time to listen to the full news when it is broadcast.

The social media platform also adopt cross promotion by displaying the Songgolangit Radio frequency on the Songgolangit Radio Facebook social media account logo. The Songgolangit Radio website also features a special column to display the Songgolangit Radio telephone number if listeners want to report the situation that is happening in Ponorogo while the broadcast is in progress.

For listeners, Radio Songgolangit provides streaming services on its website and Facebook fanpage, so the listeners can listen more easily. In the process of convergence, Radio Songgolangit has assigned its crew. Rizkiana Wahyuningtyas as administration and admin of social media, Ika Luciana as admin of social network and website accounts, reporter and broadcaster, and Anita Rahma as broadcaster.

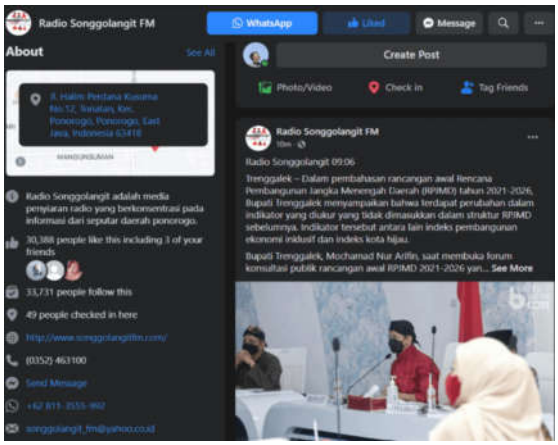
In order to further expand the introduction of its broadcasts, the Radio Songgolangit website also includes a link to be able to directly listen to the ongoing broadcast. This research is in line with previous research entitled "Songgolangit FM Radio Convergence Strategy" by Imasnyti Ciptanti Devi in 2020. This research that a broadcast media. that wants to converge media in order to survive with other media competition must be able to present information in various formats ranging from text, photo, audio, video and other. This proves the importance of introducing to the public with various platforms so that people can more easily find out about the content being introduced. Because readers or audiences can immediately see, read or even hear the information that provided (Devi, 2020).

Picture 2. Radio Songgolangit's website

Source : www.songgolangitfm.com

The picture above is an example of how the official website of Radio Songgolangit introduces its social media, by displaying the text and logo. That's way readers can search for these social media accounts on their respective platforms. Furthermore, there is a streaming radio logo and android which shows that the live broadcast of Radio Songgolangit can be heard through the link on the fanpage.

Picture 3. Radio Songgolangit's Fanpage



Source : Radio Songgolangit's fanpage

While the picture above is an example of how the Songgolangit Radio Facebook account introduced the Radio Songgolangit website. Listeners only need to see the link and go directly to the Radio Songgolangit website.

Picture 4. Radio Songgolangit's non- air event

Source : Radio Songgolangit's fanpage

The convergence that be implemented by Songgolangit radio is not only about the delivery of information on air and online but also on off-air activities, namely Jumat Berkah Program. This program is a off-air social activity organized by Radio Songgolangit which distributes daily needs package as a donation. This event is held on Friday, and all of the donation comes from the listeners of Radio Songgolangit.

Cloning

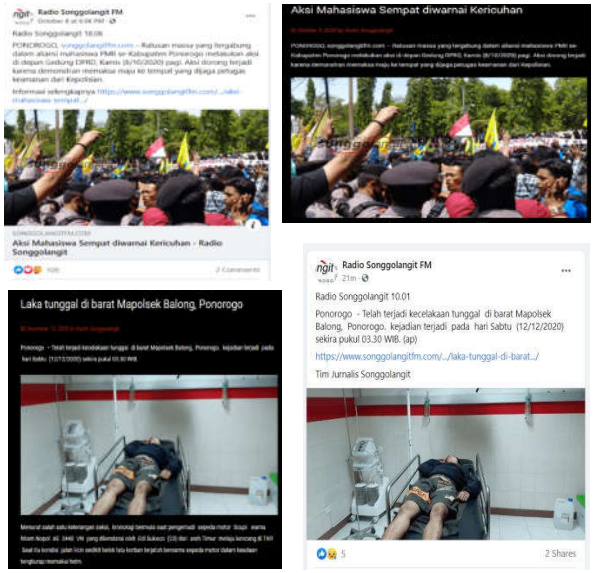
The next media convergence stage is the Cloning stage. Radio Songgolangit uses several media or platforms as a medium to reproduce its content. The Cloning Stage is a media activity to reupload or repackaged their content with and without any changes. Which means a content from media that is reproduced to be published in other media (Wahyuningsih, 2020).

The observations obtained by the researcher, in the cloning stage, Radio Songgolangit uploads news content to the website and social media. On social media, Radio Songgolangit also informs the public that Radio Songgolangit also has a website to read news and have radio broadcasts98. However, specifically for news available on the Radio Songgolangit website, it only uploads news obtained from Radio Songgolangit journalists in the field. Looking for some interesting information is a part of journalists and reporters work. The example below shows the issue or news about student axis chaos on the website that was accessed by researchers on October 13, 2020 at 16:43 WIB at the address radiosonggolangitfm.com cloned by Facebook Radio Songgolangit media that the news has not changed at all or is exactly the same.

Radio Songgolangit Facebook fanpage also gets news from other news portals.

These news portals include CNN, Antara News, and detik.com. News writing techniques from other portals also still show the cloning stage, because it does not go through rewriting, the news is just copied and pasted.

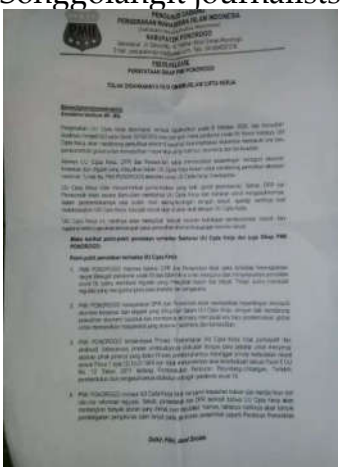
Picture 5. Form of Cloning Stage Website with social media



Source : Website and Social Media of Radio Songgolangit

Apart from uploading news from Radio Songgolangit's official website, Radio Songgolangit's Facebook fanpage also gets news from other news portals. These news portals include CNN, Antara News, and detik.com. The technique of writing news from other portals is also still showing the cloning stage, because it does not go through rewriting, the news is only copied and pasted.

Picture 6. Press Release given to Radio Songgolangit journalists



Source: Radio Songgolangit's Archives

The news produced by Radio Songgolangit is obtained in various ways, including searching from other news portals, interviews with sources, and press releases given to journalists. In Figure 14 is an example of a press release given to Radio Songgolangit reporters, in the press release there are statements regarding the rejection of the omnibus law, then the press release was cloned and made news and uploaded to the Songgolangit Radio social media.

Casters have also read news from other news portals in their broadcasts, because there are some news that are not data taken from Radio Songgolangit journalists, and also the news is national news that is beyond the reach of Radio Songgolangit journalists, but news editors should include sources the news comes. However, in broadcast activities there is no written procedurerelated to broadcasting news from news portals.

Coopetition

Coopetition is the stage where old media and new media collaborate and compete at the same time. Based on the

research results, Radio Songgolangit has two platforms, On Air broadcasts and online media such as social media and websites (Wahyuningsih, 2020). Radio Songgolangit maintains both platforms, because both platforms have their respective advantages.

Asy'ari and Muriyatmoko explained that radio as an electronic mass media facilitates a means of information that can reach all levels of society because of its fairly wide reach, especially when using streaming technology because it achieves space efficiency can produce information in a short time (Asy'Ari & Muriyatmoko, 2020).

Based on economic terms, convergence fosters cost-effective production by sharing information and resources and by coordinating content distribution. Content distribution can be efficient if it is managed effectively even though human resources are limited. Because of that, human resource cooperation is needed in various platforms owned by Radio Songgolangit.

The Songgolangit radio convergence team, amounting to 3 (three) people responsible for managing 3 (three) platforms. So, even though each crew has been assigned the task according to their respective positions, however, it is not uncommon for the On Air crew to help with online media tasks due to the lack of human resources that Radio Songgolangit currently has.

Besides creating content according to their respective characteristics, human resources on several platforms is also working together in terms of holding off-air events, such as Jumat Berkah and Santunan Anak Yatim. In addition, these two platforms also work together in creating an insert program which will later be broadcast on On Air, that is a Guyonan program, and an inspirational story. In a meeting which is also held once a month, The two platforms also discuss cooperation for advertising.

The collaboration of human resources across various platforms was also seen when making live broadcasts on Facebook. With a live broadcast on Facebook, Songgolangit radio audiences can see visually who is currently broadcasting. The target of the On Air platform is every Monday to Friday a resource person is invited to On Air, the resource person was invited to answer the issues that were being discussed at that time, for example inviting a representative from the state electricity company to discuss why there were blackouts at several points in Ponorogo or invite representatives from the DPRD Ponorogo to discuss government policies. As well as improving the audio quality to make it more comfortable to listen to, and expanding the range of radio broadcasts in order to increase the number of listeners.

This content management involve Songgolangit Radio crew to plan a meeting every Saturday morning each month to discuss several things including the quality of broadcasts, resource persons who will be asked to broadcast discuss the existing problems, and discussing social media and the Songgolangit Radio website in every broadcast.

Content sharing

In this content sharing stage, the two platforms (On Air and Online) share content in the form of repackaging or repackaged, as well as planning special projects or joint reportage (Wahyuningsih, 2020). Simply put, a news content in a media will be reloaded and repackaged so that it can be loaded in other media. In addition to sharing content, so that the Content Sharing stage process can run more smoothly, there is a division of budgeting on media (Radyastuti, 2014).

Based on the researcher's findings, the news content uploaded on the Radio Songgolangit website is news obtained by journalists from Radio Songgolangit from the field. The news content is also broadcast on On Air Radio Songgolangit broadcasts by repackaging the content, changing the sentence structure and language selection, because the language used in the news written on the Radio Songgolangit website uses a standard language structure, not the language to be listened to (broadcast language). This research is in line with previous research entitled Implementation of Jogja Radar Media Convergence in Facing Mass Media Competition by Titik Wahyungingsih. Explaining that at the content sharing stage, it is possible for media to be viewed from different perspectives (Wahyuningsih, 2020). This shows that Radio Songgolangit continues to strive to maximize the spread of its content by creating several forms of content, so that it can be received well and efficiently by the audience. listener because it executes some combination of elements contained in the content.

The casters rewrite the reportage in news format to be heard (radio broadcast news) and read it with a more suitable speech intonation so that it is easier to listen to, although not all broadcasters are able to do it. The importance of using the right language when reading a news story was also explained by Roni Agustino who explained that the characteristics of an auditive radio news should be on personal interaction, and touch the listener's emotional side during the news listening activity begins. The choice of words and sentences that are commonly used in everyday life does not only meet the requirements of the prevalence of speaking in informal conversations, but also words that can describe facts related to feelings as part of the story (Siahaan, 2016).

The forms of Content sharing that the researchers encountered were *off-air* activities such as Jumat Berkah and Donations for Orphans which also became news content that was repackaged and uploaded on social media in the form of video documentation during the activity and the Radio Songgolangit website in the form of news reports that included photos. activity. Jumat Berkah event itself is a *off-air* social activity event organized by Radio Songgolangit which distributes mineral water and packaged rice for free to poor people or orphans, and dhuafa', This event is held on Friday. This donation comes from listeners of Radio Songgolangit who have set aside some of their sustenance to be donated to them or in other languages, listeners of Radio Songgolangit entrust

their sustenance to Radio Songgolangit to later be given to those in need. But sometimes these donations are not in the form of money, sometimes in the form of goods, or directly in the form of packaged rice, snacks, and mineral water.

Then the Donation for Orphans is an *off-air* event organized by Radio Songgolangit to support orphans by making donations from donors. The donors themselves came from the offices in Ponorogo district, entrepreneurs who collaborated with Radio Songgolangit, and of course from listeners of Radio Songgolangit. The orphans who were given the donation are in the foundation in Ponorogo, then those who live near the residence of the Radio Songgolangit crew. This Orphans Donation Event is held just before Eid, during fasting. Some of the items donated were in the form of sarongs, mukenah, and in the form of money. And the orphans were invited to break their fast together with the crew of Radio Songgolangit. The results of the researchers' observations also found something similar, namely Radio Songgolangit uploaded a video documentation of the activities of Donations for Orphans, and made a news report on the Radio Songgolangit website. a news content on the Radio Songgolangit website about the Donation for Orphans event.

Full convergence

The last stage is the full convergence stage, which is when media (on air and online media) cooperate fully with each other, both in terms of content production and distribution which have the aim of maximizing the characteristics of each media to deliver content (Wahyuningsih, 2020). Ideally, full convergence operates in a stable economic environment that will secure adequate resources (both financial and human), training opportunities, and above all editors who are committed to fulfilling the civic role of journalism channeling accurate, adequate, relevant information and acting as a supervisor (Sacco, 2016).

After not being fully owned by the government in 2009, Radio Songgolangit looked for ways to continue to empower its human resources by continuously getting advertisers, but over time Radio Songgolangit's financial condition was not as expected, especially because there were competitors who had started competing. This condition affects the condition of its human resources, namely the lack of training opportunities for human resources which makes Radio Songgolangit crew inefficient in carrying out their duties. Empowerment of human resources in an organization is also very important for the smooth running of an organization, Yostan explained that the development of an organization has a goal to bridge development both from the internal and external sides. That is, the quality of the organization is determined by existing human resources and human resource development is determined by real developments that lead to organizational growth (Labola, 2019).

Lack of human resources is an obstacle for Radio Songgolangit to be able to develop its convergence. According to observations from researchers, although

there is an On Air team and social media at Radio Songgolangit, there are several crews working on both teams, one of which is Ika Luciana. Her role as a broadcaster and journalist, Ika Luciana also has to take care of the social media and website sections which make the focus less on overall convergence development. The lack of human resources is also influenced by the lack of commitment of the Radio Songgolangit crew, it is not uncommon for several Radio Songgolangit crew to resign from Radio Songgolangit, causing the convergence process at Radio Songgolangit not to run as it should, this was explained by Setyo Budiono who said: "... Our friends on the radio who have been able to have established broadcasts are already good, recruited by other radios, for example Imas, Imas here is already good, it turns out that he was drawn to Radar Madiun, if it is like that, maybe it's back to the salary issue .."

CONCLUSION

This research find out how the implementation of the convergence of Songgolangit FM Radio in terms of the theory of the stages of media convergence using the continuum model. The implementation of media convergence at Radio Songgolangit FM based on the continuum model theory has five stages: Cross Promotion, Cloning, Coopetition, Content Sharing, Full convergence. Based on the analysis in chapter 4, the researcher concludes that the convergence of media at Radio Songgolangit shows the stages of Cross Promotion and Cloning, the continuum model is that Radio Songgolangit runs the media convergence here.

Radio Songgolangit cross promotion stage seen from broadcast activities that should mention www.songgolangitfm.com. On the other hand, the website also promotes broadcasts through radio logo and in the form of links to access live broadcasts currently being broadcast by Radio Songgolangit. Radio broadcasts also promote their presence and social media content (facebook and Instagram). And also, the casters of Radio Songgolangit mentioned that the live broadcast of Radio Songgolangit can be listened to through an application that can be downloaded via the Playstore. To promote the social media and applications, Radio Songgolangit also promote Off Air activities, Jumat Berkah and Donations to Orphans. Social media promote radio broadcasts through logos, radio live streaming features and promoting off-air activities owned by Songgolangit radio.

At the Cloning stage, the production of news or content uploaded on Radio Songgolangit social media is taken from the official website of Radio Songgolangit itself without any rewriting process or changing sentence structure. For multiplying news from Radio Songgolangit›s official website, news uploaded on Radio Songgolangit social media as well taken from another news portal. Meanwhile, the website mostly displays news obtained from reporters of Radio Songgolangit.

Radio Sonnggolangit has not yet reached the next stage, Coopetition, Content Sharing, and Full Convergence. However, the characteristics at the Coopetition stage

have been seen, the cooperation between the media in working on news or content. But, work management on Songgolangit Radio division still ineffective because of the lack of human resources. And for the Content Sharing stage, the researcher only found that Radio Songgolangit changed news content from social media to radio broadcasts by changing the words and intonation of speaking to make it easier for listeners to listen to, because at the Content Sharing stage it was not fully implemented, it was confirmed that Radio Songgolangit had not yet reached the Full stage convergence. Radio Songgolangit still face a big challenge, the human resources problem, to implement the media convergence optimally.

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