COMMUNICATION STRATEGY OPERATIONAL BROADCAST DIVISION OF K-LITE RADIO IN THE INTERESTING HEARING THROUGH RADIO STREAMING

(Descriptive Study of Communication Strategy Operational Broadcast Division of K-Lite Radio In The Interesting Hearing Through Radio Streaming)

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ABSTRACT

*The **purpose** of this research was to describe the Communication Strategy of Broadcast Operational Division in Drawing the Interest of Listener through Radio Streaming.*

***The results of this study** indicate in terms of policy formulation set by the director and the operational division of the broadcast at the time will be held programming events. At the stage of Program Planning Implementation, K-Lite radio required funds as well as facilities that were inclueded until the company budgets and then require human resources. Communication activities conducted K-Lite radio used social media facebook and twitter. Feedback delivered by the which listeners, they wanted visual based radio, live streaming and renewal of concepts.*

***Research conclusions**, communication strategies carried out as planned, the results obtained can not realize the increase of streaming radio listener because program renewal was not yet accomplished.*

***Key:** Communication Strategy, Radio K-Lite, Radio Streaming, Descriptive*

1. *Background*

The strategy is essentially the planning and management of a company to achieve the goal. Not only indicate the destination but the strategy that is owned by the company shows how tactics to achieve company goals.

Media companies should always have a strategy to achieve its objectives. Similarly, the K-Lite Radio. Press Operations Division has the responsibility to issue broadcasting and also related directly or interactions to the listener should be able to devise an appropriate strategy in order to attract listeners to keep listening to Radio K-Lite. Radio streaming complementary and have advantages that can to support the existence of a conventional radio. To create a streaming radio server is needed for radio streaming does not use frequency. At the beginning of the manufacture of radio streaming, K-Lite listener is never decreased in 2013 due to changes in the event program and also served in the online employee is no longer active.

Various ways have been the responsibility of the Broadcast Operations division and director to re-stabilize the situation downloading K-Lite streaming radio. The parties involved have their strategy to restore all the problems it to its original state so that helps radio financial terms for the existence of websites, streaming radio app store and help financially the company. In this study, researchers limited the progress of communications and information technology in the context of the website and social media alone. If it is associated with the study in question is a streaming radio so it will be able to attract listeners who are not included in the scope of K-Lite radio.

Operational communications strategy division K-Lite radio broadcasts intended to build on the progress of the company.

On models and stages of planning and communication strategy created by Philip Lesly

consists of two main components which are organizations promoting public activities and target activities (Cangara, 2013: 70).

The use of such models as the boundary, and also an overview of the strategy for the operational manager of K-Lite radio broadcasts. This research is in accordance with the initial observation that has been done by the researchers that will use the stages in accordance with the results of observations and field results also exist in the K-Lite radio.

In this study, researchers will use the sub focus of policy formulation, program planning implementation, communication and feedback activities aimed at the company. So the researchers gave the title "Press Operations Division of Communication Strategy in attracting listeners via streaming radio".

1. ***Formulation of the problem***
   a) ***macro***

      How a communication strategy operational divisions K-Lite radio broadcasts in attracting listeners via radio streaming?

   b) ***Micro***

      1. *How to policy formulation operational divisions K-Lite radio broadcasts in attracting listeners via radio streaming?*
      2. *How the program planning implementation of the operational division of K-Lite radio broadcasts in attracting listeners via radio streaming?*
      3. *How communication activities operating divisions K-Lite radio broadcasts in attracting listeners via radio streaming?*
   4. *How feedback operational divisions K-Lite radio broadcasts in attracting listeners via radio streaming?*

2. Research Purposes

This research was conducted with a view to research, analyze and explain what communication strategy operational divisions K-Lite radio broadcasts in attracting listeners via radio streaming.

3. Research purposes

1. *To find out the policy formulation of operational divisions K-Lite radio broadcasts in attracting listeners via streaming radio*
2. *To determine the program planning implementation of operational divisions K-Lite radio broadcasts in attracting listeners via streaming radio*
3. *To determine the operational divisions communication activities K-Lite radio broadcasts in attracting listeners via streaming radio*
4. *To find out feedback operational divisions K-Lite radio broadcasts in attracting listeners via streaming radio*

4. Literature review

a. Overview About Science Communication

Science communication is very important in human life because it did not escape from the interaction and socialization between individuals, individuals and groups, the group with the group because basically humans are social creatures.

b. Regarding the Communication Strategy Overview

The strategy is essentially planning (planning) and management (management) to achieve a goal. However, to achieve these objectives, the strategy does not serve as a road map that only shows the direction only, but must be able to demonstrate how

the operational tactics (Effendy, 2003: 32).

The company's strategy is usually associated with the general principles in order to achieve the planned mission of the company, as well as how the company selects a specific track to achieve the mission. In this research strategy can also be defined as the process to determine the direction that must be addressed by the company to achieve its mission and as a driving force that will assist the company in determining the quality of broadcasting in the future.

5. Research design

The method used in this research is qualitative descriptive study analysis technique. The qualitative methods to explore and understand the meaning by individuals or group of people ascribed social or humanitarian problems (Creswell, 2010 on guidelines for the writing of UNIKOM).

Lexy J. Moleong define qualitative research is research that aims to understand the phenomenon of what is experienced by the subject of the study such as behavior, perception, motivation, action, etc holistically and in a descriptive way in the form of words and language (Moleong 2007: 6). The informants consists of 4 (four), two key informants and informant support 2 selected by using purposive. Data collection technique were interview, observation, internet searching, and documentation study. Data analysis techniques of data collection, data reduction, data presentation, drawing conclusions.

6. Research result

After outlining things that are behind the research, theories that have established

research, and the research methods used, so in this chapter presented the results of research. Results of the research will be outlined based on interviews, observation, and documentation. Interview in February 2017 until July 2017 carried out by the Operational Manager of Radio K-Lite, Business Development K-Lite, freelance consultant streaming radio, as well as the listener.

7. *discussion Research*

To get the determination of policy formulation that will be used, starting with a meeting between the directors by the manager or a representative of the divisions involved. Then from the meeting will blaze policy formulation used in order to attract listeners and can obtain stable statistics for streaming radio listeners.

Policy formulation is not separated from the human resources that understand the streaming radio or IT problems so that later the listener can give feedback.

Planning for the funding and resources alone is not enough to make a streaming radio running smoothly, HR or employees who meet the criteria are also needed to support the program.

The medium used is social media that is currently being favored by the public. Media in the era of modernization is needed and play an important role for the dissemination of information regardless of distance and so forth. Not only social media, other ways to introduce a streaming radio that when closing the last segment, the announcer will glance streaming radio announcements and invites listeners related distances can listen to streaming radio.

Opinion submitted to radio K-Lite is very positive for the presence of streaming radio listeners to help expand and will certainly multiply the

listener is not in the scope of Bandung. With the ongoing refinement stage in radio K-Lite in particular to support the streaming radio is expected to entertain the audience with content provided on the K-Lite on the website and also the mobile app. Not just opinions, advice given also helps the development of K-Lite streaming radio. Updates regarding the concepts of website and mobile app is expected to be improved in order to attract other audiences. Presenting the themes are more interesting, groundbreaking features that are deemed inappropriate.

The idea of streaming radio advancing K-Lite expects to attract more listeners. Presenting visual or video which you can see around the state radio broadcaster and may withdraw and become a new innovation for the world of streaming radio.

8. Conclusion

1) *Radio K-Lite the formulation of policies to attract listeners via radio streaming. The parties involved in the formulation of the strategy is the operational division directors and the meeting then broadcast through reform programs and also do the replacement broadcaster.*
2) *Funds are needed to make the streaming radio is very affordable with equipment that has become the company's facilities and the existing budget. HR responsible about K-Lite streaming radio is widely expected to know about radio streaming and understand content that is in accordance with the segmentation of the K-lite radio.*
3) *Activity K-Lite radio communication to disseminate information using social media that is*

currently being loved by the public at large so as to facilitate the public to get information.

4) *Disadvantages of streaming radio is the voice delay, as well as feedback submitted by listeners, the more interesting innovation is highly recommended for streaming radio K-Lite. And the promotion of other social media to streaming radio to k-lite could attract the attention of the listener.*
5) *Communication Strategy conducted by operating divisions broadcast has been running with their reform programs show up with a replacement broadcaster, but the results of such a strategy can not be realized to the fullest because some programs are not running perfectly.*

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