

# Relation Between Political Economic Media with Radio Positioning Strategies (a case study of JJFM)

*by Achmad, ZA & Alamiyah, SS. UPN Veteran Jawa Timur*

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**RELATION BETWEEN POLITICAL ECONOMIC OF MEDIA WITH THE STRATEGIES FOR RADIO POSITIONING TO MAINTAIN THE EXISTENCE OF COMMERCIAL RADIO (CASE STUDY OF JJFM RADIO IN SURABAYA)**

Zainal Abidin Achmad<sup>a</sup>, Syifa Syarifah Alamiyah<sup>b</sup>

<sup>a</sup> *Doctoral Program Student at Social Science Department, Faculty of Social and Political Science, Airlangga University, Jl Dharmawangsa Dalam, Surabaya, Indonesia, zabidina@yahoo.com*  
<sup>b</sup> *Communications Science Department, Faculty of Social and Political Science, UPN "Veteran" Jawa Timur, Jl. Raya Rungkut Madya 1, Surabaya, Indonesia, syifasyarifa@yahoo.com.*

**Abstract**

Competition and contestation among commercial radio broadcasting are tight, so that each commercial radio has a clear character, specific and strong. The competition occurs both on the commercial radio that relies segmentation based on demographic or psychographic. The established commercial radio broadcasting always optimistic to gain profit despite new commercial radios continue to emerge. While new commercial radios are sure to capture new audience and advertisers. The existence of the Broadcasting Act No. 32 of 2002, in fact increasingly exacerbate competition among commercial radios. Because many of the terms and conditions for a commercial radio station to run a business, especially: limitation of the range of broadcasting (Article 31); licensing (Article 33) and the validity period of broadcast licenses (article 34). The strictness of the requirements the implementation of new licenses and renewal of the old with the involvement of broadcast content, requires creativity and seriousness of the radio broadcasting managers to maintain its existence (the number of listeners and the amount of advertising revenue). In the middle of handling this business, some commercial radios then make changes to the program and the segmentation according to which legislative provisions are not allowed to be done immediately and without going through the stages of licensing. The interest of this paper is not to examine violations of the law, but new positioning strategy changes made by the established commercial radios in Surabaya. This paper will examine the relations between theories of political economic of media with the media positioning strategy to maintain the existence of commercial radios in Surabaya.

Keyword: economy-politic of media, broadcasting acts, commercial radio broadcasting, positioning strategy, competition.

**Introduction**

Radio competition becomes more stringent in order to survive amid the development of increasingly sophisticated technology. The consequence of these developments requires commercial radio stations to develop and improve performance in a professional manner, which is adapted to the dynamics of the public through entertainment, education and information. In fact, the challenges faced by commercial radios even able to make it grow and develop. The motivation for establishing commercial radio broadcastings are very diverse and not solely because of an interest in business opportunities. The development of the commercial radio broadcasting in Indonesia cannot be separated from various aspects, among others: the historical, political, legal, social, economic, cultural, and technology.

Along with the emergence of various radio stations, the role of radio as a mass medium is getting bigger and starting to show its power in influencing society. Radio broadcasting industry in various major cities in Indonesia is growing rapidly. In Surabaya, there appeared some new commercial radio

broadcastings. Number of commercial radios that compete for listeners in Surabaya, there are approximately 35 radios, including Istara 101.10 FM, Hard Rock 89.7 FM, EBS 105.9 FM, M RADIO 98.8 FM, She Radio 99.6 FM, Suara Surabaya 100.00 FM, GEN 103.1 FM and others (<http://www.radiojatim.com/>).

Most of those commercial radios are already well established with program and audience segmentation. They compete with each other to have good broadcasting programs in order to attract listeners (Rothenbuhler, 1996). So that advertisers are interested to advertise various products on commercial radios that have a large audience. Typically, if commercial radio broadcasting does not have a clear character and mature, it will eventually have an impact on the reduction in the number of listeners.

JJFM radio initially focused on business information, present a review that support a variety of business knowledge, micro and macroeconomics, finance and management practices. JJFM radio devoted to business people, professionals, analysts, and people who want to increase their discourse through information that is accurate and reliable. It is a place for listeners who want to share knowledge in the world of business with another listener (<https://jjfm.wordpress.com/profile/>).

In mid-2012, JJFM radio officially renamed JEJE Radio, which has broadcast content, segment, and positioning program is different than before. Tagline positioning is also changing, from "The Radio for The Business People" to "More Hits", which is aimed at young people. Target segment of young people is a very brave choice, because it is currently in Surabaya has attended several radio competitors that have similar audience segmentation, among others: Gen-FM, Hard Rock-FM, Istara-FM and others. Some radios mentioned earlier regarded as competitors, because they have similarities audience segmentation that is a group of young people aged 20 to 40 years. In some programs, JEJE radio supports the use of local languages or language typical of Surabaya. This is to show the regional identity as a broadcast strength (Bosch, 2014)

The existence of the Broadcasting Act No. 32 of 2002, in fact increasingly exacerbate competition among commercial radio broadcastings in Indonesia. Because many of the terms and conditions for a commercial radio to run a business, especially: limitation of the range of broadcasting (Article 31); licensing (Article 33) and the validity period of broadcast licenses (article 34). The strictness of the requirements the implementation of new licenses and renewal of the old with the involvement of broadcast content, requires creativity and seriousness of the radio station managers to maintain its existence--the number of listeners and the amount of advertising revenue (Hujanen, 1998). In the middle of handling this business, some commercial radios then make changes to the program and the segmentation according to which legislative provisions are not allowed to be done immediately and without going through the stages of licensing. Nevertheless, the existence of any regulation does not lower the interest the private sector to build a commercial radio and even may increase the share of advertising on radio. Therefore, that de-regulation has had little effect on radio advertising's share of total expenditure (Waterson, 1993).

In the middle of the competition is so tight, Surabaya with the majority of the population density in part of students, employees, laborers, and plot for radio managers to target market audience. Business market idea would need to create the desired position (<http://www.jimssouthdelhi.com/4udyaterial/bmc3/Radio.pdf>). One commercial radio in Surabaya, which emerged with the new format without going through a new licensing process, is JEJE Radio.

Based on these cases, researchers are interested to conduct a study about JEJE Radio. This study aims to determine the positioning strategy JEJE Radio so it can compete against other commercial radio broadcastings. If a commercial radio is able to create positioning the minds of its audience, then the radio will be remembered from time to time in terms of its programs, or else. (Barber, 2010). This study intends to examine the reasons of the positioning strategy and to elaborate economic and political reasons behind the change in the positioning strategy.

Positioning the commercial radio can be obtained through several stages of planning, namely STPPF—Segmenting, Targeting, Positioning, Formatting, and Programming (Hajar et al., 2014). Segmenting is steps or initial efforts in helping to broadcast programming in order to determine the

needs of the listener is to perform segmentation. Each commercial radio specifies the segmentation to obtain the desired market. Segmentation is the selection of a potential audience as a step and attempt to determine a program to be aired so as to meet the needs of the audience. Kasali (1999) argues that a company, radio or television, must have a crisp and clear segment who want to reach. Market segmentation audience is a very important concept in understanding the audience and the audience of broadcasting and marketing programs (Morissan, 2008: 167). Targeting is the question of how to choose, select, and reach markets that will be addressed. (Masduki, 2001: 21). Positioning or determination of the position of the products is the determination of the meaning of the product in the mind of consumers based on benchmarking with competitors' products. Companies must choose the determination of the position (positioning) for the product or service in the minds of consumers who are in segments that have been (Machfoedz, 2010). Formatting is an image of the commercial radio to distinguish from one another. Radio programs that have a good format will definitely attract the audience. Formatting can be interpreted as a form of personality of commercial radio broadcasting. Once a format is selected, it will be the policy of programming. Good format is a format that is acceptable to the public (<http://www.audiencedialogue.net/pmlr4-2.html>). Programming is steps to provide program. In programming the focus is the audience of radio listeners. A good program is a program that should be able to cover to listeners (<http://www.consumersinternational.org/media/301550/guidelines%20for%20radio%20programme%20production.pdf>). In general, the radio program is composed of two types, namely music and information. The second type of program is then packaged in various forms that the point should be able to meet the needs of the audience in terms of music and information (<http://www.newsgeneration.com/broadcast-resources/guide-to-radio-station-formats/>).

In a radio station, positioning context is closely related to how the radio was able to survive by presenting different impressions in the minds of listeners in order to create a certain image. Besides, the radio should be able to position the radio image, slogan and image. The following is a form of positioning: (1) slogan should be easily remembered by listeners and different from other radio stations. The slogan can be a philosophy of the company, as well as a form of approach to the audience, (2) station image can be done through the publication of a widespread and build audience loyalty, (3) monitoring is done to the movement of other radios, pay attention to everything that is needed by the listener through data already collected, (4) station identity indicates the existence of the station and be reminded, (5) a form of creativity that makes a radio broadcast program featured undefeated that can attract the attention of listeners and advertisers (Darmanto, 2000).

## **Method**

This study will use qualitative descriptive type of research that sought to collect descriptive data that much and poured in the form of reports and descriptions. Descriptive method aims to describe systematically the facts or characteristic particular population or a particular field of factual and accurate. Data were obtained from interviews, previous research data, field notes, personal documentation, and other official documents. A qualitative approach aims to decipher anything or collecting data using descriptive method (VanderStoep 2009). In this case, the researchers describe or depict the extent of positioning strategy undertaken in commercial radio boadcastings in Surabaya to plug their products in the minds of listeners after re-branding. And to describe the strategy and what efforts were made by the marketing and part radio program to attract listeners and face competition.

## **Findings and Argument**

### **Economics of Media**

To understand the characteristics of economics-media, especially in the radio industry, we should first consider the economic characteristics of the media (Noor, 2010: 15). Business media

manage two different markets in the same time; the products produced (listener) and market advertisers. It produces two types of products in the same time, the content (content) and the consumer (audience). Consumer or audience will produce a ranking (rating), which became the capital advertisers.

The media business is not constrained resources in generating products. Or media business resources are not limited in generating output. Various events that occur in the community every day are a source or input for the media, which is an infinite supply. Business media is not specifically producing a commercial product, but produce cultural products that enrich the cultural diversity in the community. Thus the media can contribute to the enlightenment of the public and increase public insight.

In the business media, especially radio, these businesses produce products that are not exhausted or not diminished after consumed by the listener. If there are some people listen to the radio in a place, it does not eliminate the chance of others to do the same. Items of Business media are: message, meaning, symbolism, and values in society. Therefore, the content of products is non-physical media so that the media unit of the product is difficult to define. In a media business, where consumers are not as estimated, for example, is relatively smaller than the original estimate, the reduction in production costs cannot be done. For broadcast media business, such actions were difficult, because the cost to produce and broadcast a program is fixed.

### **Managing Commercial Radio is Human Management**

Managing the radio is one of the most difficult forms of business and most challenging compared to other industries. Managing a commercial radio is basically human management. The success of radio broadcasting media is actually supported by the creativity of the people who work on the three main pillars of which is a vital function of every radio broadcasting media. That element techniques, programs, and marketing. Radio media success depends on how the quality of the people who work in these three areas. That's why good management to the people who are qualified, absolutely required by the radio media.

### **Facing the challenge of Broadcast Regulation**

Managing a radio media provide a very difficult challenge to its organizer, few management position offers equal to Reviews those challenges of managing a commercial radio or television station. Challenges to be faced by the broadcast media management caused by two things. First, the broadcast media in its operations must be able to meet the expectations of the owners and shareholders of the company to be healthy and able to generate a profit. For the second challenge, the broadcast media should be able to meet the interests of society, as a condition that must be met when the broadcast media receiving broadcast license given by the state. Thus, efforts to balance the interests of owners and meet the interests of the community provide specific challenges to the management of the radio.

Although argued that changes the format of Jeje Radio is done at the request of listeners, but the economic motive has always been behind every change of positioning of a commercial radio. As the commercial radio, Jeje radio broadcasters are certainly required to benefit from all products and broadcasting services they do. Business profits is of course a breath of commercial radios as a company. There are a number of employees who work and should be paid. This makes commercial radio known as a business that is always creative and always changing. If it is so, then the existence of the Broadcasting Act No. 32 of 2002 with all the restrictions given, especially regarding licensing requirements, may hinder the achievement of the advantages of commercial radio in Indonesia or even be able to turn off the radio commercial.



### **Competition among Commercial Radio**

Commercial radio broadcasting basically need to be able to implement a variety of functions which include its function as a medium for advertising, entertainment, and information services. To be able to perform all these functions as well as to meet the interests of advertisers, the audience as well as owners and employees is a challenge for other managemen. Challenge comes from competition from various medias. Most commercial radio and television broadcasting compete directly with each other to get as many advertisers and audiences. In addition to direct competition with other broadcasting media, radio and television also have to compete with other types of mass media such as cable television, Internet, VCD and DVD.

### **Positioning Strategy of JEJE Radio**

Jeje Radio is segmented for young people aged 20-40 years. The reason for this format changes, due complied Jeje Radio listeners in order to become a radio inspiring, passionate, influencer, entrepreneurship minded and have a new spirit. Targeting Jeje Radio that is located in downtown Surabaya, states that 100% of the area in Surabaya can be affordable, even reaching suburb. So that people can enjoy radio programs with the segmentation of youth people. Jeje radio is formatted as a Contemporary Hit Radio (CHR). This format can be called as the most popular format, which program contains top 40 or top 30 songs, as well as new and best-selling songs. Programming of JEJE Radio will adjust to the segmentation. With the new branding follows the character of its audience, young, fun and friendly.

Positioning strategy undertaken by Jeje Radio is through the program and the overall format, internally and externally altered by bringing new spirit, more creative, and youthful. Positioning strategy as radio hits not only valid in the program and slogan, the whole internal and external also hits. Jeje Radio broadcaster must "HITS" means that broadcasters are obliged to be present at each event. Broadcaster is always update their social media and close to the listeners. In addition, radio Jeje radio could HITS everywhere through the event externally.

Real support to the positioning strategy, carried out by Jeje Radio to make the slogan, creative event, forming station station identity and image. Through image, promo conducted continuously and is currently on-air always mention the tagline "More Hits". Jeje radio is using a direct approach with the audience when communicate its positioning. Always convey the latest information and hits as well as broadcast material through off-air event outside broadcasts. Social media is also used as a way of communicating the listener because it is more personal.

The new positioning strategy carried by radio Jeje has positive impact, so as to bring Jeje Radio in fifth place with as many as 105,000 listeners on a number of ± 35 radio in East Java (AC Nielsen Research in March 2015). The research results certainly raise the sale value of JEJE radio to advertisers. Then this is where the political economy of the media take on the role.

### **Conclusions**

Planning and determination of the new positioning is done by JEJE radio 105.10 FM as the radio Hits Surabaya, is to determine the youthful audience segmentation. Preparation of the program was made to adjust the broadcast format that represents the character of JEJE Radio.

Positioning of JEJE Radio 105.10 FM realized through slogans, station image, the station identity and creativity which includes material broadcast program, the selection of music, the event off-air, the selection of the broadcaster, and the flagship program created by the creativity of which are important components for the sustainability of a commercial radio broadcasting ,

Supposedly Broadcasting Law No. 32 of 2002, make accommodations to the changes experienced by the political economy of the media, so that every commercial radio there is a need to

change the format or build a new positioning, do not have to go through the stages of licensing changes.

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