THE ROLE OF CITIZEN JOURNALISM IN CREATING PUBLIC SPHERE IN INDONESIA

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Abstract

Contribution of media in creating public sphere in democratic society has been widely known. The features of media allow citizen to share and contest their opinion and thought. Furthermore, academics agree that good quality information of political issue and public interests would provide a basis for citizen to make better decisions making related to their own interests and public concern. However, in many countries media are no longer serve the public interest, they tend to serve interest of the elite. Thus the elite overpowered the public sphere. This also happen in Indonesia, previously media were controlled by the government for long time in an authoritarian system, after the growing numbers of private owned media, there is a tendency that public sphere in media are could only be accessed by the elite. Meanwhile the some of the prerequisite for democracy and good governance is the right to information and equality for people to express their opinion. This condition could only be fulfilled by independent and free of interest's media. Citizen journalism as a new form of media is believed to bring hope in creating ideal public sphere according to model of deliberative online public sphere by Dahlberg.

Keywords: citizen journalism, media, public sphere, democracy

INTRODUCTION

Many scholars believe that media has a significant role in promoting democracy. Simarmata (2014) states that media has the role to provide qualified, substantial information related with public interest and to evaluate the government. The information gained from media could be an important basis to shape citizen critical politic attitude. Furthermore, media in democratic arena play a role as public sphere. A space where people are able to express their opinion and idea to gain mutual understanding for the sake. Democratic public sphere will also result in political opinion that become a basic in leading the democratic process. Ideally, Public sphere should allow people to have same chance to participate in the public deliberation.

However, Simarmata (2014) stated that conventional media, especially television, has been long criticized for their news bias as they no longer serve as a social institution. Television tends to be influenced by elite interests. As a consequence, they who involved in political discussion are only people or group who have access to the media. As a consequence, this public sphere mainly used by they who have power and access and far from information and news that covers important information that can be used by the people to enhance their welfare and life quality.

In Indonesia, previously media were owned and controlled by the government. Their roles were to support the development and the state interest. After the presence of private television, media began to show their tendency to the interest that far from public interest. Where Private Corporation owns the media. As stated by Widodo (2011) in his research that in Indonesia recently there are eight big media

conglomeration. For example, there are around 140 companies spanning under the holding company of PT. Jawa Pos Group (Widodo, 2011). These unhealthy conditions are worsen when the owner of the media has participating in politic and use the media as a mean to reach their goals. The condition also discussed by Beers (2006). He explains that in many countries there were a media shift, from government-controlled media to private ownership and private controlled media. This condition made the economic orientation become more apparent than the objectivity in delivering political issue. Meanwhile media should fulfil the right to information. As democracy require well-informed citizen. When they have proper and balance information, citizen will be able to make good decision related to the interests of public and state. Also, free of interests' media has the potency to develop citizen political awareness, which is the power of democracy itself.

Since the advancement of Internet and communication technology, independent news media such as citizen journalism begin to flourish. This new form of media brings hope for the new public sphere, which fulfilled the public sphere criteria formulated by Habermas on Wayansari (2011). According to academics, this new form of journalism is believed to contribute to the democratic society both in the developed or developing countries. As an example in Pakistan, the emergence of Citizen journalism has triggered the growth of 124 private radio stations, which previously there was only one state owned radio in the country (Riaz & Pasha, 2011). As CJ provide great opportunity to people for being involved in news gathering and reporting the news (Rappaport and Leith, 2007) which is mean given the chance to the unheard people to speak out their thought, provide access and information. With these features, people not only able to report fact but also express their experience and emotions (Thomas, 2011). It is believed that these features can bring benefit for the society as it creating space for citizen to gather and discuss their interests.

One of the academic that support the idea that Internet can enhance the public sphere, is Kellner, he states that Internet has "produced new public spheres and spaces for information, debate, and participation that contain the potential to invigorate democracy and to increase the dissemination of critical and progressive ideas" Dahlberg (2006). Thus, question raised in this paper is whether citizen journalism site as an online discourse is extending the public sphere.

To answer this question, a citizen journalism site will be analyzed using Dahlberg concept of the six requirements of online public sphere. This condition of online public sphere was developed from Habermas' theory of rational communication. This paper will look at on how the public sphere is being facilitated by the citizen journalism site. The Dahlberg six requirements are as follow:

1. Autonomy from the state and economic power.

2. Exchange and critique of criticizable moral-practical validity claims.

3. Reflexivity or participants must critically examine their cultural values, assumptions, and interests, as well as the larger social context.

4. Ideal role taking, which means participants, must attempt to understand the argument from the other's perspective. This requires a commitment to an ongoing dialogue with difference in which interlocutors respectfully listen to each other.

5. Sincerity. Each participant must make a sincere effort to know all information, including their true intentions, interests, needs and desires, as relevant to the particular problem under consideration.

6. Discursive inclusion and equality. Every participant affected by the validity claims under consideration is equally entitled to introduce and question any assertion whatsoever.

METHODS

Desk study (internet research) method is employed in this research by observing the citizen journalism site, Balebengong.net. The primary data is collected through observation. Secondary data

is gained through literature reviews of previous research to support the research. It is traced through books, journals, engine search machine, and research documents. A data analysis is done on qualitative data, which is processed and analyzed according to its content using interpretation. The examination of the Balebengong.net has been carried out by comparing Internet practices with Dahlberg's model of public sphere, which is developed from Habermas theory of democratic communication. The conversation through Internet was observed and compare with ideal conditions of public sphere, which has autonomy from state and corporation interests, exchange, and critique of moral validity claims, reflexivity, ideal role taking, sincerity, and discursive inclusion and equality.

FINDINGS AND ARGUMENTS

Based on secondary data, there were a number of citizen journalism site in Indonesia, some of the popular site that has significant contribution to the dynamic of democracy in Indonesia are: wikimu.com, politikana.com, panyingkul, bale bengong and a number of other sites. Wayansari (2011) argue that user generated content plays an important role in broadening the public sphere in Indonesia. Politikana.com provide an example on how interactive citizen journalism site has become an accessible space for citizens to come together and discuss politics and other public concerns (Wayansari, 2011). Furthermore she found out that Politikana has significant role in extending public sphere and educating politics to the youth at the election time.

3.1. Balebengong.net, citizen media for sharing story

Another pure journalism site in Indonesia is Balebengong.net, which is based in Bali. Balebengong.net established in June 2007 and managed by Sloka Institue in collaboration with Bali Blogger Community. The establishment of this portal is to "create" citizen journalism activities in Bali. Began with the intention to involve citizen in writing and responding to a news so the citizen are not only become a passive audience but also could actively involve in the process of information management, from news production, monitoring, correcting, responding and commenting or even selecting what information is needed.

There is no limitation for everyone to post in this site. They allow everyone to write about everything, as long as it related with Denpasar or Bali. It is written on the "Question and Answer" page on the site, that the site accepts news from the most important news to personal information. They provide chance for the community to share news and information using their own perspective. It is said that objectivity is not the most important thing, the writer is allow to be subjective, however they must write based on the real fact and fairness. First hand information is prioritized. One of the issue on citizen journalism site that always been criticized is the quality of information issue, hence Balebengong has a set of rules for the writer to post on the site. Users are allow to report, write and edit information in any format. However they should write in 5W+1H formula (What, Who, When, Where, Why and Who). Editor has the right to publish the article and also has the right to edit without change the content. Any articles which contain defamation, pornography, violent, or provocative would not be published. Name of the writer should be attached as a form of responsibility

3.2. Balebengong.net and alternative space

Dahlberg (2006) argue that state power and big corporations ownership of media could be a threat to an autonomy and public independency in Internet. The state censorship and Internet online surveillances could limit free speech and public interaction. Whereas Internet has a potential to encourage critical debate. For example the site shut-down by Indonesia government, Vimeo, which is suspected for publishing pornography content. In other side, Vimeo used by million people to share their video, learn to make video, to interact between people who have same Interest and discuss about

it in the vimeo platform. Thus to enhance online public sphere, a site must be free from state and private interest. It must be driven from public need without any political and financial interest.

Besides state censorship, private corporations have the same threat to the journalism activity. The competitions between media provide limited space in media and tight deadlines. Consequently, there is a possibility that many important stories and issues were remaining not covered by the journalists. Here citizen journalist could play an important role writing stories that are not published in mainstream media. Balebengong as a public portal aimed to provide alternative stories from mainstream media such as television, radio and newspaper. They consider that at this time, mainstream media tend to be influenced by the elite as most of the source of information aired on the media come from the group such as politician, legislative members, police, government and others. Besides, Balebengong view information preferred by mainstream media tend to contain tragic things and conflicts. While, according to Balebengong, citizen are tremendous source of information, there are lot of daily issues that is interesting, important and is needed by the citizen to elevate their life quality (Balebengong, 2015).

Thus, several people create Balebengong portal to liven up the citizen journalism in Bali. To provide a chance for citizen to be actively involved in the news production process. They believe that this activity could change the community from passive user to be an active actor. From the observation of the author, this portal has no relationship with government or any other funder. They have support from people, the member of community and from limited advertising. This made the site as an independent site, which has autonomy from the state and economic power. This condition fulfills the first condition of online public sphere required by Dahlberg (2001).

Bali is well known as one of popular tourist destination in the world. At present time, Balinese has an issue that impact directly to the community and Bali environment. There is a plan from Bali Tourism Board (BTB) to conduct reclamation at Benoa Bay. This become a vibrant issue among Balinese include involving government, religious organization and leader, private company, academics, environmentalist and community. However, this issue was not heard in national mainstream media. The role of balebengong can be seen as it provide space for public discussion and encourage critical debate. There are several articles related with Benoa bay reclamation, as such "Tempatation of the clergy, defend the people or capital" wrote by Made Supriatna, researcher on ethnic conflict and communal violent who lived in New Jersey USA . "Open Letter for Honorable Mpu Jaya Prema" wrote by I Wayan Prema, a son of small shop owner, "Benoa Bay Reclamation between Jerinx and Wiana" wrote by Dudik Mahardika. In his article he criticized a religious leader and also academic who support the reclamation. He argue that, they should not support company that will bring damage to the Bali environment.

As described above, Balebengong has provided alternative information that differs from the mainstream media and has becomes an alternative platform for people to talk and converse or exchanging ideas about all these sensitive matters. Thus, the exchange of ideas shows deep reflexivity and critical and logical background. At some extent, they also try to criticize the existing value and norms. This can be seen from the article that discuss about the gay marriage in Bali and article about women inheritance rights. For Balinese women, this is an important issue as in Bali a daughter has no inheritance right.

Those examples demonstrate the critical examination (Wayansari, 2011) or reflexivity as said by Dahlberg (2006). As in several discussions, the user shows their effort in understanding the happening issue, try to understand other people perspective and keep show their respect. The process of information exchanging and opinion will only enrich their understanding about the issue. Thus, Balebengong has provided space for users to exchange information, which leads to further learning and understanding about the issue. This reinforced by the fact that in the article, writer also include link to other source for further information and the site also provide comment space and link to twitter and Facebook account, for them who want to discuss in another internet platform.

CONCLUSION

We can conclude that Balebengong is an example of how interactive and independent websites can be an accessible place for public to come together and discuss about issues that considered important for the community. Furthermore, Balebengong is also has fulfill the conditions of online public sphere set by Dahlberg (2001). First, Balebengong was established by civil society based on public concern and free from state or big private sector. Secondly, Balebengong site has functioned as alternative place for some citizen to discuss public issues that matter to them. From the writing it can be conclude that the article shows that the delivered opinions are involved in critical thinking process, contain "critique of criticisable moral-practical validity claims" Dahlberg (2006). Give logical reasoning and background before when they deliver their opinion. Thirdly, discussion on Balebengong are diverse, user are welcome to write any information in several categories that are; "Gaya Hidup" (lifestyle), "Lingkungan" (Environment), "Opini" (Opini), "Sosial Budaya" (social and culture), "Sosok" (sosok) and "Teknologi" (Technology). Fourth, discussion in Balebengong in some degree shows reflexivity as some of the posts showed critical examination of their assumption and interest, giving a logical background before their opinion (Dahlberg, 2001). Fifth, The discussions also reflect ideal role taking. Those who posted opinions and articles open to comments with differing view. Sixth, from the range of writer and the location of writer, Balebengong allow everyone to participate.

Overall, we can conclude that balebengong, a citizen journalism site, has proven to be useful in providing alternative information from mainstream media, in generating discussion among people with different role in community and extending accessible public sphere for those who have interest to Bali. However, it is worth mentioning that this research is done in limited time with one citizen journalism site as case study, thus further investigation is required to get a wider picture of the development of public sphere through online deliberative sites in Indonesia.

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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)

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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/studymaterial/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 STPFP—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 manajemen. 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 bec ome 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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