



## Pro 2 Management Strategy of Radio Republic of Indonesia (RRI) Medan Maintains Millennial Listener Interest in the Era of Broadcasting Digitalization

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**ABSTRACT:** Pro 2 Radio Republik Indonesia (RRI) is a central broadcast for young people's creativity. In general, Pro 2 presents information that young people love ranging from lifestyle to the latest music. The AIDDA strategy is a strategy used to maintain the interest of millennial listeners in the era of broadcasting digitalization. In the current era of broadcasting digitalization, radio is faced with the challenge of maintaining the interest of listeners, especially millennials who have many options to access information and entertainment. Pro 2 RRI Medan as one of the radios that targets millennials, needs to implement the right management strategy to maintain the interest of listeners. This study aims to recommend an efficient and effective management strategy for Pro 2 RRI Medan in maintaining the interest of millennial listeners in the era of broadcasting digitalization. In this study, the researcher used a qualitative descriptive analysis technique with the research subjects of informants from Jft. Pranata, broadcasts, young experts, and radio broadcasters. Based on the results of the study, it is explained that the recommendations for strategies that can be done are as follows: Designing and presenting content of broadcast programs that are relevant among millennials. Create programs that can engage listeners. Utilizing social media to promote programs that will be broadcast and to reach millennials who are more active on social media. Ensure good audio quality and Present quality and accurate information, and present information in an interactive way. Create an interesting on-air program and hold off-air activities in the public space. Making adjustments in the era of broadcasting digitalization, by providing opportunities for millennials to participate in broadcast programs.

**Keywords:** The Era of Digitalization, Millennials, Interests, Management Strategies



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## INTRODUCTION

Radio Republik Indonesia (RRI) is a public broadcasting institution that always provides a variety of neutral and accurate information services for all Indonesian people, as well as sharing

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information in the world of education, and providing entertainment that upholds the value of diversity and supports Indonesian diplomacy at the global level by holding the principles of good public governance ([Lembaga Penyiaran Publik Radio Republik Indonesia, 2020](#)).

Digital technology is a new breakthrough whose presence is enough to bring about change ([Nurbaiti, 2023](#)). The development of technology and information occurs so quickly, and also affects the development of mass media. The information produced by the media is very useful for the public to be able to know anything that is being discussed both domestically and abroad ([Amansyah, 2024](#)). The rapid development of technology has a significant impact on society to be able to adapt continuously to existing changes ([Nasution, 2019](#)). The development of technology is expected to develop opportunities in various elements ([Grinerud et al., 2021; Nurbaiti, 2021](#)).

Highlighting the importance of adapting digital technology in increasing listener engagement. Radio stations that adopt digital technologies such as online streaming, podcasts, and mobile apps show increased listener engagement and loyalty. This research shows that personalizing content through digital technology can improve listener experience and strengthen their attachment to radio stations ([Nurapih, 2019](#)). Emphasizing the importance of digital marketing strategies, including search engine optimization (SEO), content marketing, and social media marketing, to attract and retain listeners. The study shows that radio stations that use digital marketing can increase their visibility on the internet and attract a larger audience ([Benthaus et al., 2016; Damron et al., 2016; Soloducho-Pelc & Sulich, 2022; Wang et al., 2015](#)).

Highlight the role of social media in building a strong listening community. Social media allows radio stations to interact directly with listeners, host live events, and promote their content. This research shows that the strategic use of social media can increase listener engagement and loyalty. Emphasizing the importance of innovation in broadcast content to maintain listener interest. Radio stations that continue to innovate with formats and types of content, such as thematic podcasts, live broadcasts, and interactive programs, show increased listener engagement ([Ardyansyah, 2022; Campa, 2019; Chand et al., 2018](#)).

In this case, it shows that radio management strategies in the era of digitalization require a holistic and adaptive approach. Adopting digital technology, leveraging digital marketing strategies, using social media effectively, and constantly innovating in content are key to maintaining and increasing listener interest. Radio stations that successfully implement these strategies can remain relevant and competitive in the midst of rapid technological developments and changes in listener behavior.

Entering the era of digitalization, the development of broadcasting digitalization has also led to the development of the radio broadcasting industry through digital platforms. This triggered a new challenge for the broadcast management of Radio Republik Indonesia (RRI) to explore new strategies. Based on data from the Central Statistics Agency (BPS) in 2021, public interest in television is 86.96% while radio only reaches 9.85% ([Nur Adilla, 2023](#)).

The digitization of radio broadcasts has brought significant changes in the broadcasting industry. These changes affect not only the way broadcasts are delivered, but also the way listeners, especially

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millennials, interact and consume radio content. Here are some key points regarding the effect of broadcast digitalization on listener interest: Millennials tend to look for content that can be accessed easily and quickly. Digitalization allows radio or television broadcasts to be streamed or downloaded on-demand through digital platforms. This makes them more likely to consume broadcast content, because it can be adjusted to their own time and preferences.

Digital platforms often provide interactive features that allow listeners to participate more actively in broadcast content. For example, through direct comments on social media platforms or online polls integrated in broadcasts. This can increase the involvement of millennials who prefer to be directly involved in the content they consume. Digitization allows for more variety in the available broadcast content. Millennials are often looking for diversity in the content they consume, and digital platforms make it possible to offer a wide variety of programs, podcasts, or broadcast segments that suit their various interests.

Digital platforms may use technology to provide personalized content recommendations based on users' prior listening behavior or preferences. This can make the listening experience more relevant and engaging for millennials who are used to personalized experiences in various aspects of their lives. Digitalization allows broadcasters to interact more closely with listeners through social media platforms. This not only expands the reach of the broadcast, but also allows listeners to engage in discussions, contests, or share opinions directly. Millennials tend to be active on social media, so this kind of interaction can increase their engagement with broadcast content. Overall, broadcast digitization has transformed the way millennials consume broadcast content by making it more accessible, interactive, diverse, personalized, and engaging through digital platforms and social media.

The management strategy of Radio Republik Indonesia Pro 2 Medan. Radio Republik Indonesia Pro 2 Medan has implemented several management strategies to maintain listener interest in the era of digitalization. Here are some of the strategies that have been used: RRI Pro 2 Medan focuses on developing digital content such as podcasts and rebroadcast videos that can be accessed through websites and mobile apps. It allows listeners to access the content at any time. Inviting local influencers and artists to participate in radio programs, both as guest stars and content collaborators, to capture the attention of millennial listeners. Leverage social media platforms such as Instagram, Twitter, and Facebook to promote broadcasts, engage with listeners, and host live streaming events to increase engagement. Host events and competitions that engage listeners in person, both online and offline, to create deeper engagement with the audience.

And also some of the challenges faced are: Integrating new technologies into daily operations requires sufficient investment and training. Radio must ensure that staff and broadcasters have the skills needed to manage digital platforms. In the midst of the abundance of digital content available, maintaining the quality of content to keep it interesting and relevant is a challenge. Radio must continue to innovate in producing content that appeals to listeners. Radio must compete with other music streaming platforms, podcasts, and digital media. Providing exclusive and engaging content is key to retaining listeners.

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Radio is known as a technology that is able to transmit signals with electromagnetic waves produced from electromagnetic modulation and radiation. Radio media has several advantages that are quite different from other electronic media. First, radio is straightforward so it doesn't require complicated delivery techniques. Second, it does not know the distance and time, therefore listeners can reach the broadcast even though the distance is very far but must be adjusted to the limits of the broadcasting provisions whose permission is issued by the local government. Third, radio has a fairly high appeal of imagination such as introducing music and regional songs ([Kustiawan, 2022](#)).

The level of radio competition is quite high in attracting listeners, especially in several government-owned and privately owned radio stations in big cities. Some of the attractions that radio can use are by presenting information and entertainment. Radio Republik Indonesia (RRI) has 4 program channels, Programa 2 RRI is a channel that presents entertainment for young people or millennials ([Yulita, 2023](#)). This channel is a "Youth Creativity Center" that broadcasts various information that young people like, lifestyle, and the latest music. The target age ranged from 12-45 years old, 50% male and 50% female. Pro 2 RRI Medan has the slogan "Your Best Friend" and has a broadcast classification consisting of: Entertainment 45%, News 30%, Advertising 15%, Education 5% and Culture 5% ([Amelia, 2020](#)).

The role of strategic management is needed to improve and develop the quality of broadcasts and also programs that will be presented to listeners so that they are always on the frequency ([Firdaus, 2023](#)). A good strategy in compiling broadcast programs can certainly try to maintain the interest of listeners, especially millennials, and will affect the success of the media in creating programs to be able to achieve common goals ([Arifatama, 2022](#)). It is necessary to optimize the role of management to get efficient results ([Budi, 2023](#)).

This research uses the AIDDA Theory, or often called A-A Procedur (from Attention to Action Procedur) proposed by Wilbur Schramm. AIDDA is an abbreviation for the words Attention, Interest, Desire, Decision, Action ([Widiana, 2020](#)). In Amelia's (2020) research, the AIDDA theory is quite good at encouraging the media environment in creating creativity. Meanwhile, in the research ([Widyastuti, 2020](#)) The AIDDA theory needs to adapt to the characteristics of listeners and its airtime which must be improved. In research ([Aryawan, 2018](#)) The results of the study show that the program strategy is in accordance with the target of radio listeners, the difference is that the radios studied are different. As well as in research ([Suharyani, 2022](#)) The strategies used are suitability strategy, habit strategy, flow control strategy, program strategy, and time attraction strategy. Meanwhile, this study uses a strategy guided by the AIDDA Theory.

From the above phenomenon, it can be concluded that millennials have different preferences in listening to radio and prefer modern and entertaining content. This is emphasized by the existence of a research gap from previous studies. In this study, this study aims to recommend an efficient and effective management strategy for Pro 2 RRI Medan in maintaining the interest of millennial listeners in the era of broadcasting digitalization, the researcher will provide recommendations related to future strategies so that Pro 2 RRI Medan can maintain the interest of millennial listeners because of the many digital platforms and private radio stations that are more popular among

millennials that make Radio Republik Indonesia (RRI) was abandoned by its listeners. Therefore, the researcher took the title "Pro 2 Management Strategy of Radio Republik Indonesia (RRI) Medan to Maintain Millennial Listener Interest in the Era of Broadcasting Digitalization".

## **METHOD**

This research uses a type of qualitative research that can be found in many literatures. Among other things, Ali and Yusof define qualitative research as: Any investigation which does not make use of statistical procedures is called "qualitative" nowadays, as if this were a quality label in itself. The definition from Ali and Yusof emphasizes the absence of the use of statistical tools in qualitative research. This is of course to make it easier to distinguish the use of qualitative methods from the use of quantitative methods. Because the quantitative method depends on the use of calculations and statistical analysis procedures.

The qualitative method emphasizes more on the observation of phenomena and more researches into the substance of the meaning of the phenomenon. The analysis and sharpness of qualitative research are greatly affected by the strength of the words and sentences used. Therefore, this study concludes that the focus of qualitative research is on the process and the meaning of the results. Qualitative research is more focused on human elements, objects, and institutions, as well as the relationships or interactions between these elements, in an effort to understand an event, behavior, or phenomenon.

Meanwhile, this type of research is carried out in order to provide an overview and description of a situation objectively and describe how the management strategy of radio broadcast programs in maintaining the interest of millennial listeners in the era of broadcasting digitalization. In this study, the author will use a descriptive approach, the descriptive approach can be said to be a problem-solving procedure that must be investigated by describing the state of the subject and the object of research at the present time based on the facts as they are.

This research uses data collection techniques with observation, interviews and documentation, namely:

a) Observation

Observation is the activity of loading research on an object. When viewed in the process of implementing data collection, observation is divided into participants and non-participants. The type of observation used in this study is non-participant observation. In making observations, researchers select things that are observed and record things related to the research. The observation that the author will make is observing the Pro 2 broadcast, making observations of the broadcaster and the Pro 2 RRI Medan team.

b) Interview

The interview technique in this study uses a free guided interview technique. A free guided interview is an interview that is conducted by asking questions freely but still remains according to the interview guidelines that have been made. Questions will develop during the interview. The researcher got direct information with techniques from interviews with: Herawati Ningsih Batubara, S.Pd (as JFT. Pro 2 Broadcasting System). RRI Medan Pro 2 Broadcaster.

c) Documentation

Documentation is a method used to obtain data and information in the form of books, archives, documents, writing numbers and pictures in the form of reports and information that can support research. Documentation is used to collect data and then analyzed. The documentation used in this study includes documentation of processing and observing as well as interpreting it and connecting it according to the phenomenon.

## **RESULT AND DISCUSSION**

Pro 2 Radio Republik Indonesia (RRI) is a central broadcast for young people's creativity. In general, Pro 2 presents information that young people love ranging from lifestyle to the latest music. The AIDDA strategy is a strategy used to maintain the interest of millennial listeners in the era of broadcasting digitalization.

The AIDDA theory or commonly called A-A Procedure (from attention to action procedure) is a theory put forward by Wilbur Scharrm. AIDDA is an acronym for the words Attention, Interest, Desire, Decision, Action. Below are the parts that have been analyzed based on efforts to maintain the interest of millennial listeners in the era of broadcasting digitalization.

Attention is a person's desire to find out something, namely how the management strategy of Pro 2 RRI Medan in maintaining the interest of millennial listeners so that the channel is noticed by listeners. From the results of the interview with Mrs. Ningsih, there are several efforts that can be made to attract the attention of millennial listeners. First, creating content that is interesting and relevant to millennials' interests such as creating broadcast programs that discuss topics of interest to millennials (lifestyle, music, technology, etc.). Second, using social media to reach millennials such as Pro 2 RRI Medan can be more active on social media (Instagram, TikTok, and Facebook) in order to promote broadcast programs and at the same time interact with millennials. Third, hold offline events that are interesting to millennials such as holding concerts, workshops, and seminars that are relevant to millennials' interests. Fourth, making programs that involve listeners such as Quis, Goes to School/Campus, for example, visiting schools in Medan and campuses in Medan.

Interest is the feeling of wanting to know more about something that can cause attraction, namely how RRI Medan's Pro 2 defense strategy in maintaining the interest of millennial listeners to remain interested in the broadcast. From the results of the interview with Bang Oddy as the broadcaster Pro 2 of RRI Medan, there are several efforts to attract the attention of millennials. First, presenting quality and accurate information such as Pro 2 RRI Medan must ensure that the information conveyed in the broadcast programs is of high quality and accurate. Second, using language that is easy for millennials to understand in their broadcast programs and avoiding the use of jargon and terms that are too sarcastic. Third, presenting information in an interactive way such as using interactive broadcast formats on talk shows, podcasts, and live streaming programs to attract millennials. Fourth, ensuring that the audio quality of the Pro 2 RRI Medan is always good through modulation or streaming, it sounds good.

Desire is a will that arises from the heart about something that attracts attention, namely how Pro 2 RRI Medan wants to maintain the interest of millennial listeners in the era of broadcasting

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digitalization ([Inayah, 2022](#)). From the results of the interview with Mrs. Ningsih, there are several efforts that can be made to retain millennial listeners. First, it shows the benefits of listening to Pro 2 RRI Medan such as getting accurate, entertaining, and connected information. Second, making Pro 2 RRI Medan a platform that is easily accessible to millennials, such as Pro 2 must ensure that its broadcast programs can be easily accessed both through traditional radio and digital platforms. Third, offering incentives to attract millennials such as giveaways and quizzes with prizes to attract millennials to keep listening to their broadcast programs.

Decision is a trust to do something, that is, how to make any decisions to trust the channel. From the results of the interview with Mrs. Ningsih, there are several efforts that can be made. First, it makes it easier for millennials to take actions such as providing contact information and social media addresses of Pro 2 RRI Medan in all its broadcast programs. Second, providing millennials with the opportunity to participate in their broadcast programs such as being a resource person or being able to submit their work. Third, follow up with millennials who have shown interest in Pro 2 RRI Medan such as by offering them newsletter or email updates.

Action is an activity to realize belief and interest in something, namely, the action of an agreed decision. From the results of the interview with Mrs. Ningsih, there are several actions that can be taken. First, encouraging millennials to listen to Pro 2 RRI Medan in various ways such as through advertisements, flyer promotion on social media and collaboration with millennial influencers. Second, making Pro 2 RRI Medan a part of the millennial lifestyle by providing broadcast programs that are relevant to their interests and needs. Third, making Pro 2 RRI Medan a reliable source of information for millennials by presenting quality and accurate information.

George R. Kelly was the first person to introduce management principles, as well as several stages of management activities in carrying out strategies ([Harahap, 2022](#)):

Planning, the process of planning the Pro 2 program of RRI Medan must also adjust to the broadcast pattern that has been made by the central RRI where each broadcast composition that has been determined is the basic basis for designing the next program management ([A. Maharani, 2022](#)). Such as entertainment, education, and broadcast support programs in the form of ILM (Public Service Advertising). Create content that is interesting and relevant to millennials' interests, then use social media to reach millennials and promote broadcast programs that will air. The Pro 2 team must adapt to the digital era of broadcasting, so as not to be left behind with other private radios ([D. Maharani, 2021](#)).

Organizing, for the organization of the Pro 2 RRI Medan team, it must be done in accordance with existing SOPs such as the operator team that performs the task of updating the latest music and songs so that listeners are more interested in listening to the Pro 2 channel. Then for broadcasters, they must also continue to innovate by looking at whatever the needs of listeners, then make the broadcast atmosphere more attractive so that listeners feel comfortable and calm ([Tanjung, 2022](#)).

Actuating, implementing broadcast programs that have been made with the help of directions from superiors and other employees. As well as conducting assessments involving knowledge and skills ([Soemitra, 2022](#)). In Pro 2 RRI Medan, the briefing given by superiors to subordinates has a

very good influence where fellow employees work together in completing tasks, this is what makes Pro 2 RRI Medan still survive to this day.

Supervision (controlling), this process determines how well the broadcast program design has been made (Suhardi, 2018). Pro 2 broadcast program management always supervises broadcast programs that are broadcast on-air or off-air, as well as monitoring listener interaction through social media (Sudiantini, 2022). This can provide information for Pro 2 RRI Medan related to the interests of millennial listeners.

## CONCLUSION

Based on the results of the research on RRI Medan's Pro 2 Management Strategy to Maintain Millennial Listener Interest in the Era of Broadcasting Digitalization, it can be concluded that the following strategy recommendations can be drawn: Designing and presenting content of broadcast programs that are relevant among millennials such as lifestyle, current music, movies and other insights. Create programs that can engage listeners, such as Quis, Goes to School/Campus, CFD with Pro 2 on weekends. Utilizing social media to promote programs that will air and to reach millennials who are more active on social media such as Instagram, Facebook, TikTok. Ensure good audio quality and Present quality and accurate information, as well as present information in an interactive way such as, Talkshows, Podcasts, etc. Create interesting on-air programs and hold off-air activities in public spaces, such as CFD activities, sponsorship of events, etc. Making adjustments in the era of broadcasting digitalization, by providing opportunities for millennials to participate in broadcast programs. As well as utilizing media on the RRI Play Go application. Based on the results of the research, it is hoped that Pro 2 Radio Republik Indonesia (RRI) Medan can remain consistent in carrying out the strategies that have been designed and recommended in accordance with the results of the above research and can actively use digital technology and social media to communicate directly with listeners.

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