



UMSU FM's Communication Strategy on Talk Show Preventing *HIV Ending Aids* in Order to Develop Existence in the Digital Era

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ABSTRACT

In the current digital era, how can Radio 91.6 UMSU FM's communication strategy in its talk show content "Prevent HIV, End AIDS" be optimized to expand its audience reach and maintain its relevance amidst increasingly fierce media competition? This research was conducted using a qualitative descriptive method. This research was conducted on Radio 91.6 Umsu FM, by looking for valid data and information about how Umsu radio is developing its existence in the current digital era with one of its programs, namely the Prevent HIV End AIDS Talkshow. This program was presented by the North Sumatra KPA for outreach via radio and also includes a program that educates the public so that they have awareness of handling HIV AIDS, therefore it has become a weekly broadcast on radio specifically for the community, teenagers, and HIV AIDS sufferers. Indeed, technological advances should be used as a means for the development of media so that it is not left behind by other competitors. The results of the effects on communication strategies include cognitive effects, affective effects, and conative effects that make information heard more and more.

Keywords: Media Strategy, Existence, Radio 91.6 UMSU FM.

ABSTRAK

Di era digital saat ini, bagaimana strategi komunikasi Radio 91.6 UMSU FM dalam konten talkshow "Cegah HIV, Akhiri AIDS" dapat dioptimalkan untuk memperluas jangkauannya dan menjaga relevansinya di tengah persaingan media yang semakin ketat. Penelitian ini dilakukan dengan menggunakan metode deskriptif kualitatif. Penelitian ini dilakukan di Radio 91.6 Umsu FM, dengan mencari data dan informasi yang valid tentang bagaimana radio Umsu mengembangkan eksistensinya di era digital saat ini dengan salah satu programnya yaitu Talk Show Mencegah HIV End AIDS. Program ini dipersembahkan oleh KPA Sumatera Utara untuk sosialisasi melalui radio dan juga mencakup program yang mengedukasi masyarakat untuk memiliki kesadaran terhadap penanganan HIV AIDS, oleh karena itu merupakan siaran mingguan di radio khusus untuk masyarakat, remaja dan penderita HIV AIDS. Memang, kemajuan teknologi harus dijadikan sarana pengembangan sebuah media agar tidak tertinggal dari kompetitor lainnya. Hasil efek pada strategi komunikasi meliputi efek kognitif, efek afektif serta efek konatif yang membuat informasi semakin banyak didengar.

Kata Kunci: Strategi Media, Keberadaan, Radio 91.6 UMSU FM.

INTRODUCTION

The development of information and communication technology has presented a large number of mass media including print, online, and even electronic media. Radio 91.6 Umsu FM is a leading independent youth radio in the city of Medan and its surroundings, contributing to improving the quality of life of the community through means of entertainment, education, information, and da'wah. Given the fierce competition in the industry, including in the field of media, the issue of program quality is becoming

increasingly important, and quality is considered an important prerequisite for attracting consumers through victory in a competitive world.

Radio is part of many mass media that are used to convey communication messages effectively.¹ M-Radio or Radio 91.6 Umsu FM is a business entity owned by the University of Muhammadiyah North Sumatra (UMSU).² Radio Umsu has a flagship program that can provide education to the community, namely the TalkShow program Prevent HIV End AIDS. Where this program is present in the conversation between Umsu radio and the North Sumatra KPA, seeing the non-stop cases of HIV-AIDS currently Umsu radio and North Sumatra KPA are working together to build the program for one year.

For radio to survive in the current digital era, UMSU Radio also makes a lot of use of media in this digital era. UMSU Radio has a frequency of 91.6 FM and is a commercial radio of the University of Muhammadiyah North Sumatra. UMSU Radio is here to provide information in the form of educational da'wah, as an advertising medium, as a means of social change, and also as a means of social control. Radio UMSU itself continues to strive to attract the attention of its listeners with its broadcast programs so that it is more receptive to listeners in disseminating information.

Radio with the slogans "*Friends of Young People*" and "*Central Youth Centers*", has made radio strategies to reach listeners, many of whom are now switching to new online media. Radio with Talkshow content to prevent HIV and end AIDS has come with several advantages in that it can attract many radio listeners, especially the younger generation.

The content of the TalkShow Prevent HIV End AIDS is one of the featured broadcasts present on UMSU FM radio. The emergence of the Talkshow, which has become a flagship broadcast, is the result of a cooperation discussion between the North Sumatra KPU and UMSU FM radio, which sees an increasing number of cases circulating and has not been completed with all solutions. After this collaboration, TalkShow content is presented on radio broadcast frequencies every week on Fridays from 14.00 to 15.00 with different themes. In every Talkshow broadcast, there is always a resource person from the North Sumatra KPA as a speaker who will discuss the theme that is being raised.

The appearance of the TalkShow Prevent HIV End AIDS content on Radio 91.6 Umsu FM broadcast which is broadcast as an information and communication media that can be one of the things that has the potential to change the existence of conventional media. This communication strategy is needed so that the 91.6 Umsu FM radio can develop its content and be able to attract the attention of more listeners. Therefore, conventional media pay attention to radio in developing transformation and innovation strategies to remain in the digital era.³

With the presence of the Prevent HIV End AIDS Talkshow program, is an educational program for the community, so the program becomes one of the flagship programs on UMSU Radio which is broadcast every week. The presence of the broadcast program helps radio develop its existence in the digital era.

¹ Ria Yunita, "MARKETING COMMUNICATION STRATEGY IN MAINTAINING THE EXISTENCE OF DANGDUT RADIO AT THE FOREFRONT IN JAKARTA (Case Study of the Existence of Radio Cbb 105.4 Fm)," *Journal of Communication* VIII, no. 1 (2017): 24–32.

² Nurhasanah Nasution, "The Existence of M-Radio on the Development of Communication and Information Technology," *Journal of Interaction : Journal of Communication Sciences* 1, no. 2 (2017): 174–83, <http://journal.umsu.ac.id/index.php/interaksi/article/view/1202>.

³ Khasna' Lathifah and Ismandianto Ismandianto, "Radio Convergence in Maintaining Existence in the Digital Era and Covid-19," *Journal of Communication Research* 4, no. 1 (2021): 130–42, <https://doi.org/10.38194/jurkom.v4i1.215>.

Activities in an organization require the application of management functions to communication activities carried out in a company or organization and the goal is to remember each other and pay attention to the goals. The communication strategy put forward by Anwar Arifin in Suryadi states that a strategy is a conditional decision about the steps to be taken to achieve a goal. Therefore, in determining a communication strategy, consider the situation and conditions that may arise.⁴

The importance of researching radio communication strategies is to find out what methods and steps are taken by radio in developing its existence in the Talk Show Prevent HIV End AIDS program. To understand the research situation and explain the differences, there are several previous studies related to this research. Therefore, the research conducted by the researcher is truly original. The previous research in question is:

1. The research entitled "*Radio Communication Strategy of Dbs 101.9 FM Banjarmasin in Attracting Listener Participation in the Song Request Program*" was written by Aisyah Fitria Hasan et al. (2021) Lambung Mangkurat University, Banjarmasin. This research focuses on communication strategies to attract and maintain listeners' attention to the song request program.
2. The research entitled "*A Qualitative Study of Radio 92.9 FM Solo Communication Strategy in Developing New Media Content as an Effort to Maintain Existence in the Digital Era*" was written by Latifah Nur Fakhira (2021) Sebelas Maret University. This research discusses radio communication strategies in content development that aim to survive the existence of radio. In addition, this research also discusses the application of strategies to reach audiences who are interested in content, especially new media.
3. The research entitled "*Radio Communication Strategy in Increasing the Loyalty of Radio Listeners Tidar Magelang 94.3 FM*" was written by Vadilla Nandika Putri (2018) Faculty of Communication and Informatics, University of Muhammadiyah Surakarta. This study uses a qualitative and descriptive research method with data collection such as observation, interviews, and documentation. To find out the communication strategies used by 94.3 FM radio to increase listener loyalty.
4. The research entitled "*Semarang Islamic Da'wah Radio Strategy in Increasing Listeners*" was written by Khoerul Bakhri (2020), a student of Sunan Kalijaga State Islamic University, Yogyakarta. This study uses descriptive qualitative research and data in the form of interviews and observations conducted from November to December, to identify the strategy of Islamic da'wah radio in Semarang in increasing its listeners. This research uses Harold's communication theory. D. Laswell (*who says what on which channel, and with what effect to who?*) as a starting point for analysis to review research findings.
5. The research entitled "*Aska FM Radio Communication Strategy in Maintaining Existence as Da'wah Education Radio*" was written by Sefdha Prisdyananti (2021) Faculty of Da'wah and Communication, Walisong State Islamic University, Semarang. This study uses qualitative types and data analysis as well as descriptive forms of analysis to explain the communication strategy carried out by Aska FM radio to maintain its existence as a da'wah and education radio. The purpose of this study is to clarify what kind of communication strategy Aska FM radio uses to survive as a da'wah and education radio station.

⁴ Setya Utomo Wicaksono, "UjungPandang Daily News Management Strategy in Facing Competition with Online Media" 7 (2018): 1–25.

Based on the above statement, the researcher is interested in the research entitled "UMSU FM Communication Strategy on the TalkShow Prevent HIV to End AIDS to Develop Existence in the Digital Era". As explained above about previous research, it is intended to explain the position of research and differences in research. Although researchers know that several strategies may have similarities with previous research.

RESEARCH METHODS

This research was conducted using a qualitative descriptive method. Qualitative research takes data from natural situations and, based on relevant data collection and analysis techniques, describes reality in a structured manner and expresses it in terms of social situations by organizing them. This research studied, analyzed, and interpreted phenomena in the field and drew conclusions.

It is interpreted that research methodology is the use of scientific work methods carefully and thoroughly to investigate and study problems by collecting data systematically and objectively, analyzing it, and drawing conclusions to solve the problem.⁵ This research was conducted on Radio 91.6 Umsu FM, by looking for valid data and information on how Umsu radio develops its existence in the current digital era with one of its programs, namely the *Talk Show Prevent HIV End AIDS*. With that, researchers can go directly to the field and help solve and develop the problems faced in this research.

This study conducted in-depth interviews to obtain data and information. Because the interview was conducted for one week, the data was considered saturated. Based on the indicators set by the researcher, the researcher interviewed several informants who are Umsu radio employees, namely Mr. Irvan Sudedi (Operations Manager) and Khaira Sinurat (Announcer). The main data sources of this study are primary data and secondary data. The primary data is an interview with the Umsu radio station, and the secondary data of this study is a radio talk show program on HIV prevention and AIDS eradication.

RESULTS AND DISCUSSION

Radio Communication Strategy Expands Its Existence

Communication strategy is *planning* and *management* in achieving the communication goals that have been set. The definition of communication strategy, according to Onong, illustrates the relationship with communication strategy in this study. Developing planning and management for communication purposes in this study is the initial action that the researcher takes so that the communication goal is achieved.

First, there is the *planning* of communication strategies carried out by radio 91.6 Umsu Fm in communication objectives. The first step is to discuss compiling this TalkShow program so that the message or information is good to be conveyed to the audience. Sharing between radio 91.6 Umsu FM and KPA North Sumatra to determine the theme that will be broadcast later. Determining human resources such as announcers and resource persons, broadcast support tools, and media as broadcast promotion. Choose a target audience so that a well-prepared message can be conveyed to the audience.

Second, *management*, management in a communication strategy is to ensure the smooth flow of information between two people or groups. After compiling the message or theme to be conveyed and determining human resources, radio 91.6 Umsu made a broadcast

⁵ Rahmadi, *Introduction to Research Methodology*, Antasari Press, 2018, [https://idr.uin-antasari.ac.id/10670/1/PENGANTAR METHODOLOGY PENELITIAN.pdf](https://idr.uin-antasari.ac.id/10670/1/PENGANTAR%20METHODOLOGY%20PENELITIAN.pdf).

schedule where the broadcast will be carried out according to the time of the speakers and the broadcast schedule via live streaming. With that, radio insights have increased and Radio 91.6 Umsu FM can further develop its existence in the digital era. UMSU Radio is also very reliable in online media as a development of its existence, especially since the current digital era can shift the existence of radio.

The Substance of Communication Strategy

Strategy selection is an important step in communication planning that requires careful handling. If the chosen strategy is wrong or weak, then the consequences can be fatal, especially the loss of time, material, and energy. Middleton in Cangara (2017) explained that communication strategy is the optimization of all communication elements, starting from communicators, messages, channels (media), and recipients to influencing (effects) to achieve optimal communication goals. The substance is:

1. Communicator/Narsumber

Determining the resource person is an important thing where later this communicator will help the process of running the talk show program and become a speaker who helps explain the theme raised so that the audience understands what message is conveyed.

The resource person himself was not from radio 91.6 Umsu Fm but from the North Sumatra KPA and also part of the North Sumatra AIDS Control Commission who was the resource person, because the selected resource person was also experienced in handling HIV AIDS.

2. Crafting a Message

Compiling and preparing an audience is an important requirement to influence the audience. The preparation of the message itself seems to be an important condition to attract the attention of the audience. If it can increase the audience's attention, then the initial stage of effective and efficient communication is when the audience conveys the message conveyed.⁶

The refraction of the message to influence the audience starts from the lifting of the theme. The theme raised is also based on something that is being hotly discussed and becomes a problem. The researcher conducted an interview with radio 91.6 Umsu FM regarding the lifting of the theme. The results of the interview conducted by the researcher on UMSU radio in the selection or appointment of the theme to be broadcast, as conveyed by Khaira:

"The appointment of the theme is based on the North Sumatra KPA itself because they are the ones who know anything that can be said to be a priority to be discussed. They prepared approximately 48 themes or equal to 1 year of cooperation with UMSU radio. For the theme, they give it to us (the radio party) every week, and after the theme has been given to us, we as announcers prepare several questions related to the theme that will be broadcast later. So after they decide on a theme, they give it to us, we prepare questions and we also study the theme".

3. Media (channel)

Radio is an efficient mass media in conveying information to the public. This explains the unique nature of radio as a radio that listens directly. This means that the

⁶ Sefdhya Prisdyananti, "Aska Fm Radio Communication Strategy in Maintaining Existence as Radio," 2021.

public can hear the information conveyed without relying on visual media such as television. Because the radio itself uses sound to convey information.

In addition, this talk show can not only be listened to on the radio, this program also broadcasts the talk show on YouTube media live streaming. The audience can also contribute by providing some responses or questions related to the theme being raised, or it can be said that feedback (response) from the stimulus given.

4. Getting to Know Your Audience

Before being able to convey messages or information, it is necessary to know who will be the target of communication. Therefore, to communicate effectively, communicators must get to know their audience. Thus, radio 91.6 UMSU FM conducts a process of getting to know the audience to know the state of the community around the radio, including those who experience HIV-AIDS cases.

Knowing the audience that is listening makes it easier for the resource person to communicate information to the audience. Because what must be considered is the framework of the audience, conditions, and circumstances.

Knowing the increase in HIV AIDS cases in 2021 that has been seen by the North Sumatra KPA. The first step taken in getting to know more about the condition of the audience is by direct field observation. The next step to getting to know the audience more deeply is the creation of the HIV AIDS TalkShow program on UMSU 91.6 FM radio as a medium of communication between communicators and the public, including those who experienced the case.

With the presence of this program, communicators can get to know the audience more deeply and can provide solutions for handling HIV AIDS, especially imaginary ideas that are difficult to reach directly by the North Sumatra KPA.

5. Effect

The application of communication strategy is carried out by using communication steps to encourage change in the audience, achieve the desired effect of the communicator, and facilitate communication. There are several types of effects, namely:

a. Cognitive Effects

The TalkShow program Prevent HIV End AIDS certainly provides information that can add to a wide range of knowledge so that it can provide awareness for listeners or khalyak, including the communicators themselves

b. Affective Effects

The audience is very enthusiastic about the presence of this program so that the audience knows what to do to prevent HIV AIDS.

c. Conative Effect

The information that has been conveyed to the maximum through the TalkShow can be accepted by the audience, so that radio 91.6 Umsu FM has become many listeners and can develop its existence in today's all-digital era.

Radio UMSU itself in developing its existence is very selective in broadcasting its programs. The broadcast program must contain elements of Education, Education, and even Da'wah. Including the Prevent HIV End AIDS Talk show program whose broadcast contains educational elements for the general public.

UMSU Radio uses Instagram social media as a promotion for content that will be broadcast on the radio, and YouTube media is used for live streaming during broadcasts. In this Talk Show Prevent HIV and End AIDS program, they also conduct streaming broadcasts that can be reached by audiences who want to hear not through radio, and by utilizing this media, broadcasts can be repeated by audiences outside the range of UMSU Radio frequencies.

Therefore, technological advances should be used as a means of media development to compete with other radios. Therefore, radio must actively combine technology in providing information and education to be more meaningful, fast, and accessible to a wider audience.

CONCLUSION

In the last few years, many diseases are still rampant and the treatment is not optimal, one of which is HIV AIDS. Demand for health services related to HIV and AIDS is increasing, putting pressure on health facilities and limiting resources. Judging from the program provided by KPA SUMUT, socialization through radio also includes community education programs to increase awareness of how to handle HIV AIDS. The message conveyed through the talk show can be well received by the audience. Therefore, this program became a weekly broadcast on UMSU radio. Technological advances should be used as a means to advance the media so that they can compete with other competitors. UMSU Radio itself in developing its existence is very selective in broadcasting its programs. The broadcast program must contain elements of Education, Education, and even Da'wah. Including the Talk Show Prevent HIV End AIDS program and the use of Instagram social media as a promotion for content that will be broadcast on the radio, and YouTube media used for live streaming during broadcasts.

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