RRI Lhokseumawe's Media Convergence in Maintaining Existence in the Digitalization Era

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Abstract. *Media convergence presents both a challenge and a necessity for radio media in the digital era, due to the complexity of integrating information and communication technology, computer networks, and media content. RRI must adapt to changes in data usage patterns within society through media convergence to remain competitive and sustain its existence. This study aims to identify the aspects of media convergence at RRI Lhokseumawe that help maintain its presence in the digital era. The research is grounded in media convergence theory by Grant and Wilkinson and employs a qualitative research methodology. Data was collected through interviews, observations, and documentation. The research informants included eight individuals: the director of RRI, and members from the news, broadcasting, new media engineering departments, as well as RRI observers. Descriptive qualitative analysis was used to interpret the data. The stages of data analysis included data reduction, data display, and conclusion drawing/verification. The study found that RRI Lhokseumawe maintained its presence in the digital age by embracing convergence. This convergence was implemented through several channels, such as the website, RRI Go Play, YouTube channel, and RRI Net. As a result of this convergence, access became easier, allowing the public to access and enjoy information through smartphones anytime and anywhere. Additionally, the human resources at RRI Lhokseumawe underwent training to update their skills and abilities to keep pace with current technology.*

INTRODUCTION

The era of digitalization has driven rapid transformation in radio broadcasting. In today's digital age, media development is propelled by the flow of information. The communication revolution has given birth to a new world where information for daily needs is easily accessible (Setiawan & Puryanto, 2021). Mass media, such as radio, are regularly used by various groups to obtain diverse data. Radio broadcasting offers several advantages, including wide reach, cost-effectiveness, and availability, making it an ideal medium for reaching diverse audiences, especially in remote areas. It provides real-time updates, caters to local communities, and engages listeners' imaginations. Radio captivates with words, music, and sound effects. This appeal is transformed by digital platforms, enhancing radio from purely audio to include text, video, images, and animation (Fauzi et al., 2023). In this era, radio continues to evolve from analog to digital broadcasting. Digital broadcasting is more efficient than analog, as various programs can be transmitted over a single channel. Additionally, digital sound quality is clearer and free from noise, enhancing the reliability of radio broadcasts. In today's digital era, competition in the radio media industry is intensifying. Radio listeners are

shifting to more modern and interactive media, such as the internet, which offers boundless reach. The era of connectivity has brought significant changes to communication media, now known as digital media. Digital media provides numerous opportunities and advantages for finding and sharing information (Putra & Rachmawati, 2021).

Listeners can now enjoy radio through their smartphones via streaming, thanks to its integration with the web. Integrating with digital technology is crucial for maintaining existence and listener loyalty. To avoid being abandoned by its audience, radio must evolve to keep up with advancements in the digital era. This includes offering digital features that allow listeners to enjoy broadcasts through their gadgets without being constrained by time or place. Therefore, convergence with new media based on computer-mediated communication is essential. Media convergence is defined as communication practices that seamlessly migrate across different material technologies and social institutions. There are three levels of communication interaction modes that are affected by this, namely interpersonal communication, technology or media and meta technology or digital media that can incorporate other levels (Jensen, 2022). Media convergence combines three processes namely computing, content and communication. The main key to this media convergence is internet-based media (Lathifah & Ismandianto, 2021). Consequently, the blending of conventional media, both print and electronic, exemplifies the phenomenon of media convergence.

According to Grant (2019), media convergence encompasses five major dimensions, as illustrated in Figure 1:

1. Technology Convergence. This involves merging the media, telecommunication, and computing industries, unifying all forms of mediated communication in digital form.
2. Multimedia Content. This refers to the ability to display various formats of media content through a single medium.
3. Ownership. Media convergence is closely tied to the dimension of media ownership, which often leads to cross-ownership where various media entities are owned by the same entity.
4. Collaboration. In collaboration, convergence can also be carried out by media with different ownership or by different types of media. The convergence that is carried out is usually in the form of sharing content or sharing various information at the presentation level.
5. Coordination. In the coordination dimension, media with different ownership may cooperate as well as media that are joined under one ownership. The convergence that can be done can be in the form of sharing information or making use of other features that benefit both parties

The Public Broadcasting Institute of Radio Republik Indonesia (RRI) Lhokseumawe is currently facing intense competition and has successfully achieved media convergence. Since 2013, RRI, with stations spread throughout Indonesia, has transformed by creating a website to enable streaming. RRI podcasts are available through the RRI Play Go app, the RRI website, or the Spotify app. RRI Play Go app users can also watch live broadcasts from RRI Net. To publish the current news, RRI has done so through the rri.co.id website. RRI also interacts with its listeners through social media such as Twitter, Instagram, Facebook, Whatsapp, and Youtube.
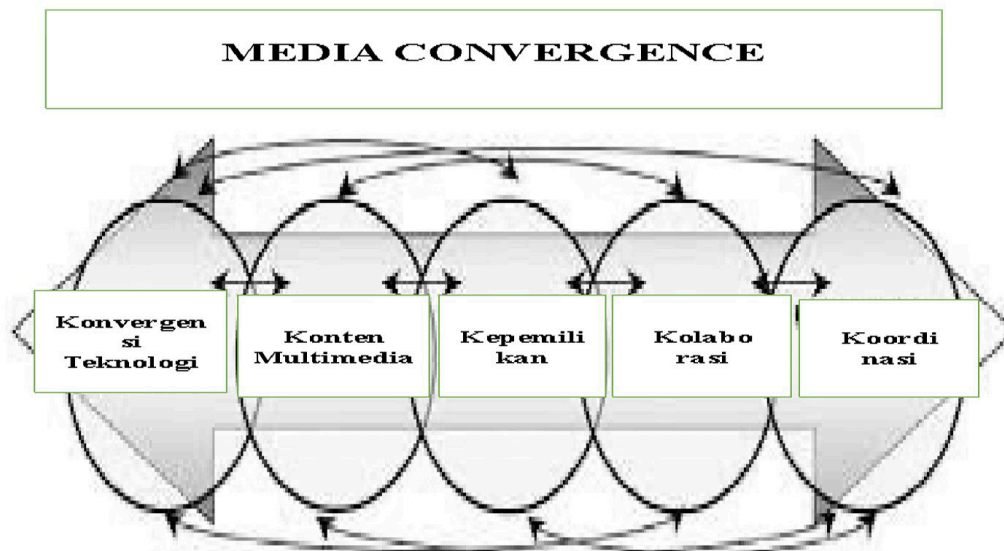
FIGURE 1: Ethics of Communication in KIM

Media convergence in the digitalization era has made RRI Lhokseumawe stronger and more creative in presenting diverse broadcasts to its audience. Based on this background, this study aims to answer the question of what the convergence dimensions of RRI are.

Previous research related to media convergence has been widely conducted. On the study (Zamroni, 2021), it was found that the digital era is marked by the emergence of information technology that supports access to information. Media convergence is increasing, connecting various digital media to create new forms of media, allowing audiences to access information more easily and quickly. This changes the presentation of information by mass media, including television, which uses the YouTube platform as a form of media convergence. Another study explored the media convergence strategies of Suara Salatiga Radio in facing the digital era through streaming broadcasts and social media platforms such as Facebook, its website, and Instagram. These strategies include fostering listener loyalty by engaging with listeners, welcoming loyal listeners, and paying attention to the listener community. Radio Suara Salatiga

conducts communication strategies with great planning, from research to assessment (Setiawan & Darmastuti, 2021). The difference between this research and previous research on the object of research, RRI and the focus of RRI convergence research in maintaining its existence. Thus, this study presents novel insights.

METHOD

This research uses a qualitative approach with a descriptive type. Qualitative research involves studying phenomena in their natural settings to interpret occurrences using various research methods (Sugiyono, 2020, p. 9). Meanwhile, data collection is carried out through in-depth interview techniques, observation, and documentation. Table 1 describes the eight informants involved and their determination based on the purpose of determination.

Data validity techniques use source triangulation, which involves verifying data obtained from various sources, including interviews, observations, and documents. This method compares the results of observations with the results of interviews to ensure the accuracy and reliability of the information. In

TABLE 1. Research Informant Data

No	Position	Sum
1	Head of RRI in 2022	1
2	Head of RRI in 2023	1
3	News Departments,	2
4	Broadcasting Department	1
5	New Media Engineering (TMB) Departement	1
6	Listener Community	2
	Total	8

addition, data analysis is carried out, which is interpreted as an activity to discuss and understand data to be able to find meaning and draw conclusions. The stages of data analysis are data reduction, presentation, and verification. Data analysis in this study uses the Miles and Huberman model, which includes three steps, namely: 1) Data reduction, which involves selecting and coding the main points from a large amount of data. Data reduction continues throughout the data collection process until the completion of the research report. 2) Data presentation, which involves organizing a set of information to facilitate drawing conclusions and taking action. The final step is the drawing of conclusions and verification. Awa's conclusions are usually provisional and subject to change as long as the data collection process is ongoing. However, these conclusions are considered credible if supported by valid and consistent data.

RESULTS AND DISCUSSIONS
RRI Media Convergence Dimensions

Media convergence represents a shift in the media used by RRI, moving away from solely conventional radio waves, which limited access to those with radios. After converging the media, RRI provides listeners with easy access to various information via the rri.co.id website, the RRI Play Go application, RRI Net, and Instagram. The convergence dimension of Radio Republik Indonesia Lhokseumawe includes technology convergence, multimedia content convergence, collaboration, and coordination.

Technology Convergence

Media convergence at Radio Republik Indonesia (RRI) Lhokseumawe is implemented across various dimensions. The development of technology marked by the increase in internet users makes the interest of conventional radio broadcasters tend to decrease. So that Radio

"Radio Republik Indonesia (RRI) began to converge media with the dimension of technological convergence as a solution to remain relevant in the digital era. RRI has implemented technology convergence by developing a digital platform. RRI can now not only be heard via terrestrial transmitters but can also be heard via live streaming. All radio broadcast programs can now be watched and are equipped with a live chat feature, allowing listeners to interact with each other. This broadcast is through utilising the RRI Play Go application which can be downloaded on the Play Store and App Store" (interview with Muzakir of TMB RRI Lhokseuamwe, May 3, 2023).

Media convergence is more than just a technological shift, it also changes the relationship between existing

technologies, industries, markets, genres, and audiences. With the proliferation of channels and the portability of new computing and telecommunications technologies, society is entering an era where media will be ubiquitous and interconnected. Mobile phones are not only telecommunication devices but also make it possible to play games, download information from the internet and send photos (Jensen, 2022). The dimension of technological convergence at RRI Lhokseumawe is evident on the official RRI website, which contains all information related to RRI Lhokseumawe.

"In order for RRI Lhokseumawe to continue to exist, meaning that it is still in demand by listeners amid the emergence of new media, RRI Lhokseumawe must transform to converge technology. This convergence is reflected in RRI's taglines, such as 'RRI is at your fingertips' and 'The Watch Tagline You Hear.' Following the centralized operational policy for the regions, RRI is now available on a digital platform" (interview with Deni Yusman, News Department, dated April 10, 2023).

The most important feature of this website is the live streaming service, which can be accessed anytime and anywhere, making it easier for listeners to tune in to RRI broadcasts. One of them is RRI Play Go, an application that listeners can use to select, listen, read and even watch all RRI broadcasts with a wide selection of features. Listeners can use the National Network (P3) feature, which is a national news network, or use the Voice of Indonesia feature as an international broadcast. The dimension of RRI media convergence is encapsulated in its tagline, "RRI is at your fingertips." Radio audiences in the digital age no longer have to carry manual radio sets, but simply download the RRI Play digital application. Through the RRI Play

service, listeners can listen to broadcasts not only through radio frequencies but also through audio streaming.

"RRI broadcasts can now be accessed via mobile phone. This means that RRI has adapted to the transformation of information technology, so that RRI broadcasts are not only through radio or terrestrial as of yet. Now RRI broadcasts can be enjoyed from anywhere and anytime through the RRI Play Go application both audio and video. From this application, around 188 streaming radio broadcasts throughout Indonesia and RRI Net visual radio can be accessed live. Additionally, the latest and most current news updates can be accessed directly by the public through the online news site rri.co.id"" (interview with Agung Prasetya Umar, Head of RRI, dated June 1, 2023).

RRI's latest innovation, the launch of RRI Net, serves as empirical evidence of breakthroughs in digitalization technology. Radio visualization without being a television is RRI's provision to meet public demand. The convergence of media and mergers between platforms such as mainstream media and social media carried out by radio, television and print media is one of the advantages of using the internet at this time. Social media is a web-based tool for interaction that, in addition to conversations, allows users to share content such as photos, videos, and links (Zhang, et.al, 2022). Newspapers are also implementing penetration strategies on social media networks, incorporating multimedia, multichannel, and multiplatform approaches to foster connections with readers. Various information, related to journalistic and non-journalistic activities, is uploaded to official social media accounts such as Facebook, Twitter, Instagram, and YouTube. The transformation into a multimedia,

multichannel, and multiplatform channel is a deliberate and systematic step taken to adapt to the era characterized by advancements in communication and information technology (Alfani, 2020).

In every broadcast, RRI Net offers access via live streaming video. The visual radio broadcasts presented by RRI Net feature live visual displays of radio broadcasts carried out by broadcasters in the studio. This differs from traditional broadcasts that can only be enjoyed in audio format. Interestingly, the announcer still uses headphones and studio microphones, akin to radio announcers, as opposed to television broadcasts, which often use clip-on wireless microphones and earpieces. During RRI Net's radio visual program, the announcer broadcasts live by reading news texts prepared by the production team. Shows broadcast by RRI Net occasionally incorporate illustrations in the form of photos and videos related to the content of the broadcast.

Additionally, RRI Net introduced an innovation by incorporating a gatekeeper who relays listeners' comments relevant to the current topic. This enhancement allows radio listeners to experience broadcasts similar to watching television shows, but in a radio content format. The language used by the announcer in conveying the message, remains a priority for the broadcaster on duty. The ability to be vocal in distributing news as a form of word-of-mouth broadcast is also still inherent in a broadcaster. The change that occurred in RRI was the strengthening of radio content with visual material. Alongside the new content, the methods for accessing and consuming this content are unique aspects of RRI Net. RRI creates applications based on android and iOS systems including RRI Play Go. RRI Play Go has a strategy of using its advantages to build innovation, namely utilizing existing content to serve people in Indonesia and abroad. RRI Play

FIGURE 2. Smart Movement broadcast program Select in RRI play go app

Go application has many advantages that can be enjoyed by the public in one application. RRI Play Go offers numerous advantages, making it a popular choice, with approximately 1.8 thousand downloads to date. This encourages RRI to continue to develop innovations in broadcasting. While listeners also become motivated to get used to using innovations that facilitate all affairs. In addition to listening to broadcasts online, people can also watch various favorite programs that are broadcast live in one application. An example of a smart voting movement broadcast simultaneously throughout Indonesia on May 31, 2023, aims to provide understanding to young voters on how to exercise their right to vote correctly in the 2024 elections (figure 2).

Live streaming on the radio is an effective way to reach listeners who are far away. One of the constraints of conventional radio media is the restricted range of transmitters and frequencies. Internet radio can overcome these limitations, allowing listeners to utilize additional features typically available on websites. Streaming technology is defined as the process of sending data continuously by broadcast via the internet (Dewi, 2018). Streaming tends to be more of a technology that can compress audio and video file sizes into smaller parts, facilitating easier transmission over the internet. This collaboration of radio and streaming technology is known as radio streaming. Radio streaming is a radio broadcast that is listened to over an internet channel with a computer device or gadget (Hendricks, 2018). Through radio streaming, information can be disseminated to remote parts of the country, enabling listeners to access it anywhere and anytime.

"The era of digitalization has shifted the way audiences access information from radio to online, prompting RRI Lhokseumawe to create the online media platform rri. co.id. "Nowadays online news portals are very important because they provide easier and faster access to information. The goal is to provide satisfaction to listeners. So if the listener has not had time to hear the news on the news broadcast program, they can revisit and read the complete news text, along with audio and photos of the event displayed on the rri.co.id page" (interview with Al Bara, News section, March 16, 2023).

The convergence of radio media has now become a cultural norm, as many conventional media industries have transformed into online platforms. The transformation aims to make it easier for audiences to meet their information needs. Therefore, convergence is not only about the migration of technology but also about the shift from analog to digital cultures. The policy of media convergence amid competition and the growth of the mass media business is the right step in developing and maintaining the existence of mass media. Then the development of Human Resources competencies is required to operate mass media sites and social media platforms such as Instagram, YouTube, Podcasts, and TikTok with various forms of caption content, photos, videos, and graphic designs. Meanwhile, changes in the form of information content presented no longer prioritize local issues but rely on more general and viral issues (Firdausi, 2022). Media convergence and merging between mainstream media platforms and social media such as Instagram TV is one of the advantages of using the internet today. Media convergence is not just an amalgamation of media; it encompasses content convergence, technology convergence, and especially the convergence of platform roles (Datubara, 2019)

"RRI must innovate to stay

competitive with other media. Previously focused on audio media, RRI has now transformed into digital technology with platforms such as RRI Play Go and rri.co.id. This transformation provides convenience and speed for the audience to access information. However, it is important to note that RRI also pays attention to the accuracy of this information, not just the speed of its distribution" (interview with Yusuf A. Samad, RRI Observer, dated March 21, 2023).

RRI has a website available at rri.co.id, which serves as a news channel that allows millennials to access news easily and quickly. This website has been operational since 2008, featuring diverse channels such as news, sports, lifestyle, economics, law, and more. The information conveyed is similar to that in print media but delivered through online media. Through this website, RRI presents various programs for readers and listeners, including RRI Radio Streaming, RRI Net Video Streaming, RRI Music Library, and RRI Siniar. For example, the Aceh regional news is featured in the RRI Siniar program (figure 3).

The presence of the rri.co.id news portal is a form of technological convergence by utilizing new media. Website portals, also known as online media, are part of new media. New media refers to the process of accessing information anytime and anywhere using digital devices (Romli, 2018). The characteristics of online media include direct feedback from the audience after reading the news. Online media is also more dynamic because the news is always up-to-date and can be quickly conveyed to the audience. In addition, audiences find it easier to access information in online media and the reach is very wide (Nadin & Ikhtiono, 2019). Online media, as a form of information technology development, has succeeded in capturing the audience's attention. These technological advances have changed the pattern of audience

FIGURE 3. Aceh Regional News in rri.co.id

information consumption in radio media and allowed conventional media trends to now invade online media. Radio audiences, commonly called listeners, are also transforming along with technological developments. They now listen not only through traditional radio but also via audio streaming accessible through online news portals on their smartphones.

Multimedia Content

The era of digitalization demands that multimedia content becomes an inseparable commodity produced in parallel with broadcast products. Radio stations that once focused solely on creating broadcast programs are now striving to create engaging multimedia content for social media platforms.

RRI has now adjusted to the development of technological trends. Therefore, RRI has now utilised social media to interact, communicate and convey information. Given that the current generation is active on social media, they are more often in cyberspace, so broadcast through social media to get closer to this millennial listener. Radio that was originally just audio, with the existence of social media can be enjoyed visually, can be presented with video and graphic content. RRi uses social media like Youtube, Instagram, Twitter, Facebook, and Whatsapp as well (interview with Egy Putra broadcast section, April 18, 2023).

Twitter is a digital media platform used by RRI to broadcast news. It rebroadcasts news that has been shared through other digital media, such as the website rri.co.id. To make it easier for people to find the news they want to read, the rri.co.id website categorizes news into several categories, such as national and international news, sports, lifestyle, economy, law, regions, editorials, photo news, video news, infographics, in-depth, opinions, politics, and more (figure 4).

The picture above shows multimedia content uploaded by RRI Lhokseumawe via Twitter. The upload of multimedia content is adjusted to the specifications of each social media. Twitter, managed by
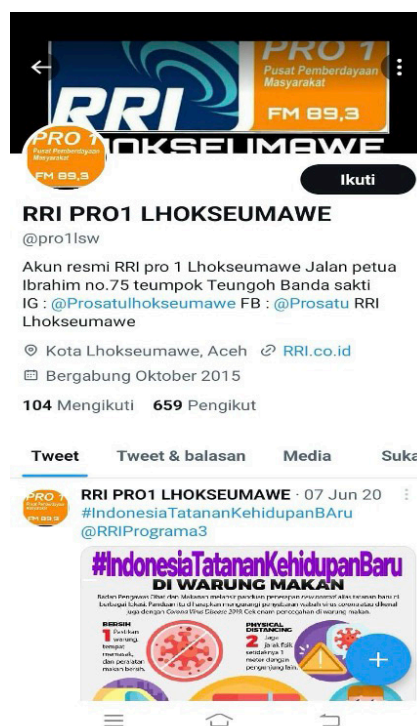

FIGURE 4. RRI Lhokseumawe Twitter View

Twitter Inc., is a microblogging website that provides a social network where users can send and read tweets (Murthy, 2018). Twitter as a microblogging social media is used as an online communication tool to find information, news as well as a place to update status or express the opinions of its users. Since its establishment in 2006, Twitter has grown to become one of the most visited websites and is widely regarded as the go-to platform for instant messaging on the web. With a rapid growth rate of 500 million users in 2013 and nearly 200 million active users, Twitter quickly gained popularity and has become a primary medium for various forms of interaction.

In figure 5 it appears that RRI content is also posted on Instagram media. Instagram social media is a digital media used to broadcast various news. Instagram media is used to publish news that has been broadcast live on several RRI programs and rri.co.id. The content uploaded by RRI through its Instagram social media account is related to holiday greetings, live streaming with live sources, and other information about RRI and Indonesia.

Multimedia content on RRI encompasses all information produced by RRI in various formats, including text, images, graphics, audio, video, and animation, packaged into digital files. This multimedia content plays a pivotal role in media convergence as it becomes a valuable commodity in the convergence process.

Media convergence on RRI is crucial in the digital age. This innovative and creative approach ensures that RRI remains relevant to its audience, particularly the millennial generation. Now RRI content is not only audio that can be heard, but there is also content in the form of text, images, and videos. Now multimedia content is a staple commodity in RRI. This multimedia content is posted through social media sites such as Facebook, Twitter, Instagram and others. These counters can be accessed

FIGURE 5. RRI Instagram Content

by listeners while listening to the radio via live streaming (interview with Kamaruddin Hasan, RRI Observer, dated March 18, 2023).

In addition, multimedia content on RRI Lhokseumawe is also visible on Instagram social media. Instagram is an application on a smartphone devoted to social media, functioning similarly to Twitter. The difference is that Instagram has features that can make photos look more artistic and appealing (Rasyid & Batam, 2020). Instagram is considered a new form of communication, allowing users to share updates easily through photo-taking and sharing applications (Serafinelli, 2017). Since its launch in 2010, Instagram has seen rapid growth in users and uploads. Instagram is one of the social media platforms used by RRI Lhokseumawe to inform its audience about upcoming broadcast programs.

In addition, the number of listeners can also be seen through the insight feature on Instagram. Instagram media can also increase broadcast reach and relationships with new audiences, so RRI can be closer to its audience. Through Instagram media, it can build two-way communication both between RRI and its audience and between fellow audiences. Instagram media can be used as a more effective promotional medium.

Another social media platform utilized by RRI Lhokseumawe for multimedia content is YouTube. RRI Lhokseumawe uses Youtube streaming to stay engaged with its audience. YouTube is particularly favored among the millennial generation due to its status as a leading audiovisual medium. Youtube media is considered to have the advantage of being easily accessed and heard at any time and provides a clear storage compared to other social media
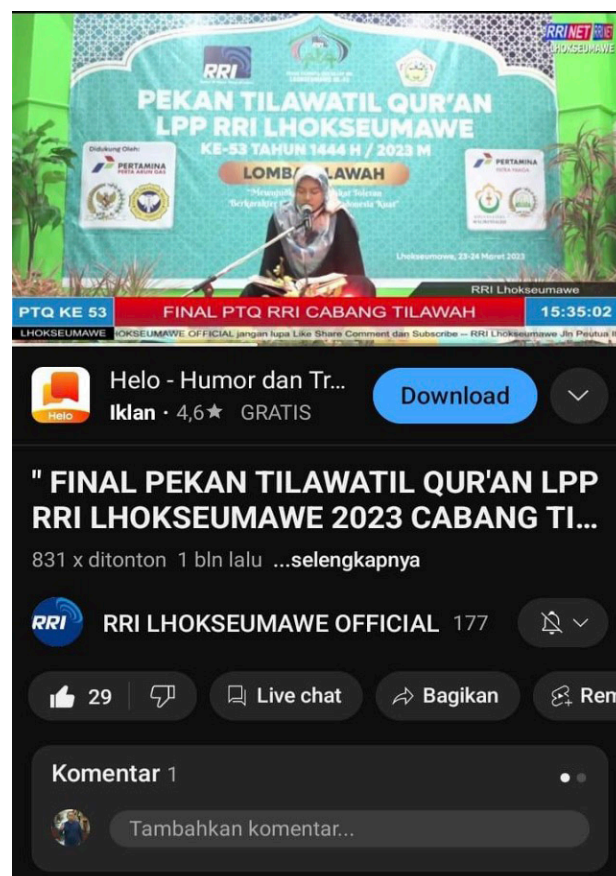

FIGURE 6. YouTube Content Final Week Tilawatil Qur'an

platforms. RRI leverages YouTube to present live streaming content, Islamic videos, and current information. Features such as YouTube Shorts and live broadcasts, including events like the Final Week of Tilawatil Qur'an, are used by RRI to reach and engage their audience effectively (Figure 6).

Youtube Media is a video portal site that is often visited by internet users and has a video sharing function that can be watched by anyone by clicking on the video. In Youtube media, there are various music videos, news, and other tutorials (Ha, 2018). So this way, even if viewers don't register an account, they can still watch video posts on websites that are popular with users today. Since its inception in 2005, YouTube has rapidly evolved into the largest video sharing community globally. People who often surf in cyberspace are familiar with Youtube media. In addition, Youtube is also the main destination for internet users to watch various videos through websites, e-mail, mobile phones and blogs. Viewers can also watch videos that play repeatedly from various variations of videos that already exist on the site.

Collaboration

Media convergence in RRI is also evident in the dominance of collaboration. Collaboration occurs when media work together to produce radio broadcasts. It is essential for overcoming challenges in the digital era and addressing existing shortcomings. This collaborative process benefits all parties involved, particularly by providing mutual promotion.

All central and regional broadcasting stations, including RRI Lhokseumawe, are airing programs to promote smart voting for the 2024 elections. This effort is in collaboration with Muspika, including the Acting Mayor, North Aceh Dandim, North Aceh Police

FIGURE 7. Smart Movement Collaboration Program Choose

Chief, IAIN Lhokseumawe, KIP Lhokseumawe, and Panwaslih Lhokseumawe, and also involves students and university students (interview with Siti Saraswulan, Head of RRI Lhokseumawe, May 3, 2023).

One form of RRI's collaboration is through a broadcast program promoting smart voting for the 2024 election (figure 7).

In today's era of media convergence, the media industry is no longer solely focused on competing against each other or other institutions. Instead, new ideas arising from this convergence aim to generate profit through collaboration, rather than just competition. As a result, media convergence has introduced a new concept that emphasizes the unity of various media platforms.

Coordination

The final aspect of media convergence is coordination. This dimension emerges from the need for coordination to enhance the performance of each division optimally.

The broadcast department markets its productions in the form of engaging and high-quality programs. So we tailored to the preferences and requirements of the audience. Here, the broadcast department coordinates with the service and business development department, responsible for program sales. We also coordinate with the news department for multimedia content and the new media technology section for technological aspects (interview with Egy Putra for broadcast, April 18, 2023).

Coordination carried out in both the production and distribution divisions must always be intensified. For example, the services and business development department coordinates ad setup with the broadcast division (Altamira, 2023). The convergence dimension within this coordination area pertains to advertisements posted and content on social media. As expounded in convergence theory, one dimension of convergence involves coordination among workers or across divisions collaborating, despite the expectation for workers to possess multitasking skills to manage various responsibilities. Nonetheless, coordination remains essential as each division depends on one another and cannot operate independently (Grant, 2019). Fundamentally, the coordination dimension embodies a reciprocal need for each division. While announcers may sometimes be expected to be self-reliant and handle all their responsibilities alone, in running a large radio media industry like RRI, the coordination chain cannot be neglected. Each part needs to coordinate in order to complete one process well, particularly in the digital era. This also shows that media convergence, on the one hand, requires radio media practitioners to possess multitasking skills in their roles. And on the other hand, coordination with other divisions is also needed due to the interconnected chain of cooperation in operational processes.

CONCLUSION

RRI Lhokseumawe has embarked on a journey of adaptation to the current digital era while ensuring its continued relevance. For this reason, RRI conducts media convergence which includes technology convergence, multimedia content, collaboration and coordination. So RRI underwent a change that was originally only auditive into multimedia, multichannel and multiplatform mass media entity. Presently, RRI broadcasts encompass audio, text, video, and graphic elements, disseminated through various channels such as RRI Net, RRI Playgo, and rri.co.id. Additionally, RRI utilizes multiple platforms including YouTube,

applications, websites, and streaming services. This diversification of RRI broadcasts has resulted in increased accessibility for audiences, leading to a growth in listener numbers, positioning RRI as a radio network with a broad and world-class reach. This research is expected to be research material or an evaluation for radio managers related to the application of media convergence on radio. Radio managers often have multitasking skills. Furthermore, from a theoretical standpoint, the research contributes to the advancement of broadcasting communication by expanding knowledge on media convergence and offering avenues for future research development.

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