



Adoption of Private Radio Internet-Based Technology Innovation (Case Study of Metta FM Radio and Soloradio Radio)

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Abstract

The development of the new media that changes public consumption patterns, requires private radio management to increase some performance's to follow the trends and media consumers interests. The research was conducted to find out the efforts of private radio to face the new media era, through the adoption of internet-based technology. In this study, the researcher focuses on communication process of adoption. Using qualitative methods, the study collected primary data through interviews on private radio stations in Surakarta, Metta FM radio and Soloradio radio. They were adopted some innovation technology based on internet, to increase the number of listeners and increase income as radio defense.

Keywords: *Adoption Technology; Radio; Internet*

Introduction

The development of the new media began with the emergence of the internet in 1960 in America (Heywood, 1996) changes the pattern of interaction between humans. The development of the internet shows an important role in the development of technology, especially in the field of communication change models and ways of communication (Kurnia, 2005). As a result of technological innovation, the internet which is connected to a computer has become a new medium of communication both personally and in bulk. With interconnections that promise convenience, new media has emerged as a means of communication that attracts media consumers. Data from We Are Social Hotsuite world internet users in 2019 reached 4.3 billion people. It's increase in every year, due to the internet become basic needs such as water, air, food and shelter (Rizkinaswara, 2019th). In Indonesia, internet users reach 202.6 millions (Haryanto, 2021), that number has increased by more than 50 million people from 2019 which showed 150 million people.

Consumers media absorption quite worrying traditional media, such as radio. The absorption threatens the existence of radio. Because the absorption of the number of consumers impact to the absorption of radio income sources. So far, radio consumers are interested in listening to radio as the oldest broadcaster because it is cheap, personal, can be taken anywhere and can be enjoyed while doing activities. However, the presence of the internet, which offers more convenience, has shifted the interest of radio consumers. Despite the shift, public interest in listening to the radio is still quite high. Nielsen

Indonesia in 2018 stated that Indonesian people still listen to the radio with a duration of 2 hours and 11 minutes every day (Lubis, 2019). The data shows that the penetration of radio consumers reaches 37 percent, or ranks 4th after television, outdoor media, and the internet (n.d, 2016). Radio as a broadcasting medium must respond it seriously in the midst of media competition (Trinovian, 2017). Integrating internet and analog technology is the one way to stand the existence. With the integration of conventional radio broadcasting media and the internet, radio will expand broadcast coverage through electromagnetic media and the internet to reach local and global networks. Radio consumers can receive radio broadcasts through radio receivers (conventional), personal computers (PCs), and mobile phones (cellular), without space and time restrictions as long as they have a network to access the internet (Harliantara, 2018).

Radio as the forerunner of world broadcasting media, is a medium that has the ability to adapt to the development of communication technology and innovation. Radio which was originally the result of a hobby, developed into a human creation that is valuable to the wider community. Radio comes with SW, AM then FM technology, until now radio comes with internet technology (Harliantara, 2016). Facing technology developing, radio adopted new technology. But, the problem didn't stop at the adoption of new technology, but radio in its history must face the changes with how to maintain its existence in this situation. The discovery of FM technology, people needs some decades to accept FM technology. All this time, they felt comfortable with AM technology. Meanwhile, after FM technology began to public interest at that time, the condition of media consumers illustrates that they began to be interested in television, which developed almost simultaneously with the development of radio. So that television is the first medium to become a competitor to radio (Baran, et al., 2007)

Responding to consumer conditions at that time, radio then took a program policy, by presenting the best charts, which were compiled based on the interests of song lovers from data information at record stores (Morissan, 2006). With this decision, radio succeeded in redirecting the interest of radio consumers who began to be interested in television. Radio experience in the history of radio development so that it has survived until now is facing a new chapter with the presence of the internet. Efforts to integrate analog broadcast production and the internet have become an important effort in facing media competition amid the development of new media. Indonesia convergence began in the 2000s, sign by RRI and the radio network under Masima Corporation convergence (Harliantara & Rustam, 2013), then followed by various other radios in Indonesia.

In Surakarta, government and private radio stations have begun to implement the same policy in managing their institutions, with convergence of production and service to consumers. To carry out this mission, radio started with the adoption of internet-based technology, such as audio streaming, websites, audio streaming and podcasts. Even radio adds its services on social media with social media in maintaining interaction with its consumers. The adaptation process is carried out through a technology adoption process, which shows the role of communication in the process. Starting from knowing / getting to know technology to confirming to use the technology. For this reason, this study was conducted to determine the communication process that occurs in the process of technology adoption on private radio in Surakarta.

Literature Review

Technology adoption is a choice that individuals make to accept or reject certain innovations (Straub, 2009). In the history of radio development, efforts to adopt technology have been carried out along with the development of technology. Starting from SW, AM, FM technology and now the internet. With internet technology, radio is evolving in new media, in the form of audio streaming, audio visual streaming, web, and podcasts. Radio also provides services to its consumers in communicating through social media, especially social media which is popular with the wider community. By being present on

social media, radio is easier to communicate with its consumers. Both consumers in the sense of the market and potential consumers become sources of radio income.

The efforts made by radio in adopting technology are carried out through several key elements. Everett M Rogers describes four key elements in the technology adoption process, which include innovation, time, communication channels and social systems (Rogers, 2003). Each element requires a communication process so to decide an innovation is accepted or rejected. Because there are various respond of each pesonal or group to an innovation. That is why a communication process is needed that includes these key elements. Because as an idea, idea or concept that is accepted as something new by the community or other receiving units, innovation is related to the relative superiority of the innovation results over existing choices, competitiveness with existing values and experience, ability to try out, and can be observed.

In terms of time, an important element in technology adoption is needed from the time the new idea is discovered to the confirmation of accepting or rejecting the innovation. In the innovation diffusion theory which explains the innovation adoption process, the time dimension involved in the innovation decision process, adopter category and adoption rate. The innovation adoption decision process itself begins with knowledge, persuasion, decision, implementation and confirmation (Garrison, 2015). Knowledge is the stage when an individual or other decision-making unit, learns about the existence of an innovation and gains some understanding of how it functions. Meanwhile, the persuasion stage is the stage when a person forms a favorable or unfavorable attitude towards the innovation. Then decisions occur when a person engages in activities that lead to a choice to adopt or reject the innovation. If you accept the innovation, then there will be implementation of the innovation and confirmation, where at this stage there is a strengthening of the innovation decisions that have been made, although they can change, if faced with conflicting messages about innovation.

Communication process with the right channel is needed, so that an innovation can be well received by adopters. Usually the communication channels used are mass media, interpersonal or through new media/internet. This communication channel is used in conveying information on the social system, which includes individuals and groups involved in problem solving to achieve common goals. Usually the social system is influenced by social norms, opinion leaders, and agents of change.

Various matters related to the adoption of technology, is the process of the first step of convergence which is the demands of media management in the new media era. With convergence, the media will adapt to the external environment that continues to grow, due to the development of information technology (Wibisono, Pawito, & Astuti, 2019) Convergence is part of mediamorphosis, namely the process of media transforming as a result of needs, competition, politics, and various social and technological innovations (Fidler, 2003) The competition that arises as a result of the presence of new media, which is considered as a medium that until now is difficult to define. According to McQuil new media are communication technology devices that share the same characteristics which apart from being made possible by digitization and their wide availability for personal use as a communication tool (McMquail, 2010).

The main characteristics of new media are their interconnectedness, their access to individual audiences as recipients and senders of messages, their interactivity, their diverse uses as an open character, and their ubiquitous nature. With these characteristics, new media provide a lot of convenience for consumers in meeting their information and entertainment needs so that they are increasingly gaining public interest. This high level of interest adds to media competition, which is a source of concern for traditional media management. Because the media can survive in media competition, if they are able to meet their life support sources, namely capital, content and audience (Rohtenbuhler, 1984). By increasing

the ability to meet these supporting sources, radio must adopt technology so that it can be present in products in different dimensions.

Methodology

This study uses a qualitative method. This research provides a lot of description of a phenomenon found in the field (Pawito, 2007). This type of research uses descriptive techniques because it wants to describe the communication process from the adoption of technological innovations on private radio. Because the descriptive method aims to draw social reality as a feature, character, trait, model, sign or description of certain conditions, situations or phenomena (Bugin, 2007). With case studies, this research wants to analyze qualitative data that emphasizes certain cases (Yin, 2009).

Data collection techniques in this study are observations and field interviews as primary sources, and are supplemented with secondary data in the form of official institutional documents from research objects, websites, and so on. Primary data is data that comes from sources that provide data directly from first hand, or original sources (Arikunto, 2006). While secondary data is a source that does not directly provide data to data collectors, for example through other people or through documents (Sugiyono, 2019). This study selected two radios with the biggest six analog listeners in the Nielson Indonesia version Metta Fm radio and Soloradio radio. They have also adopted internet-based technological innovations, such as websites, audio streaming, audio-visual streaming, and podcasts. The radio also uses social media to interact and provide new services with its consumers.

This study uses data collection techniques with purposive sampling, namely determining the source of information purposively based on certain goals or considerations first (Yusuf, 2014). In this case, the authors explore data from the radio production division, which understands the process of technology adoption, namely DH as Station Manager and MDV as Program Director from Soloradio, FA as senior Program Director and SC as Station Manager from Metta FM. The collected data is then analyzed using data analysis techniques as an effort made by working with the data, organizing the data, sorting it out, looking for and finding patterns, finding out what is important and what is learned, and deciding what to tell others. (Setiawan, 2018).

Results and Discussion

The innovations referred to in this research are radio streaming and podcasts. Radio streaming is a technology that allows the distribution of audio, video and multimedia data in real-time via the internet, so that it can be accessed or heard around the world connected to the internet (Nugroho, 2012). Broadcast audio distribution system can be done by connecting analog broadcast production to the internet. So that radio broadcasts can be listened to by people everywhere. "When streaming like this, if we really...we are like this, it turns out that our interests are...once there were many of our listeners who came from abroad (FA, Senior Program Director of Metta FM)". Agree with FA, Soloradio also feels that using streaming will help them to wide the radio penetration. "I think it's because of the mindset created by the streaming provider so that it can be heard everywhere" (DH, Station Manager Soloradio)

While podcast is a convergence application that is able to collect, create and distribute personal audio, video radio programs freely through newmedia and is able to compile MP3, pdf, ePub, and download formats through syndication so that it can be put together in one container and accessed by many people in all parts of the world (Berry, 2006). By utilizing internet technology, it is a solution for analog radio with limited transmitters to become radio with unlimited coverage, because it is able to reach

all parts of the world where internet is available. In addition, with podcast technology, broadcasters or radio productions do not need to worry about the duration of broadcast time, as with analog radios.

"... the beginning of the podcast was when there was a public figure who made a long podcast and the chat was interesting and there was no limit in processing the chat, while in broadcast there shouldn't be P3 SPS fortifying it all, so from there people are interested Discussions that really shouldn't be discussed on broadcast are podcasts." (DH, Station Manager Soloradio)

"Well.. we are broadcasters, we also want to ask for podcasts, it's also better because we are not limited by the time we tap, we can say anything, the editor who is in the editing section can say anything, for example, what is clear is that it's wasteful, but it's not intentional to say rude things or what. we already have our own editor who when we broadcast..we're just ok when there are so many ads...yes, right, that's what I like... that's why podcasts can be said as a breath of fresh air, especially if we're content creators..." (SC, Station Manager Metta Fm)

The adoption of streaming audio and podcasts by radio in Surakarta is carried out on the basis of consideration of the unlimited distribution of radio broadcast production through streaming. Because with streaming technology via the internet, radio in Surakarta is able to reach people to parts of the outside world, without having to be constrained by frequency range. The motivation for adopting streaming technology is also due to the fact that many radio consumers live abroad. Meanwhile, podcast technology innovation is a breath of fresh air for radio, which is constrained by time duration, distributed after the editing process, and has not been exposed to P3 SPS broadcasting ethics.

In responding to technological innovation, each individual and group has a different character. These characteristics determine the process of accepting new innovations. Rogers said that some of these characters are innovators, early adopters, early majority, late majority and legcards (Rogers, 2003). Innovators are people who come up with new ideas, who like new things. Meanwhile, early adopters are the recipients of new ideas. They are very influential individuals and have a leadership role in the social system, and become a reference for information about the innovation. If the early adopter is the recipient of a new idea, the early majority acts as the early adopter of the innovation. They accept innovation one step faster than others. The early majority have good relationships with other social members, but they do not have a leadership role. While the late majority is a category that adopts an innovation after most of the members in the social system have adopted it. Finally, the category of legcards, namely those who are the last of the adopter category. Usually they will confirm how existing innovations work. Their decision to adopt an innovation is often made when a newer innovation has emerged.

The adopter character of internet-based technology innovation in the city of Surakarta, the authors classify the character of the early majority. Because Soloradio radio and Metta Fm radio were early adopters, they did not become information centers for these innovations. The early majority is open to information and wide networks.

"I know from the internet, what's the name of the radio broadcasters, it turns out that he has podcast content and adds that from Mas Farhan besides those who follow what's trending. For example, if the media is talking shows on the air, we are limited in terms of duration, it's like there is an advertisement with a break. Automatically what we ask isn't wild, it can't pop up because there's a rule or guide, so if we go to podcasts, it's more like the side is wider, what do we want to ask but the source keeps coming back? sis, so podcasts are better, broadcasters are what we can do every time..." (SC, Station Manager Metta Fm)

An open attitude is shown by the early majority character by receiving and seeking information from the internet and innovation users. Like other radio or professional friends they know, who already use streaming or podcasts.

Today the internet has become a medium that is considered effective in disseminating information, precisely through social media (Littlejohn, Foss, & Oetzel, 2017). The internet is a communication channel, because it is a means to convey innovation messages from the source to the recipient. Previously, traditional mass media had become a means that was considered fast, precise and efficient as a communication channel in the process of diffusion of innovation, but now the internet has become a communication channel that is considered the fastest, most accurate and efficient. However, to change the attitude or behavior of the recipient personally, the most appropriate communication channel is interpersonal communication. In interpersonal communication, the role of the communicator will determine the success of the message received by the prospective adopter. "Yes, my friend. For example, that's why we observe other competitors, oh they have them, so we determine, from Jakarta radios they develop technology faster, we usually adopt it" (DH, Station Manager Soloradio)

Based on the results of interviews, radio in Surakarta as the early majority gets information from the internet and interpersonal communication in the process of deciding on technology adoption. The motivation to use streaming and podcasts they show is because competitors are also using streaming and podcasts, to provide new services to their consumers.

Internet-Based Technology Innovation Adoption Process

The process of adopting technological innovations is carried out through several stages, starting from the process of gaining knowledge to confirming to adopt technological innovations. The stages that are part of the time element in the process of confirming the adoption of this technological innovation, show the role of knowledge as the initial process of confirmation of adoption. By knowing the existence of an innovation and gaining an understanding of the function of the innovation, usually someone is motivated to seek information about the innovation. Apart from the function of the innovation, the usual prior knowledge is why the innovation works. In this study, the results showed that radio in Surakarta gained knowledge about streaming and podcasts from mass media and interpersonal communication. "Well, the first time we knew that podcasts were definitely from influencers, we often go and look for information on the internet and it turns out there is and we can see that opportunity for us to use, that's how it is" (MDV, Program Director Soloradio) Meanwhile Metta Fm radio know streaming for the first time from the CEO, "So at first, when it comes to streaming, I still remember very well at first because I got a correct warning from Pak Hartono, so initially it was in Yogyakarta, then a lot of people using it spread to the online radio box." (SC, Radio Metta FM Station Manager)

Initial information about the existence of innovations encourages radio in Surakarta to find out about the function, technical or workings of innovations to consider the budget for financing an innovation. "Yeah, yes, it's the same function, technically what can be sold from the podcast, right there until we can talk about the advertisements that are there, wo, we're talking about it now....then after the technical the costing is new" (DH, Station Manager Soloradio) The results of the interview show that Soloradio radio, which is included in the early majority category, knows about streaming and podcast innovations through the internet and interpersonal channels, after many community members have used these innovations. Initial information about the existence of the innovation, then encourages them to seek other types of knowledge, such as how the innovation works and why the innovation works. Namely starting to find out about the function, technical and financing of the innovation.

After gaining knowledge about the innovation, then the adapter moves on to the persuasion stage. Knowledge plays a role in the formation of attitudes towards innovation. If interested, they will continue to search for information that can reduce uncertainty in deciding technology adoption. This study shows the positive attitude shown by radio towards streaming and podcast innovation. Then they consider several things related to the character of innovation, ranging from relative advantage, compatibility, and complexity, as well as triability and observation.

a. Relative Advantage

Relative advantage occurs when an innovation is considered better than an existing idea, so it is feasible to replace existing technology, or be synergistic with existing technology. The level of relative advantage can be measured in terms of economy, social prestige and comfort.

“...actually there are a lot of points that we get, what is certain is that from a wider marketing method, it can be more massive than before, the term is that we want to attract all clients, listeners, the term collaboration of all kinds, geto media partners. people understand better, metta is expanding its wings to expand its network, so it needs support to spread audio and we can know, it's like this so that we can give something to media partners to be able to choose, where do you want to put the product?” (SC, Station Manager Metta FM)

"Eee, from the listener's point of view, of course, we're going to follow the follower, that means they'll know, oh, it turns out that ee is on the air again wanting to do this, especially if we have quizzes, especially if there's a talk show with the artists, they're going to be much faster for them to stay tune in onair. In terms of clients, there must be appeals and so on, they want to place on air, want to place on social media like that” (MDV, Program Director Soloradio)

The use of streaming technology and podcasts has become a breakthrough for analog radio in expanding their services on the internet as a new service. The presence of this new service is able to reach public broadcasts throughout the world without having to be constrained by government regulations regarding wide coverage with operational costs that are not as expensive as analog radio. Radio hopes to generate profit potential for radio from the consumer and income perspective because it can be a source of new means in creating production programs with marketing programs, such as bandling. So that radio clients have many options to socialize their products, apart from on air analog radios.

b. Compatibility/ Compatibility

Compatibility is the degree to which an innovation is perceived to be consistent with existing values, past experiences, and the needs of potential users. Values, experiences and needs of potential users largely determine the timing of technology adoption. In this study, it is shown that new innovations with internet technology are very suitable for radio needs. Because it is very profitable radio. “So far, it is very appropriate, Ms. radio, in fact, it is very beneficial with media like this” (MDV, Program Director Soloradio). In addition to benefiting radio, the use of internet-based technological innovations is in accordance with the needs faced with the times.

"If it's according to needs, it's in accordance with the times, if it's in accordance with radio needs, let's say it's done, that's why we are still doing it... well, we have all of our applications, but the clashes were like I said, where is there another application, framing is good, right .. now what we need is the tbs, the sbs must be in accordance with what we have, thank you, we were the one who resigned or did he resign?” (FA, Senior Program Director Metta Fm)

The adoption of internet-based technological innovations is very much in line with the needs of radio in dealing with technological developments because streaming and podcast technology can be adapted to analog technology. Starting from the production process, distribution and consumption.

c. Complexity

Complexity is the perceived difficulty level in understanding and using the innovation. The high and low level of difficulty affects the time in deciding the adoption of technology. The difficulties faced by adopters can be in the form of obstacles and challenges during the use of the results of innovation, as experienced by Soloradio radio regarding the use of streaming which is constrained by poor internet conditions. "The obstacle for streaming is that it sometimes disconnects (DH, Station Manager of Radio Soloradio). As for Podcast innovation, the obstacles faced tend to be in the production process, which is related to the sources.

"If the obstacles are more, the podcasts are in sync, we don't have a problem with broadcasters, then there will be podcasts like this. The obstacles might be the resource persons, we invite other people, it's not easy, right, because the hours are high, so this has been scheduled, it turns out that the speakers have to be rescheduled again even though there is another shedule, so you have to crash with the schedule below, this means that if one goes backwards, everyone goes backwards, so so that they don't go backwards, sometimes there will be one day 2 sources so that they don't back down because if they fall back, they'll go backwards... well. That's the obstacle, it's not always there because we are a radio whose creative team can't be compared to other radios, maybe the obstacle is always the budget" (FA, Senior Program Director of Radio Metta FM)

Based on the results of the interview, the obstacles faced by private radio in adopting streaming and podcasts are not internal radio factors, but tend to come from other parties, such as the internet and sources. However, these obstacles can be overcome by presenting two resource persons, so that if one of them is unable to attend, they can continue to produce.

By looking at the character of the innovation, individuals or groups usually begin to decide whether to accept or reject the innovation. Acceptance of the results of technology in this study indicates acceptance of innovation occurs collective innovation decisions, where the process of acceptance of innovation occurs based on consensus among members of a system. All mutually agree that technological developments require the adoption of technological innovations. Because they believe, using this technology will help maintain the existence of radio, and even deliver radio as a media that hits.

"...That's why one way is to let this radio, our radio, Solo Radio in particular continue to exist in e, not only in listeners but we also want to exist in our followers and also people who really enjoy listening to the radio. can be reached by people outside the city of Solo. The point is that we want this radio to continue to exist, that's why, and one of them is that we take advantage of the existing and developing technology platforms" (MDV, Program Director Soloradio)

"This is one of them wants to hitz. All of these products start from one sentence to become hitz, so the word sesa is true. Become a hitz radio. What is it like to be a hitz radio? Because it must be accompanied by the adaptation of all digital audio devices that are now hits, what if we used to be, oh yes, what is the trend nowadays, o Instagram, what is now? what is the current podcast oh ren? Oh youtube. we strive to make it" (FA, Senior Program Director Metta Fm)

By deciding to adopt technology-based innovation, the goal of radio that wants to exist and hitz can be achieved. Because with the use of technology that is popular with the wider community, radio can

provide new services and meet consumers. With the relative advantages of streaming and podcasts, it is easier for consumers to access radio broadcast production, because today's society's changing media consumption patterns require radio institutions to change production and distribution patterns. In the process, the acceptance of this innovation was known by the radio crew and they agreed to use the innovation.

After the radio decided to adopt technological innovations, the implementation of technological innovations began to be carried out. At this stage, there is a strengthening of confidence from the innovation decisions that have been made, although they can change, if faced with conflicting messages about innovation. The findings in this study at the implementation stage were not on the technical use of the innovation but tended to the production content of the innovation.

"So far, we still beat it, that means for example the viewer or listener is down, we are still producing, because it is one of our platforms to share our content, so we don't think that it's going down and then we stop, no, we're still producing hard. Even if our vewer on Instagram goes down or not on YouTube, we will continue to produce it because it is a platform for us to share content" (MDV, Program Director Soloradio)

"For example, we are already strong, oh yes, we have to complete 7 feeds, 1 podcast content and 1 vlog program, now it turns out that Sesa has a direct 16 that is not compatible with metta and is posted on our social media, so it's confusing. . Well it must have rules. We also want to adjust the broadcaster's style, so we have to adjust it, if it doesn't match what we have outlined, we have to upgrade. We have everything tidy, the uploader didn't do anything, even though it's been a few days that we haven't uploaded at all." (FA, Senior Program Director Metta Fm)

Although in the implementation phase they face obstacles, but they have found solutions to overcome these obstacles. Such as continuously trying to find the operational format of the production system and continuing to carry out content production in order to maintain the existence of the platform.

With the implementation stage, radios in Surakarta know the obstacles and obstacles in implementing technological innovations so that radios can begin to confirm the adoption of these technological innovations. Whether to continue to adopt technology or change the decision by rejecting innovation. Based on the results of interviews with informants who came from radio, it showed that they confirmed that they would continue to use the innovation until the innovation was no longer favored by the wider community. "Until... that technology is as long as it still exists, so we can't we can't measure it, how long will it be? It's like I just opened it, even though people are leaving us now, we still use geto, because we believe as long as people are still downloading and using it." (MDV, Program Director Soloradio)

Radio confirmation to continue to adopt technological innovations, apart from considering the relative advantages and still being used by the community, the client's considerations are also their reasons for confirming that they continue to adopt these technological innovations. "That's back again, what do you want the client to do..." (SC, Metta FM Station Manager).

Confirming the adoption of internet-based technology innovations they decided to continue to use, because it has positive implications for radio institutions. Their goal is to make radio exist and increase the number of listeners they begin to feel the benefits, because through internet-based technological innovations they are able to reach more consumers in the midst of increasingly fierce media competition. "First of all, the number of listeners will increase even though they can't relate to the followers, but at least the followers understand, oh it turns out that the basic core is radio. Yes, it gives more value to the client to the client." (DH, Station Manager Soloradio). And Metta Fm said, "The point

is that the listeners are increasing, yes, in the past, in terms of age 60-80 years, then we narrowed it down, from the age of 17-35, but there were more because maybe we narrowed down the songs, not always oldschool songs, in the past, it's just that. . (FA, Senior Program Director)

With the increasing number of radio consumers, adding more value to their clients. The media defense fortress in terms of consumers gives more value to the second media defense fortress, namely capital with program adjustments made. So that the existence of radio remains and has the potential to become radio hits because they are present through platforms that can be accessed without limits, such as streaming and podcasts.

Conclusion

The adoption of internet-based audio technology innovations such as streaming and podcasts is a radio policy breakthrough in maintaining its existence in the new media era. By adapting the relative advantages of streaming, local radio can be enjoyed all over the world, without having to be constrained by transmitter power or regulation. Meanwhile, podcast technology innovation is an innovation that is quite a solution for radio production, which is constrained by time duration and regulations regarding broadcast ethics. In addition, its nature that can be enjoyed at any time according to consumer needs (on demand) is an advantage of podcasts that conventional radio does not have. For this reason, by adopting streaming and podcasts, it will create the potential to increase the number of listeners and become a new source of income for radio.

In this study, radio in Surakarta is included in the early majority category, because it adopts innovations faster than others. The process they go through by getting information through the internet and interpersonal communication. After gaining knowledge through the internet, then they try to find out through interpersonal channels to reduce uncertainty. After that, they implemented streaming and podcast innovations, to find obstacles and obstacles, as well as how to overcome them. Because none of the obstacles were complicated enough, radio decided to adopt innovations in streaming technology and podcasts. Confirmation of the use of the innovation will continue until the innovation is no longer popular with the public.

The adoption of internet-based technological innovations on radio in the new media era is a necessity in the development of information and communication technology. So that more in-depth research is needed than just the process of adopting technological innovations that focus on the communication process, as in this study. This study is also limited to radios with the top six listeners and good financial capabilities, so it may not be generalizable to other radios or other regions. However, it is hoped that this research can be a useful reference in helping to develop research with a broader topic and discussion. Such as the implications of technology adoption on production policies, management and so on.

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