Local Content on The World Wide Web: Maintaining Radio As An Information Channel By The Local Government

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ABSTRACT

The digital transformation has significantly impacted all media sectors, including local government-managed radio. Amid the rapid development of technology and the declining popularity of analog radio, Local Public Broadcasting Institutions (LPPL) are required to innovate to remain relevant and reach broader audiences. This study aims to analyze the media convergence strategies adopted by Radio Kandaga, an LPPL owned by the Bandung Regency Government, to sustain its presence through digital platforms. This research employed a qualitative approach using a case study design conducted over two months (November–December 2024). Data collection techniques included direct observation, in-depth interviews with key informants, and document analysis. The findings indicate that Radio Kandaga implemented convergence strategies through web-based streaming, the use of social media, and the involvement of younger generations as digital content managers. These strategies began with audience behavior observation, followed by adaptive cross-platform programming, and concluded with user engagement-based evaluation. In conclusion, Radio Kandaga has successfully adopted a contextual and adaptive digital strategy that aligns with changing audience media consumption patterns while maintaining its local character as part of its public information service mission and efforts to strengthen transparent local governance..

Keywords: local radio, local content, convergence strategy, Radio Kandaga.

INTRODUCTION

The existence of Local Public Broadcasting Institutions (Lembaga Penyiaran Publik Lokal, LPPL) in the government environment aims to facilitate and assist the development process in each region. This broadcasting institution carries out the function of providing educational, entertaining news information services, and can further be involved in the process of preserving culture for the benefit of the entire community. In addition, as a government institution, the implementation of LPPL broadcasting is non-commercial, neutral, and independent.

Therefore, one of the ideal goals of LPPL is to facilitate the development of unique regional potentials to be widely broadcast to the public. Not only that, this will also be related to efforts to guarantee information needs, provide services, and improve the welfare of the community. Thus, LPPL is one of the important instruments in the implementation of good governance, where the community can actively and interactively channel various suggestions, hopes, views, as well as input and criticism to the government. Thus, LPPL has one of the strategic functions in increasing the effectiveness, efficiency, and transparency in the implementation of government.

Especially in various remote areas, public information media managed by the government are not only a manifestation of the government's support for the community, but also an institution that educates and entertains the community. Therefore, the regional government as the manager of LPPL not only facilitates the community for information needs, but also has the opportunity to improve the quality of governance better as one of the ideal goals of good governance (Sjuchro et al., 2021).

But at the same time, the digital era has demonstrated how the popularity of broadcast radio has increasingly faded along with the emergence of various new media platforms that offer convenience, interactivity, and various other advantages. Broadly speaking, the internet has given rise to various disruptive phenomena in various sectors, including in the public broadcasting sector, some of which use broadcast radio. The interactive and global nature of these digital platforms offers a new experience to the public.

Therefore, creativity and innovation are needed to be able to compete in order to remain accessible to the public, especially broadcast radio managed by the local government, which is a radio with local reach. In relation to the development of information and communication technology in the digital era, one of the strategies carried out by a number of local radio stations is to carry out convergence. However, as a radio with local content that appears on various platforms, it requires a number of content preparation strategies.

By highlighting Radio Kandaga, a local government radio station in Bandung Regency, this study attempts to explore how the news strategy implemented by local government radio stations with local content in the media convergence agenda in the digital era, which is generally global in nature. As a Regional Government Broadcast Radio (Radio Siaran Pemerintah Daerah, RSPD) owned by the Bandung Regency Government, this radio station was established in 1967 under the name Radio Cilember using Short Wave (SW) frequency waves. Entering 1980, it moved to Baleendah under the name of Radio Suara Balenda using Amplitude Modulation (AM) frequency waves. Then, in 2001, it moved to Soreang and changed its name to Radio Kandaga.

In line with a number of technological developments and regulatory changes, in mid-2013, Radio Kandaga began conducting trial broadcasts on FM waves and streaming radio programs, and starting in 2014, Radio Kandaga broadcast on FM frequencies 100.7 MHz and AM 810 kHz. Since at that time it did not have an FM channel frequency permit, from 2016 to 2021 it only broadcast on AM frequencies 810 KHz, and in 2018 Radio Kandaga operated again via streaming at radiokandaga.bandungkab.go.id. and also accessible through an app which can be downloaded from the Playstore (see Figure 1)

(Source: Screenshot by Author)

Figure 1. Thumbnail of Radio Kandaga on Playstore

At a glance, it can be seen that digital technology has "helped" Radio Kandaga to continue to exist. In the midst of broadcasting regulations that are often constrained by technical matters such as frequency and the like, streaming radio technology has become a constructive solution for Radio Kandaga because it can be run without requiring a fixed frequency. By using web-based streaming technology, Radio Kandaga, like other radio stations, has a new opportunity to continue to develop, even with a wider reach than before.

The rise of digitalization, especially in the information and communication sector, has made digital technology a new current, including for regional radio. However, there are several important things to emphasize. Considering that in the

traditional context, regional radio contains local broadcast content because it has a local audience, digitalization has presented new demands where they must be able to produce local broadcasts but with a global reach.

This situation is interesting to analyze not only from the aspect of content production, but also from the preparations made so that the presentation of local content can be consumed by a wider audience. Therefore, this article specifically aims to describe the local news broadcasting strategy carried out by Radio Kandaga through website-based streaming radio as an effort to preserve its existence in the digital era.

Therefore, this case study relies on observation, interviews, and documentation studies as data collection techniques. Observations were conducted for 2 (two) months, which were carried out simultaneously with interview techniques and documentation studies throughout November to December 2024. Interviews were conducted by raising various questions related to local content news strategies by adapting various digital media platforms, and therefore, questions were asked to informants who were directly involved in the convergence process at Radio Kandaga, which is a radio managed by the Bandung Regency Communication and Information Service. To maintain confidentiality, the results of the interviews presented in this paper, the names and positions of informants will be disguised. In addition to interviews, data collection was also carried out by studying and reviewing various documents related to the focus of the research, which was framed in the documentation study.

Theoretically, digital technology has given birth to a number of newer media instruments with digital, convergent, interactive characteristics, and so on. All of these characteristics have very fundamental differences from the concept of analog radio. This, of course, has implications for the local content news strategy presented. Adopting digital technology is not just a step to follow trends, but also as part of a strategy, because the news strategy is used to gain the trust of the audience and maintain the existence of the media (Hatika, 2018). Furthermore, Resita & Junaidi (2018) explained that the news strategy is carried out with the hope that the desired goals can be achieved in certain ways.

Meanwhile, studies on Public Broadcasting Institutions are often found in the domain of information, communication, and public policy. This is because the implementation of LPPL is nothing other than a manifestation of the political policy of the local government in a region, especially in this case, Indonesia. Therefore, it can be stated that several studies have been conducted, including a study conducted by Intan Resika Rohmah (2017), which reviewed the news strategy of PRO 1 RRI Bandung, which is a regional government radio that is affiliated with the central RRI. Rohmah reported that as a broadcasting institution that has a structural relationship with institutions at the central level, the news

strategy implemented relatively follows central policies, both in terms of material and program planning, work patterns and rhythms implemented to the presentation of news presented in several groups of materials; politics, economy, sports, traffic, culture and religion. In other words, Rohmah revealed that the news strategy of PRO 1 RRI Bandung does not yet have certain characteristics that are local.

Radio stations have long strived to engage with their listeners (Ferguson & Greer, 2011). Some studies showed that this is due to the effort of radio stations to maintain listener satisfaction with the information (McDowell & Dick, 2003) so they will remain loyal even when the radio frequencies were shifted (Abelman, 2005). Radio stations, on the other hand, are coping with new technology such as satellite radio and portable digital audio players, which have emerged as new options for radio listeners (Sterling, 2006). As a result, the significance of online communication for broadcasters cannot be ignored, as Abelman (2005) found that various websites aided in branding and promotion for some radio stations that change frequencies for some reasons.

Meanwhile, Lind & Medoff (2009) discovered that in recent years, radio stations have become increasingly connected to their listeners online via Twitter and the World Wide Web. In terms of Twitter, many news organizations regard it as a significant resource for providing updates on news events, as well as a method for obtaining stories and ongoing information from individuals who are directly connected to the events (Farhi, 2009). Especially for regional radio stations, which generally broadcast local programs, the internet not only provides new opportunities but also presents significant challenges.

On the one hand, local radio has local content, but as global internet content, they needs to adapt to the characteristics of more varied listeners. Digitalization or convergence actions will have an impact not only on the managerial or operational level, but also on the nature and content that need to be adjusted to a wider audience.

This is certainly different from the context of traditional radio, which has long been known as an auditory medium, although it can be carried or listened to anywhere, and is cheap and popular. Technically, radio operates under a certain frequency, which then has implications for the broadcast range. Therefore, programs or news on the radio often pay attention to the reach of this broadcast. This then affects the way radio journalism works, which, although it is a mass media, has different characteristics from television, because it is distributed through radio media with a reach that is generally smaller (Masduki, 2001).

According to Romli (2005), radio journalism is a process or activity of collecting, writing, editing, and disseminating news using radio media and journalistic techniques and styles typical of broadcast radio, following the characteristics of broadcast radio. Somewhere else, Romli (2004) stated that radio

journalism is a process of producing and disseminating news using radio media by telling an event or incident as if someone were 'telling' using a conversational style like telling information to a colleague.

In line with this opinion, Astuti (2008) explained that radio journalism contains a process that involves news gathering, news creation, or processing of facts that are made into a form of news broadcasting, and in general, radio journalism is characterized by journalistic work. Therefore, Riswandi (2009) suggested that the appropriateness of news on the rsadio is based on consideration of several journalistic rules which include maintaining actuality as the most important news value, the magnitude of a case and humanity can be high news values, polemics around problems or conflicts, the existence of public figure connections, and emotional closeness to listeners can more appealing.

Therefore, radio journalism has its characteristics in reporting to the public. There are several characteristics of radio journalism according to Romli (2004), including; (a) auditory, meaning it can only be heard, voiced or read, (b) spoken language, meaning radio uses spoken language as in everyday conversation, (c) brief, namely that all information is conveyed in a short time and therefore must use clear pronunciation so as not to cause misunderstandings, and (d) global, in the sense that news delivery on the radio avoids detailed matters due to time constraints.

Technically, news on the radio is presented by an announcer who is responsible for delivering news and information to the public. Therefore, in this context, a radio announcer is a communicator who is required to deliver news clearly and supported by clear material, as well as a way of delivery that is easy to digest. Therefore, Mufid (2010) put forward several skills that must be possessed by a radio announcer, including: (a) Radio announcers carry out their broadcasting activities by speaking or communicating verbally. Radio announcers must have good vocal quality and fluency in speaking to deliver news to the public. This fluency in speaking can be formed by doing vocal exercises such as articulation, breathing, intonation, accentuation, and speaking speed exercises.

Romli (2004) explains that radio reporting has its elements compared to other media, namely; (a) news gathering which can be done using reporting techniques through direct observation, interviews, and literature studies; (b) news production by compiling scripts, determining interview quotes, determining sound effects and backsound; (c) news presentation, namely the process of presenting radio news to listeners; and (d) news order, namely the order of news reports that will be broadcast to the public, for example, the latest news can be mentioned in the headline and positioned at the beginning.

With these characteristics, radio news broadcasts require specific strategies that are summarized in the press management process, consisting of planning,

organizing, managing, and supervising, aimed at achieving targets. The related elements in press publications are broadly divided into two, namely the editorial section and the business section. The editorial section is the section that coordinates and oversees all activities related to press products, namely news, starting from planning to covering, searching for news, processing data, to designing news displays or layouts (Santana, 2005).

Entering the era of convergence like today, management also has the responsibility to ensure that radio broadcasts remain accessible to the public through digital platforms. This is important not only because of the increasing popularity of more interactive media, but also due to the demand for the development of information and communication technology. This increasingly tight competition requires radio to be able to maintain its existence in the digital era, especially radio as a local public broadcaster.

The rapid development of the internet platform as the leading medium of cutting-edge information and communication technology does not extinct the traditional mass media. Conversely, the internet alters a variety of traditional mass media that were once analog into digital. This phenomenon is one of the fundamental characteristics of the internet, which is known as *re-mediation* (Bolter & Grusin, 2000; Fakhruroji, 2017, 2024) as radio is one of the analog mass media that has also been digitalized.

In the emergence of streaming-based digital radio and websites or smartphone-based apps, some radio stations have decided to survive and continue to broadcast analogously, although the listeners' behavior has changed. People are now consuming the radio as one of the features embedded into their cars, smartphones, and other devices rather than as a single device. Changes in the behavior of analog radio consumers combined with the advancement of digital technology have led the analog radio to make adaptations. For instance, they use streaming technology to increase broadcast quality as a convergence strategy.

RESEARCH METHODS

This study uses a qualitative approach with a case study design focused on Radio Kandaga, a Local Public Broadcasting Institution (LPPL) managed by the Bandung Regency Government, West Java. The case study was chosen because it was considered capable of exploring in depth and comprehensively the phenomenon of media convergence strategies carried out by local broadcasting institutions in facing the digital era.

This approach is in accordance with Yin's opinion (2014) that case studies are a suitable method for answering the questions "how" and "why" in contextual phenomena, where the boundaries between the phenomenon and its context are not clearly visible (Ding et al., 2023). In its implementation, this study was conducted for two months, namely from November to December 2024. The data

collection process was carried out through three main techniques, namely direct observation, in-depth interviews, and documentation studies. Observations were carried out to directly observe the operational activities and production of digital content carried out by the Radio Kandaga team. This activity includes the planning, implementation, and evaluation processes of the media convergence strategy used to maintain the existence of local radio broadcasts in the digital realm.

In-depth interviews were conducted with a number of key informants who were directly involved in the management of Radio Kandaga, especially those involved in the digital media convergence process. Informants included the Head of Public Information at the Bandung Regency Communication and Informatics Service (Diskominfo) as the Coordinator of Radio Kandaga, as well as staff responsible for news planning, broadcasting, digital content production, and social media management. Interviews were conducted using a semi-structured approach to provide space for informants to elaborate on their answers broadly according to their experiences and perspectives, but still within the framework of the research focus.

RESULTS AND DISCUSSION

Radio Kandaga is part of the Bandung Regency Communication, Informatics Service (Dinas Komunikasi dan Informasi, Diskominfo) in the Public Information and Communications Service. Therefore, this radio has a mission to raise regional competitiveness, provide quality and equitable education and health services, optimize regional development based on community participation that upholds creativity within the framework of local wisdom and environmental insight, optimize governance through a professional bureaucracy, and a community life system based on religious values, and improve community welfare with the principles of justice and bias towards low-income groups to achieve sustainable development goals.

Local radio, like Radio Kandaga, plays a crucial role in disseminating information, fostering community engagement, and promoting social equity, particularly for marginalized populations (Ajisafe, 2021). This engagement is vital for addressing health disparities and empowering communities to participate actively in their development, ultimately enhancing their well-being and resilience against various challenges (Larson et al., 2009; Shobana, 2024). Local radio is crucial as community radio to enhance the capacity of local populations to respond to health challenges, fostering a culture of resilience and well-being through informed participation (Punch, n.d.).

(Source: Screenshot by Author)

Figure 2. Programs of Radio Kandaga

Therefore, the program planning must be systematic and aligned with the community's needs to ensure that information disseminated effectively (Dai & Li, 2022). Effective information dissemination not only informs the public but also fosters community engagement, ensuring that the radio serves as a vital tool for regional development and transparency (Attuh & Kankam, 2024). Moreover, by aligning its content with the community's interests, regional government radio can enhance public trust and participation in local governance initiatives, ultimately contributing to more transparent and accountable administration.

As a regional government radio, its main purpose is to present various news and information to the public, and therefore, a news planning strategy is needed. This is as expressed by the Head of the Public Information Provision Division of the Bandung Regency Communication and Information Service, who is also the Coordinator of Radio Kandaga, as follows,

> "In our news planning, of course, we prepare the workforce who have the skills in their respective fields, such as coverage staff, reporting staff, broadcasting staff, news compilation staff, and editing staff. We prepare all of that carefully, and we also have to make sure they are ready before delivering the news" (Interview).

Based on the explanation above, Radio Kandaga's news planning begins

with preparing the personnel. The preparations made by Radio Kandaga are also adjusted to their respective work positions, such as coverage staff, reporting staff, broadcasting staff, and editing staff. Radio Kandaga does this as a news planning material because it is considered important for the smooth running of the news that is carried out and to carry it out all personnel involved in it must be in a state of thorough preparation first.

Regarding developments in the digital era, one of the strategies implemented is to ensure that information is current, factual, and reliable, and always counters various hoax news circulating on various other digital platforms. This is as expressed by the Head of the Public Information and Communication Service of the Bandung Regency Communication and Information Service as follows,

> "We must always pay attention to the accuracy of the news, actual, factual, and take it from trusted sources, and always counter hoax news that often circulates out there. With these methods that we planned at the beginning, we can finally provide news and information that is truly worthy, according to what is needed by the community." (Interview).

In line with this statement, other informants also provided explanations about the importance of ensuring good newsworthiness.

> "The information and news that we plan at the beginning of planning the news to be delivered to the public has, of course, been carefully considered, whether it is worthy or not to be truly accepted by the public, especially regarding the truth of the news. So that the entire community can receive various news along with information that is correct and of good quality" (Interview).

This statement was reinforced by the Head of the Public Information Provision Division, who also said that the main objective that must be achieved in this reporting is to be able to provide various news to the public and convey it honestly,

> "One of the main goals of managing local government information is to organize communication and information that is most needed by the community, one of which is related to the program activities organized by the local government can be conveyed. But the most important thing to consider is conveying information honestly. Here we maintain the information in the government so that it is conveyed to the community" (Interview).

Based on all the things stated above, Radio Kandaga considers the public interest in getting news and information that is worthy and quality must be

prioritized. Therefore, Radio Kandaga makes various news plans to be able to provide news and information that is worthy and quality to the public to enhance public awareness and engagement in community issues. This commitment to quality information mirrors the efforts of community radio stations like Radio Dhadkan, which have successfully empowered marginalized communities through targeted programming and outreach (Srivastava, 2022). This approach not only fosters community participation but also strengthens the social fabric by addressing local needs and promoting collective action. This model of community radio demonstrates the potential for similar initiatives to create impactful change in other regions facing social challenges (Rose Cooling, 2022).

Regarding efforts to maintain the existence of radio in the digital era, Radio Kandaga administrators conducted observations related to the tendencies of listeners who had started using digital media and then had an impact on their decision to design various new programs yet adequate.

> "We realize that people's behavior in accessing media has changed a lot; therefore, before determining a news strategy, we try to observe people's preferences and tendencies in using digital media before deciding to use the appropriate platform…" (Interview).

The statement above shows that the managers of Radio Kandaga are aware of changes in people's behavior in using media, and they try to follow up by observing the tendency. Not only that, they also use a number of social media platforms as follows,

> "Previously, we had a website with a specific domain, but to increase engagement, we also used social media platforms to make it more accessible… (Interview).

Accessibility is one of the keys that causes them to carry out a convergence strategy. Moreover, Radio Kandaga previously had a website domain that could be used as a site for streaming radio broadcasts. However, considering that digital content has characteristics with frequencies on analog radio, one of the problems faced is in creating content that is no longer entirely local, and also applying automatic subtitles for some broadcasts. This is as stated as follows,

> "One of the fundamental issues is related to our vision, which is to only contain local content, but because we also use streaming and social media, we also try to ensure that the content doesn't seem too local… that's why we added some more popular programs and set the subtitles automatically (Interview).

As stated in the interview excerpt above, the convergence strategy is carried out technically and practically. Technically, they optimize a number of digital features, one of which is automatic subtitles, and practically also involves a number of popular broadcasts, all of which are carried out with the aim of

presenting news and broadcasts with local content, but presented in a new way.

As a radio managed by the local government with regional development interests, Radio Kandaga has become one of the best practices on how strategies are implemented to continue to be able to broadcast local content on various digital platforms, especially WWW and social media. The global nature of the internet has made local radio have a wider reach, which on the one hand opens up opportunities to develop further, but has also provided its own challenges related to local content that must be presented in a global context with its various consequences.

This duality highlights the necessity for local radio stations to innovate and adapt, ensuring they maintain relevance while navigating the complexities of a globalized media landscape (Pantic, 2022). To thrive, local radio must balance global trends with community-specific content, ensuring its programming resonates with local audiences while appealing to broader markets. To achieve this balance, local radio stations can leverage digital platforms to enhance their outreach while fostering community engagement through tailored content that reflects local culture and issues (Shofiya Asy'ari, 2022).

Furthermore, at the implementation level, Radio Kandaga involved the young generation resources to manage various digital platforms. This is a rational effort taken as a strategy to optimize digital platforms. This is illustrated by several interviews conducted. Head of the Public Information Provision Division of the Bandung Regency Communication and Information Service, who is also the Coordinator of Radio Kandaga, as follows,

> "Facing competition in the digital era, our first step was to open recruitment for content writers dominated by the younger generation to enrich the content on our website. Of course, this is done to enrich the website content so that it does not only broadcast radio via streaming..." (Interview).

The informants above imply that they involve the younger generation to play a role in maintaining existence in the digital era, which is considered the domain of the young. This illustrates an attitude of openness and constructive cooperation as a joint effort in increasing literacy for the local community.

Technically, the management of Radio Kandaga also understands the difference in how analog radio works with digital streaming radio technology. Therefore, they select a number of broadcasts that are considered to be truly related to their main public. This is reflected in the following interview excerpt,

> "Radio streaming certainly has a different work pattern and rhythm than analog radio broadcast patterns. Therefore, not all radio broadcasts can be accessed via live streaming, but only a few that we consider truly informative..." (Interview).

Furthermore, this step is a rational action due to various interests and the availability of resources that they have, as stated in the following interview excerpt,

"This is not only done considering the limited resources that we have, but also related to the digital devices that are still limited…" (Interview).

Regarding the many digital platforms, Radio Kandaga took a strategic step by creating a priority scale by choosing which platform is considered the main platform. Although they use social media, they still prioritize WWW-based streaming as stated in the following interview,

"Currently, our main platform is streaming radio, which can be accessed through the address radiokandaga.bandungkab.go.id., but we also try various social media platforms to increase engagement. The material is obtained from the broadcasts that we present on analog radio broadcasts…" (Interview).

Through the above narrative, it can be seen that in addition to the existing analog radio, the digital platform prioritized by Radio Kandaga is a streaming radio service, some of the information of which is also presented on social media platforms. This illustrates that social media is one of the supporting media for the existence of Radio Kandaga as a regional radio, as expressed theoretically by Bolter & Grusin (2000) as a re-mediation phenomenon where previous media content is re-presented in a new form, namely on a digital platform, in this case, social media.

This is then also seen at the evaluation level, where they conducted a short survey on the responses of radio listeners from various platforms used. Technically, this survey was conducted by looking at the most productive interactions to see how far these various platforms provide the best service to the public.

Cross-platform usage is commonplace in the digital era, but Radio Kandaga still adheres to a priority scale by prioritizing one platform, namely WWW. However, this does not mean that they do not pay attention to the role of social media platforms, but rather more due to the lack of resources and technological support. Therefore, the decision-making to determine which platform will be prioritized is done through consolidation and coordination among the administrators. Even when evaluating the quality of broadcasts on analog radio, they still have standards that are carried out in a disciplined manner. This is as stated in the following interview,

"We always carry out full supervision and monitoring of all existing personnel, we can also do monitoring from home, such as listening to our radio directly from home, so that if there is something that goes off track, we can immediately direct it to return to the right track. That is one of our strategies to continue to be able to know the performance of existing human

resources...” (Interview).

In addition to conducting intensive monitoring, Radio Kandaga also conducts an overall evaluation meeting, which is held at least once every six months, but the evaluation meeting can be adjusted again to the situation and conditions when carrying out the continuity of its news to the public. This is as stated as follows,

> “We still have an evaluation agenda at least once every six months, but it can also be once every two months, incidentally, or it can also depend on the situation and conditions. On the other hand, we also always carry out an overall evaluation at all times to be more secure...” (Interview).

Not only that, the managers of Radio Kandaga also seem to always focus on presenting up-to-date information in order to compete with other parties. This is as stated in the following interview excerpt,

> “In terms of this evaluation, our focus and efforts are on how to report and any information responsibly, but also remain up to date. We also conduct this evaluation as a form of our responsibility towards performance...” (Interview).

Furthermore, related to the listener survey, it was conducted as an effort to find out which platform is most accessed by listeners. This was then used as one of the considerations to improve the quality of broadcasts on each platform. This is as stated as follows,

> “Although we focus on streaming services for digital platforms, we still try to check how the interactions appear on each platform we have. This is to find out how effective each platform is…” (Interview).

This is basically related to Radio Kandaga’s steps, which continue to strive to innovate and have hopes for the sustainability of local content as conveyed in the following interview excerpt,

> “We continue to innovate so that everyone also continues to listen to this radio by making various breakthroughs that are increasingly interesting and can be better received by the public. We can also embrace young people more from the broadcast pattern, the form of the program, and in terms of the content provided, will be adjusted to the needs of the community, of course, including in seeing how effective each platform is that the public uses to access our broadcasts...” (Interview).

Broadcasting local content on a digital platform is not easy because of the global and interactive nature of the digital platform. Therefore, as stated by a number of informants, Radio Kandaga shows strategic efforts from planning, implementation, to evaluation, to remain contextual and accessible to people who

already have different tendencies in accessing media.

The use of new digital platforms is focused on WWW-based streaming services which are more due to the reason of limited resources and technological devices. This priority is a strategic and rational step while still trying to use other platforms, such as social media, which is attempted by recruiting young people who are more fluent in using social media platforms to enhance their engagement and communication skills (Chukurna et al., 2022). Leveraging social media effectively can support educational outcomes and foster collaboration among users, particularly in language learning contexts (Tasisa Dinsa & Teshome Taddese, 2024).

Although this innovation step is carried out, Radio Kandaga still has a primary orientation as a regional radio with local broadcasts, and it seems that this is the main factor in determining the priority scale of using streaming technology compared to social media. Radio Kandaga remains consistent in producing local broadcasts as part of the local government's vision to increase competitiveness with other regions. Therefore, the use of digital platforms, especially streaming services, is basically a strategy to maintain existence in the digital era, which is increasingly becoming the background of the daily lives of its listeners.

CONCLUSION

Broadcasting local content as digital content is certainly not easy because of the different characteristics of each medium. Not only that, as a radio that is managed as a regional information center, Radio Kandaga is also required to remain consistent in broadcasting local content for specific listeners. However, on the other hand, the tendency of people to access analog radio is also decreasing due to the rise of digital platforms.

Therefore, the strategic steps taken by Radio Kandaga are none other than a form of participation in the development of information and communication technology while still providing services that are in accordance with the needs of the local community. This is done by preparing local broadcasts with a newer style and adjusted to the platform used, although still prioritizing WWW-based streaming technology and smartphone-based app.

To ensure the content remains interesting, Radio Kandaga also uses social media platforms run by the younger generation who are more digitally literate by recruiting new resources, even though they are not in line with the support of technological devices. The managers of these social media platforms serve as content writers who will be presented with additional information on streaming services and also in creating content for social media. The use of this cross-platform is evaluated periodically to see how the interactions and engagement appear on these various platforms, to then be used as considerations in creating and presenting local content on these various platforms.

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