

# Analysis Of Music Director Policy In Selecting Songs For The Morning Program In JAK! 101 FM Radio

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**Abstract:** This research described how the selection of music on the radio. The music director is responsible for the selection of music or songs on the radio. The music director has a policy when in selecting music or song, which is in accordance with the target audience of the radio where the music director works. On the JAK! 101 FM radio, music director selects music or songs based on programs on the radio. One of JAK! 101 FM programs is Sarapan Seru that airs from 6 am to 10 am. The theory used in this research is SWOT theory and production process theory. The purpose of this research was to find out the policy made by music director of JAK! 101 FM in selecting songs for Sarapan Seru program. The results of this research regarding the music director's policy in selecting songs for Sarapan Seru program were to play the best song that is known by the listeners, and the reason of the music director in selecting songs for Sarapan Seru program is to play a song that uplifts the listener's mood in the morning

**Index Terms:** Radio, Music, Music Director, Policy

## 1 INTRODUCTION

Quoting from Effendy [1], the backbone of radio broadcasting is music. Someone listens to the radio for listening to music. Music is an entertainment and important thing on the radio, so there is someone behind the scenes who is arranging music or songs that will be played on the radio, one of them is the JAK radio! 101 FM. Someone who arranges music on the radio is called the music director. A Music Director must understand the right songs to play on the radio or certain programs. Each radio has its format in determining music that can be played on the radio, as well as on JAK radio! 101 FM. What kind of policy is right by the music director in determining or choosing the right song on the radio where the music director works. JAK! 101 FM is a radio station that is part of the Mahaka Radio Integra group. JAK! 101 FM has 271,000 listeners (according to the Nielsen Listenership study) in September, October and November 2017. One of morning radio programs on JAK radio! 101 FM is a program called Sarapan Seru, which is aired every Monday to Friday from six to ten in the morning. According to Bittner in Morissan [2], the program is also referred to as an event, things that people need so they are willing to listen. The radio program consists of three types of programs, which are music program, talk show, and news program [3]. Radio is communication media that its transmission only through voice. In its delivery using sound, the mixing between words, music, and sound effects will influence the listener's emotion and invite them to feel that they are at the communication scene. This concept is called the Theater of Mind [4]. According to Adams and Burton [5], radio functions to convey information, play songs, and various entertainment. Moreover, radio can influence listeners' opinions in delivering information or issues in society. Thus, this research discusses the policies used by music director in JAK! 101 FM in selecting the right song for their

morning program, Sarapan Seru. Moreover, it is the core of this research. Previous research by Ahmad (2015) talked about radio as electronic mass media. This research used stimulus-response theory and two-way communication theory, and its methodology used descriptive quality theory. The research results showed that radio as a mass media of electronic communication has some power within the radio, such as first is maintaining mobility; second is the fastest information; third is auditive; and fourth is creating theatre of mind. However, this research does not discuss the music director but discusses radio as a medium for mass media. Another previous research was conducted by Ruth Dikta Novriska in 2016. The research is regarding music broadcast management of the music director at Radio Fresh 94.3 FM Pekanbaru in maintaining the existence. This research used the theory of production process stages and the methodology used descriptive-quality. The result showed that the design of Radio Fresh 94.3 FM Pekanbaru includes determining segmentation, creating music programs, and determining the genre of music as a unique feature of the radio. The problems in this research are how the music director's policy selects songs for Sarapan Seru on JAK! 101 FM and what are the music director's reasons for song placement in Sarapan Seru. Furthermore, this research aimed to analyze and determine the music director's policy in selecting music for Sarapan Seru program on JAK! 101 FM. Mass communication is the communication process through mass media to convey information to a broad audience [6]. According to Pool, mass communication is indirect communication between the source and the recipient, because messages conveyed through mass media channels, such as newspapers, radio, films, or television (Wiyanto, 2013). Quoting from Cangara (2004), who said that media is a tool or means used to convey messages from communicators to the public. The intended audience is a communicant that more than one person. According to Morissan [7], mass media gave an overview of communication tools that work in various scales, ranging from limited scale to be able to reach and involve anyone in the community on a broad scale. Moreover, according to Morissan [2] radio has several characteristics in its broadcast, such as can be heard when broadcast, can played back, low excitability, electrical, relatively cheap, and wide coverage range. Based on Nielsen Consumer Media View (2016), the

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radio coverage range is still high at 38% and the average time to listen to the radio is 139 minutes (2 hours 19 minutes) per day. More than 57% of radio listeners are contributed by Gen Z (10-19 years old) and Millennials (20-34 years old). They are potential customer of radio. The program or event is the factor that makes the audience excited to follow the program on the radio or television [8]. According to Banoe [9], music is art that explains various kinds of sounds in patterns that can be understood by humans. Music becomes an inseparable part of broadcast. An announcer cannot always talk because an announcer will be tired, out of words, and listeners will be bored. According to Herliantara (2013), a music director must have several abilities.

1. Truly recognize the target audience's taste for songs or music. The more authentic music that is being broadcast, the audience will be more segmented. So, if the radio is only aired one music genre, for example only for dangdut or jazz, then the listener will be limited in number but has a unique character.
2. Correctly understand the pattern or habit of the target audience in listening to the radio. If the audience has an average of tune-in the radio for two hours a day, the rotation for selected song must be according to the duration, and the song must be varied. Other way around, some songs have been aired quite often, but for listeners, the song gives an impression that never been aired.

In this research, researchers used SWOT analysis to determine strengths, weakness, opportunities, and threats from music director in selecting music. According to Bungin (2014)[10], SWOT analysis is conducted to analyze the condition of policy and the possibility of company's condition when the policy or management is feasible or not. The SWOT analysis is divided into two parts.

#### 1. Internal factor

Strength or the power of music played by music director in a program aimed to attract and get listener. Strength must be truly unique, different, which is not easily found in other programs so that it becomes the identity of the program itself, strength lies as long as the program is running and not a small element of the program.

Weakness is the music played by a music director on a program with various flaws, imperfections, or various things that still need to be corrected from the music. Weakness programs should include opinions from outside parties, such as from parties who are not directly involved in making programs so that they can be more objective in providing an overview of program weaknesses.

#### 2. External factor

Opportunity usually comes from outside and considers a success factor in a program. Opportunity must be concrete, so that the music director can use it to make better programs or music and able to involve people outside of those who make the program, as reference material for program makers to look for opportunities to make the program more successful.

The threat in a program is similar to weakness and must be considered as complete as possible. The purpose is that the music director realizes that many factors outside their music can be a threat to the program. Furthermore, the threat is the first to detect threats directly from other radio stations,

especially those that have the same broadcast time as the program. Another threat is the internal condition behind the creation or production of the program or other threats that come from other institutions. Process means a method and technique on how the existed resources (labor, machines, materials, and funds) are changed to get the result. Production is an activity to create or add utility of goods or services [11].

Then, according to Ahyari [12], the production process is method or technique in adding the value of goods or services by using the existed production factor. The process is also defined as the method or technique of how the production is carried out. Production is an activity to create funds to increase the utility of goods and services. The stages of the production process are:

#### 1. Pre-production

Pre-production is the initial stage in the production process. Pre-production has elements such as determining the theme, writing the script, and determining the supporting music of the theme which will later be prepared by the music director.

#### 2. Production

The next stage is production. Production is an execution process from preparations that have been made during pre-production. In this process, there are two types of production, live broadcasts, and recordings.

#### 3. Post-production

The last stage of the production process is the post-production. In this stage, the team usually evaluates the event if the team is using the live broadcast system. However, if the team is using a recording system, the production team will evaluate along with editing. At this stage, the music director will evaluate the music.

## 2 RESEARCH METHODS

This research was qualitative research in which this type of research is based on the philosophy of post-positivism. It is used to examine the condition of natural objects, where the researcher is a key instrument, the technique of data collection is triangulation, data analysis is inductive or qualitative, and results of qualitative research suppress meaning than generalization [13]. Qualitative research is research that produces analytical procedures that do not use statistical analysis procedures or methods of quantification. Moreover, qualitative research is based on efforts to build perspectives which are examined in detail, shaped by words, holistic, and complicated images. Therefore, qualitative research is research that intends to understand the phenomenon of what is experienced by research subject such as behavior, perception, motivation, and action in a holistic manner, and by description in the form of words and language, in a natural context and by utilizing various scientific methods [14]. According to [15], qualitative research is research that relies on data in the form of text, and images and has a unique step in its analysis because it comes from different research strategies. This research used a descriptive research method. According to Bungin [6], descriptive research is a research design that is used for meaning in linear communication processes, and descriptive research is for research using conventional theory in communication. The purpose is to explain the relationship between media and viewers, to explain media effects or to explain the relationship between news

sources, the media, and the community by only looking at the problem statement as something that can be described.

Moleong [14] stated that, in the descriptive method, data collected in the form of words, and images, but not numbers. This is because of the implementation of qualitative method. Thus, research report will contain excerpts of data to illustrate the presentation of the report. The data may come from interviews, field notes, photos, videotapes, personal documents, notes or memos, and other official documents.

The data collection technique aims to obtain the data needed at the time of the study. In qualitative research there are three techniques to obtain qualitative data; the techniques are interviews, observation, and documentation. There are two types of data in qualitative research, primary data, and secondary data. Primary data is data obtained from first-hand data sources in the field [16], and secondary data is a source of research data obtained through intermediary media or indirectly in the form of books, records, existing evidence, or archives.

### 3 RESULT AND DISCUSSION

This research yielded several results: (1) selecting the right music to play on JAK! 101 FM radio, which is seen from several factors such as who is the target listeners, music genre, radio edit, and others; (2) categorizing the music selection into several categories, that are category E contains songs from 1998 to 2004, category B is songs from 2004 to 2010, and category P is songs from 2010 to 2015; (3) creating playlist that includes playlist for Sarapan Seru; and (4) paying attention to the mood and flow of songs in creating playlist so that listeners does not switch channels to another radio.

A music director (MD) uses SWOT in music selection. The strength of music played by MD on a radio or other programs, which is useful for attracting and retaining listeners. The strength possessed by MD is the songs played on JAK! 101 FM radio because everyone knows the songs, people can sing while listening to the song, and the listener feels comfortable for the song being played. JAK! 101 FM has a tagline "Playing the Best Music in Jakarta," and it is not just a tagline because of MD chooses songs based on the survey conducted by JAK! 101 FM. In the survey, there is a column regarding what songs listeners like, want, and bored so MD can sort out the song that will be and will be not included in the playlist. This way can be a weapon so that listeners keep listening to JAK! 101 FM. Another strength from the song that being played is the quality of the song, such as MP3 format with a high quality of songs reaching 320 KBPS or the waveform audio format (WAV) format that reaches 40MB. Also, the song must be a radio edit, which means the song must be suitable for playing on the radio. The modification of the song is regarding the duration and the language. The listener will feel bored when listening to songs with a long duration, usually over five minutes. Then, regarding the language, it is such as inappropriate words that can be insulting, offensive, and not suitable for minors. Another strength is regarding songs that played in JAK! 101 FM radio adjusted according to the time in which the music can play the listener's mood. In JAK! 101 FM, music has four moods. Mood 1 is songs with melancholy mood which makes the listener sad, such as I won't give up by Jason Mraz. Mood 2 is melancholy song but not sad. This kind of songs give listeners a sense of calm while relaxing, for example, Lazy Song by Bruno Mars. Mood 3 is upbeat songs that full of spirit. It makes the listener more enthusiastic, such

as songs by Sheila on 7 entitled Film Favorit. The last mood, mood 4, is not much different from mood 3. When listeners are listening to songs with mood 4, listeners will feel very happy. So, listeners will sing with enthusiasm and will dance to the song. The example of this kind of song is Adventure of Lifetime by Coldplay. Weakness from music that played by MD on a radio or other programs is regarding the imperfection or various things that still need to be improved from the music itself. According to MD, the weakness of music in JAK! 101 FM is that the song feels monotonous. This matter can be the strength or the weakness depending on the type of listener. When listeners want to listen to new songs, it becomes a weakness of the songs in JAK! 101 FM. However, when listeners want to listen to music that can make them sing together, and like old songs, this becomes the strength of the songs in JAK! 101 FM. Songs in JAK!101 FM feel monotone because the radio only has 276 songs that have been divided into several categories. Those songs are the results of surveys and the best songs chosen by loyal listeners of JAK! 101 FM. The opportunity that comes from outside is a factor that contributes to the success of radio and program. An MD must be able to use the opportunity to improve the program or music, and able to involve other people outside the team. According to MD JAK! 101 FM, the most significant opportunity is rapid technology. JAK! 101 FM with MARI made a radio streaming application called NOICE that can be heard anytime and anywhere. This application is a breakthrough made by JAK! 101 FM and MARI in facing online music application that has become enemies of the radio in recent years. In this application, there are seven MARI's radios, JAK! 101 FM, 98.7 Gen FM Jakarta, 103.1 Gen FM Surabaya, 93.2 HOT FM, Mustang 88 FM, KIS 95.1 FM, and 105.8 Most Radio. The advantage of this application is that people can listen to seven radios in one application anytime and anywhere, exclusive content, and live chat to the broadcasters of each radio. Moreover, from the music side, when listeners are getting bored with songs in their online music application, JAK! 101 FM will present the best music, and radio has a sense of surprise, where the listeners will be surprised by what song will be played next. The threat is the first to detect threats directly from other stations or other things. The threat felt by MD of JAK! 101 FM is the advancement of technology, for example, the emergence of online music applications such as Spotify, Joox, Apple Music, Deezer, and many more that make the radio left behind by its listeners. Using the online music application, listeners can freely manage music and create playlists according to their favorite songs or genres. Another threat felt by MD and JAK! 101 FM is because they are a radio that only relies on sound without a visual that can make more value. Things like this can be minimized by posting fun video content from broadcasters, programs, office, and an off-air event of JAK! 101 FM into JAK! 101 FM social media such as Instagram, Facebook and YouTube. Next, the production process done by music director. The initial process of production is pre-production. MD is the only party that has a right to select songs that will be played on the radio. Therefore, MD must be able to choose the right song for the radio. At this stage, MD will prepare songs according to the characteristics of JAK! 101 FM. Characteristics of music in JAK! 101 FM are the best quality song, popular songs, can be sung together, and enjoyable. A music director should not be carelessly creating playlist; they must see the direction of the JAK! 101 FM as an adult radio with a target audience or

market is a white collar, employees, entrepreneurs, homemakers, young executives ranging from 24 years to 35 years old. On the playlist of Sarapan Seru, the MD of JAK! 101 FM includes songs that have mood 3 and mood 4 from six in the morning until nine in the morning because at that time the listeners are heading to their respective destinations and in that hours, streets in Jakarta are experiencing traffic congestion, which could make the listener bored and upset. The songs with mood 3 and mood 4 are considered very effective in raising the enthusiasm of the listeners, and the audience feels accompanied by these songs. The second stage in the production process is production. Production is an execution process from the results of preparation at the pre-production. After preparing the playlist for Sarapan Seru program, MD will put the playlist into an application called Radio Computing Service (RCS) so that the playlist can be played. Then, after placing the playlist, MD does not do anything because there were no other assignments during production or on air. MD's role is unlike the producer who has to supervise and lead the program that the producer holds to achieve the objectives. MD does not have to wait for playlist that has been created and must not wait in the broadcast studio. Therefore, the playlist should not cause errors. The last stage in the production process is post-production. In the post-production stage, MD will evaluate the songs that have been played. If the songs make listeners bored, MD will release several songs from the existing song categories.

#### 4 CONCLUSION AND SUGGESTION

Based on interview and documentation results with the music director JAK! 101 FM, it can be concluded that the music director has several policies in selecting the right music for Sarapan Seru program in JAK! 101 FM. (1) Music director determines criteria in choosing the right music or song to be played in JAK! 101 FM, which based on the target audience; (2) after getting the specified criteria, the music director will categorize songs that match the criteria for JAK! 101 FM into several categories; and (3) After creating song categories, the music director will choose songs from those categories to be put into a playlist. One of the playlists is for Sarapan Seru program. According to the music director, the reason for the placement of songs on the morning program is because Sarapan Seru program is a morning prime time program of JAK! 101 FM. Regarding the listener of Sarapan Seru that at that time might heading to their respective destinations, music director has a strategy in selecting the song that makes the listener excited. So, the music director arranges songs on the playlist according to the mood of the song and the flow of music. For future research, can take this phenomenon from a different perspective, so that knowledge about the music director can continue to grow and broaden the horizons of the wider audience.

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