

Production Strategy Of Dreamers Radio In K-POP Vaganza Program In New Media Era

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Abstract: The purpose of this research was to identify Dreamers Radio production strategy in K-POP Vaganza program and how the strategy of the production team in designing the program to increase the number of listeners in new media era. The research method used qualitative method which will be explained descriptively with data obtained through in-depth interview about production stage and program strategy in connection with new media era. Based on the results of research can be analyzed that the media product is very instrumental in the process of pre-production, production, and post production. The program's production strategy in an effort to get closer to the target audience and increase the listener is also related to the selection, scheduling, promotion, and evaluation that are also closely related to the product and market share in the new media era. The result concluded that new media products are very helpful in the production strategy and design of the qualified K-POP Vaganza program that will lead to an increase in the number of listeners and remain the flagship program at Dreamers Radio.

Index Terms: Production Strategy, K-POP Vaganza Program, New Media

1 INTRODUCTION

One of the mass media that has existed since ancient times is radio. Radio is one of the mass media that can provide information, education and entertainment effectively and timeless. As said by Ibrahim and Akhmad [1], new communication technology does not completely replace old technology, but only encourages old technology to take on new roles. Television does not eliminate radio, but brings radio to an increasingly sophisticated system in the digital era. Over time, radio continues to develop. At first radio can only be played to the audience through a frequency channel with limited reach. In this new media era, with the rapid development of the internet, there is an innovation called internet radio. Internet radio or radio streaming can be accessed using an internet connection instead of using limited radio wave frequencies. The advantage of online streaming radio is that it can be accessed anytime and anywhere as long as there are sophisticated information and communication technology equipment such as computers, smartphones, and the availability of a good internet connection. The survey results by APJII (Association of Indonesian Internet Service Providers) showed an increase in internet users that continues to increase. In 2017, internet users experienced an increase to 143.26 million people (54.68%), compared to the previous results of 132.7 million. Even so, Indonesian have not fully moved from conventional mass media, because that is why interesting, unique, and characterized new ideas are needed for streaming radio to attract mass interest and even to get loyal audiences. There are several internet-based radios in Indonesia, one of which is Dreamers Radio. Dreamers Radio is an entertainment media from the first youth portal in Indonesia, namely Dreamers.id (<http://dreamers.id>) which was founded in 2011. The Dreamers.id site carries the concept of young people who are close to the digital era just like nowadays. Especially with technological advancements that have become a necessity for them. Dreamers radio has a

flagship program, K-pop Vaganza. The program takes prime time broadcast time, which is every Monday - Friday from 3:00 to 18:00. It contains non-stop K-pop songs and provides information about the entertainment industry in South Korea. Until now, Dreamers Radio is still very synonymous with broadcast media which is believed by Korean culture lovers to be able to provide information about Korea through its flagship radio program, K-POP Vaganza. Korean pop or K-pop is not new in Indonesia, it's just that the development of the music industry in South Korea is so rapid. Every year, there are five to ten new boy groups or girl groups which make their debut into the world of entertainment with their diverse style and music. The large interest of Indonesian in K-pop is also proven from many concerts and fan meetings of South Korean musicians in Indonesia due to high market demand. Seeing the interest of Indonesian teenagers who are high on K-pop and South Korean culture, other radios, including conventional radio which have begun to explore radio streaming, started making K-pop program or K-pop corner to create increasingly competitive competition. This competition makes Dreamers Radio, which from its inception is an internet-based radio, not using FM, of course, must have specific strategies carried out by Dreamers Radio's production team in packaging the attractive and high-quality K-POP Vaganza program to keep loyal listeners, increasing the number of listeners, even giving a positive impact especially in the new media era. In connection with this phenomenon, researcher is interested in conducting research on the K-pop Vaganza program production team strategies on Dreamers Radio in the new media era.

2 RESEARCH METHODS

Based on the research described in the previous section, this research was carried out with descriptive research methods with a qualitative approach. This type of descriptive research interprets the results of the research with data and information in the form of writing, which cannot be presented with numbers or statistical tools. Moreover, everything collected is likely to be the key to what has been studied [2]. Thus, qualitative descriptive methods are more appropriate to examine problems that require in-depth study. Descriptive research also aims to make a systematic, factual, and accurate description of the facts and traits between the phenomena being studied. Therefore, to facilitate researcher in conducting systematic and targeted research, researcher already has a conceptual

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framework. Through the conceptual framework (theoretical basis), researcher carries out the operationalization of concepts that will produce variables and indicators. This research described the reality that is happening without explaining the relationship between variables [3].

There are three types of data collection techniques in research with qualitative methods, namely interviews, observation, and documentation. In this study, the author used interviews as data collection technique. Qualitative interviews are carried out when the researcher intends to acquire knowledge and information about subjective meanings that are understood by individuals regarding the topic under study [4].

Miles and Huberman in Gunawan [5] said that data and data analysis in qualitative research are in the form of words, not numbers. Basically coding is a process of analysing data, namely data specified, conceptualized and put back together in the stone way. Here are 3 (three) types of data analysis processes or coding according to Strauss and Corbin in [4], there are three types of data analysis processes or coding:

(i) Open Coding

It is the process of detailing, testing, comparing, conceptualizing, and categorizing data. Open coding means doing an analysis related to the categorization of phenomena through careful data testing. Throughout the open coding process, data is divided into several separate parts, then tested carefully, then compared on the equations and differences.

(ii) Axial Coding

It is a set of procedures in which data is collected back together with new ways after open coding by making links between categories. Axial Coding is done by utilizing the foundation of thinking which includes conditions, contexts, actions of interaction strategies and their consequences.

(iii) Selective Coding

The selection process for the core category connects systematically to other categories, validates these relationships, and is included in the categories needed for the coding in this study (open coding, axial coding, and selective coding). The reason for using these three coding techniques is to facilitate the writing from the results of data collection by categorizing some data obtained from several speakers in accordance with predetermined concepts and theories.

In the data validity technique of this research, researcher uses the data validity technique with the Source Triangulation technique. Source triangulation is comparing or checking information from several different sources. Since the research on K-pop Vaganza production is in the new media era, no one has researched it before and it is more appropriate to interview its industry players.

3 RESULT AND DISCUSSION

Dreamers Radio is part of www.dreamers.id which is a website that includes streaming radio and a web portal that contains online articles and community associations. Vera (2016) stated about the fundamental aspects of the development of new media, that is digitalization and convergence. Convergence is the unification of the forms and functions of media that have been standing independently in their organizational processes, distribution, acceptance, regulation, and function as sources of information and entertainment, as expressed by McQuail in Vera [6]. That is what Dreamers ID or Dreamers Radio does

that is highly utilizing technology in the new media era. To find out how Dreamers Radio attempts as internet radio or radio streaming to continue to provide high quality programs and give satisfaction to the target audience and survive amid conventional radio in the era of new media, researchers will analyze this with a production strategy from pre-production, production, post-production, and program strategies from K-pop Vaganza on Dreamers Radio. Eastman and Ferguson [7] revealed four stages of programming which are selection, scheduling, promotion, and evaluation. The selection, scheduling, promotion, and evaluation process of K-POP Vaganza program to see feedback from listeners are:

(i) Selection

The purpose of the program, Dreamers Radio produces K-POP Vaganza program to be a broadcast media that can meet the needs of audiences for information about Korean entertainment. Morissan [8] in his book reveals that audiences do not only see a program from its appearance, but also from things that are beyond that. Thus, the name of the program is also an important thing that must be planned carefully. **The choice of program name**, K-POP Vaganza comes from K-POP Extravaganza which was then abbreviated as K-POP Vaganza, because K-POP Vaganza is the flagship program at Dreamers Radio and Dreamers Radio owners see great interest in the Korean entertainment world. **Characteristic**, K-POP Vaganza program is a program that provides complete and special information about the world of Korean entertainment. However, as a program that specifically presents information about Korea, it certainly requires a strategy on how to present K-POP music and news in a not monotonous and boring way for listeners. Therefore, K-POP Vaganza production team has a special strategy which is bringing different themes every day. Selection of announcers, Tiffani Afifa as K-POP Vaganza announcer is recognized by producers as an attraction for this program. K-POP fans feel "connected" with the announcer who is also a fan of K-POP and is a celebrity, youtuber, and singer with many followers on social media. These benefits are considered capable of raising K-POP Vaganza program listeners. Moreover, Tiffani herself is indeed a K-POP fan with a myriad of academic and non-academic achievements, who can then give a positive image to the listeners.

(ii) Scheduling

This scheduling is a way for a radio program to get closer to the target audience. We don't want the specified schedule not being in line with the target audience, because it can affect the listeners' interest in a radio program. In this case, K-POP Vaganza has a target audience of ages 15 to 20 years old. The following is according to the producer. Dreamers Radio which is a radio streaming also has the advantage that the program can be heard anywhere, even outside Indonesia. After determining the target audience, the radio program broadcasting schedule must also be adjusted to it so that it runs effectively and can earn benefit. In this case, K-POP Vaganza takes broadcast hours from 3 to 6 pm. In the beginning, K-POP Vaganza only aired from 3 to 5 in the afternoon, but due to the enthusiasm of the listeners, the production team agreed to increase the K-POP Vaganza broadcast hours to three hours. Determination

of broadcast time is because at these hours school students are at home already and start looking for information and entertainment through their gadgets, such as via smartphones or laptops. Determining the target audience and showtime is also in line with the vision of Dreamers Radio, which is a media that provides information in the form of high quality news and entertainment through digital media (not conventional media) by using technology that is increasingly developing and becoming a basic necessity for Indonesian youth. This is also related to the survey conducted by APJII in 2017 which showed that the penetration of internet users in the age range between 13 to 18 years reached 75.50% while the generation below it with an age range between 19 and 34 years experienced penetration of 74.23%. However, regarding the broadcasting hours, K-POP Vaganza announcer revealed that the first 2 hours were the most suitable time, even though the enthusiasm remained like a song request, but the last hour was considered an awkward time.

(iii) Promotion

K-POP Vaganza production team brought the program closer to the target audience by doing K-POP giveaway albums, concert tickets, and holding competitions such as fan fiction. Holding such competition is also one of the ways the Dreamers Radio production team develops the talent of the young generation to not only get entertainment, but also to create works. In addition, K-POP Vaganza production team also used announcers as a way to promote. As described in the analysis of the announcer selection, Tiffani, who is a well-known youtuber, especially among fans of the Korean entertainment world, is one way of promoting strategies to increase the number of listeners. Promotions carried out by announcers are also very dependent on new media products. K-pop Vaganza announcer argues that promoting using social media is the most effective, especially for streaming radio. In addition, Dreamers Radio, which is joined with the news portal www.dreamers.id, also utilizes articles on Dreamers Radio that go to LINE Today. LINE Today is an information dissemination feature that filters news from online news portals in Indonesia, including the Dreamers ID news portal. LINE Today has 90 million users where 80% of all users are millennial [9]. That's why, when the article from Dreamers ID web was filtered to LINE Today, it was quite effective in increasing the number of listeners to Dreamers Radio with a target audience that was also in line with K-pop Vaganza. The increasing number of listeners can be seen from broadcast monitors when on air, because Dreamers is one of the streaming radio in Jakarta.

(iv) Evaluation

Dreamers Radio production team evaluates according to a predetermined schedule, but if there is an error during the broadcast process that must be clarified at that time, the producer will immediately reprimand the announcer. In addition, from the evaluation conducted by the K-pop Vaganza production team, it can be seen that the feedback obtained from listeners up until now is still very good. Just as what producers said that listeners are already aware of the existence of K-pop Vaganza program. It can also be seen from the interest of listeners

who are still actively requesting songs not only through Twitter, but also through WhatsApp. K-pop Vaganza program broadcast time was also added from two hours to three hours since the interest rate continued to increase. Even so, the program production team is not quickly satisfied with the results that have been achieved at this time. Breakthroughs and new innovations are still need to be done to be able to capture a broader target audience, and not only maintain existing ones, but also increase listeners' interest in K-pop Vaganza program.

Every time producing K-pop Vaganza program, of course there are production processes that occur and are compiled by the program's production team. In packing a radio program, of course the people who are in charge of producing the program are needed. The production team is the people who are in charge of the production department. From the results of the research, the process of the stages of K-pop Vaganza production can be described in accordance with the theory expressed by Romli [10], with regard to new media as follows:

• **Pre-production**

(i) Topic/Program Format Determination

At the stage of setting the topic, it is carried out according to the theme agreed upon by the production team. Every day the theme of the songs and different information that will be delivered to the listeners have been determined. The format of the program is info-entertainment where the announcer will convey information which is then inserted into the playback of the song.

(ii) Brainstorming

After determining the topic and determining the format of the program, brainstorming or idea discovery is carried out. In the process of finding ideas, K-POP Vaganza production team will conduct a weekly meeting along with all sections starting from the editorial team and design.

(iii) Script Preparation

Unlike conventional radio, there are two parts to Dreamers Radio ID, namely web portals and radio streaming. In the process of making scripts, Dreamers Radio, which is part of the web portal www.dreamers.id, is inseparable from the articles that have been created by the editorial team. The source of information that was made into articles and incorporated into K-pop Vaganza scripts for broadcast was inseparable from the role of new media as the easiest and most accessible medium for information throughout the world. In making articles that will later be used as radio scripts, Dreamers Radio editorial team took information about the Korean entertainment world directly from the www.dreamers.id web portal, which was sourced from the editorial team's coverage, or the source was taken directly from the largest web portal in South Korea, www.naver.com, and the largest international web portal that provides K-pop information, www.soOMPI.com, which have proven their credibility.

(iv) Announcer Rehearsal

One of the characteristics of radio is intimate, where the listener can feel the "presence" of a radio announcer when he is listening to the radio, and feels like he is in direct dialogue with the announcer just

like a close friend [6]. That's why in the pre-production stage just before on air, K-pop Vaganza announcer will read and explore the information that will be presented to listeners, and how to convey it more naturally such as being in dialogue or interacting with close friends, making listeners feel at home linger listening to the information that is delivered.

(v) **Music Selection**

Before the production process, Dreamers Radio production team also created a K-Chart forum on www.dreamers.id, where Dreamers Radio listeners can vote on polls containing K-pop songs. The results of the voting then determine the favorite charts every week. As described in the concept of Dreamers Radio program which carries a different theme every day, winning songs of the K-Chart or songs occupying the first position will be screened on K-pop Vaganza special K-Chart segment on Sundays. That way, prospective audiences will be interested in going to Dreamers.id web to vote and will attract audience interest to listen to K-POP Vaganza K-Chart segment.

• **Production**

The production of K-POP Vaganza program is always held live. This is done because K-pop Vaganza program mostly contains updated Korean news information that should be delivered directly when the news is happening and is at the center of the attention of K-pop fans. This is one of K-pop Vaganza production strategies to always be the media that broadcasts the fastest and most complete K-pop information. The production process of Dreamers Radio K-pop Vaganza cannot be separated from the use of new media products. New media products used by Dreamers Radio during the production process to interact and bring the program closer to the target audience are Twitter, Instagram, live and insta story updates, and WhatsApp. In broadcasting, radio streaming is certainly different from conventional radio. Streaming radio uses software and internet networks instead of using FM radio waves. Dreamers Radio itself uses a system for radio streaming called SAM Broadcaster.

• **Post-production**

Post-production of K-POP Vaganza Dreamers Radio program is not too complicated and there is no editing process because K-POP Vaganza's production is always done live. For evaluation, there will be a certain schedule and carried out together with all Dreamers Radio divisions, not direct evaluations after the broadcast is complete. But when there is a mistake in mentioning name or word during the broadcast, the producer will immediately reprimand the announcer right away during a break or when a song is played. In the post-production stage, new media products are used to see how feedback and interest from listeners, especially through social media Twitter and WhatsApp. Seeing the enthusiasm and number of listeners of K-POP Vaganza program, it is still a superior program and is the choice of K-POP fans to fulfill their information and entertainment needs. However, the production team still has to make

updates so that the program is not monotonous and can continue to increase the number of listeners.

4 CONCLUSION AND SUGGESTION

4.1 Conclusions

The steps in designing the program are also important, especially for radio streaming, which must be more clearly segmented. The following are the steps:

- (i) K-POP Vaganza selection process has been highly segmented clearly, which is to become a program that specifically presents information and entertainment about Korean culture. The packaging of the program is presented with different themes every day so that it is diverse and not monotonous. The selected announcers are also young people who live close to technology, especially Youtube and Instagram.
- (ii) In the scheduling process, the determination of K-POP Vaganza broadcast time was right in the first 2 hours of broadcasting, from 3 to 5 in the afternoon where the target audience of the program aged 15-20, where this range of age was the highest user of the internet, had gone home from school or college and start to open the internet or social media through their cellphones or laptops. In the last one hour, from 5 to 6 pm, there was a decrease in listeners' enthusiasm because it was an ineffective hour for listening to radio and playing the internet.
- (iii) The promotions carried out by K-POP Vaganza production team are right: holding a fan fiction competition, holding giveaway of K-POP merchandise or concert tickets, and using the instastory or insta live feature on Instagram to capture listeners.
- (iv) The evaluation by K-POP Vaganza production team was good, namely determining a specific schedule for meetings and discussing the pre-production, production and post-production processes. They also rebuked the announcer when making a mistake in mentioning names. Seeing the enthusiasm and feedback from listeners through social media that continues to be crowded, it can be seen that K-POP Vaganza listeners needs the program as their entertainment media. However, new ideas or innovations that can be done are still needed so that they can attract even more listeners.

The stages of production of K-pop Vaganza program in the new media era

- (i) In the process of finding ideas, K-POP Vaganza production team will conduct a weekly meeting along with all sections starting from the editorial team and design. In the process of making scripts, Dreamers radio, which is part of the web portal www.dreamers.id, is inseparable from articles that have been created by the editorial team. The source of information made into articles and included in the K-POP Vaganza script is inseparable from the role of new media as the easiest and most accessible medium for information throughout the world. That's why the articles that will be appointed as radio scripts must be interesting and up-to-date.
- (ii) The production of K-POP Vaganza program is always held live. This is done because K-pop Vaganza program mostly contains updated Korean news

information that should be delivered directly when the news is happening and is at the center of the attention of K-pop fans. This is one of K-pop Vaganza production strategies to always be the media that broadcasts the fastest and most complete K-pop information. The production process of Dreamers Radio K-pop Vaganza cannot be separated from the use of new media products. New media products used by Dreamers Radio during the production process to interact and bring the program closer to the target audience are Twitter, Instagram, live and insta story updates, and WhatsApp. Constraints during the production process of K-POP Vaganza program cannot be separated from new media technology, for example, when the internet network is in trouble, especially if it dies when the production process is in progress and when the SAM Broadcaster error. For this reason, infrastructure that can support the smooth production process is needed because no matter how well an announcer delivers content, if it is not supported by adequate infrastructure, it cannot be well received by listeners.

- (iii) One of the post-production programs is through evaluation. There will be a specific schedule for evaluation of K-POP Vaganza program production team and it will be carried out together with all Dreamers Radio divisions, so the evaluation is not directly carried out after the broadcast is done. But when there is a mistake in mentioning name or word during the broadcast, the producer will immediately reprimand the announcer right away during a break or when a song is played. In the post-production stage, new media products are used to see how feedback and interest from listeners, especially through social media Twitter and WhatsApp. Seeing the enthusiasm and number of listeners of K-POP Vaganza program, it is still a superior program and is the choice of K-POP fans to fulfill their information and entertainment needs.

4.2 Suggestions

From the research that has been done, it is expected to be an input and learning for further research, especially research that relates to the production strategy of radio programs to design and produce programs that can bring the audience segment closer so as to attract interest and increase the number of listeners in the new media era especially on internet radio. The research that has been done is expected to contribute to the science of communication, especially in the Radio and Television Broadcast Production courses.

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