THE COMMUNICATION STRATEGY OF RADIO BUKU THROUGH SOCIAL MEDIA TWITTER TO GAIN LISTENER

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Abstract

Book is a form of the oldest media, existing since the start of the written language. Book as one of the mass communication has significant roles in building the quality of the country. Therefore the quality of the books must be considered, books not only for entertaining and to inform but should be able to educate. As one of parts in mass communication, radio is the strongest mass communication. Radio can be accessed by a number of people simultaneously. Anyone can listen to the radio while doing another activity. Along with technology development, radio can be listened by streaming. One of internet-based radio is Radio Buku. For literature review in this research, the researcher especially used the internet radio theory and communication strategy by using social media Twitter. In this research, the researcher used the qualitative methodology, the data collection by using the triangulation data. The result of this research indicated that communication strategy, in this case, through Twitter that used by Radio Buku can gain the listener properly.

Keywords : Communication strategy, Radio Buku, Social Media, Twitter.

ABSTRAK :

Buku merupakan bentuk media yang paling tua, yang sudah ada sejak dimulainya era bahasa tertulis. Buku sebagai salah satu media komunikasi massa yang mempunyai peran penting dalam membangun kualitas bangsa. Maka dari itu kualitas buku harus diperhatikan, dimana buku yang dibaca tidak hanya bersifat menghibur dan menginformasikan tetapi juga harus dapat bersifat mendidik. Selain buku, radio juga masuk dalam kategori saluran komunikasi massa. Dan sebagai sarana komunikasi massa, radio merupakan media massa yang kuat. Salah satu radio yang menggunakan teknologi internet dalam penyiarannya yaitu Radio Buku. Teori yang digunakan dalam penelitian ini adalah radio internet, program siaran, komputer melalui CMC, optimalisasi *twitter* sebagai media komunikasi dan strategi komunikasi. Sedangkan metode penelitian dalam penelitian ini adalah kualitatif. Dalam penelitian ini peneliti menggunakan teknik triangulasi untuk menguji kredibilitas data. Hasil dari penelitian ini adalah strategi komunikasi yang digunakan saat ini oleh Radio Buku dalam hal ini media sosial twitter dapat menarik minat pendengar dengan sangat baik.

Kata Kunci: Strategi Komunikasi, Radio Buku, Media Sosial, Twitter.

THE BACKGROUND OF THIS RESEARCH

Book is a form of the oldest media, existing since the start of the written language. As one of the mass communication, it has significant roles in building the quality of the country. Therefore the quality of the books must be considered, books not only for entertaining and to inform but should be able to educate. Furthermore, radio also included in a category of the mass communication. As one of parts in mass communication, radio is the strongest mass communication. Radio can be accessed by a number of people simultaneously. Anyone can listen to the radio while doing another activity. In addition, radio also can be accessed by the illiterate people. In developing countries and even countries that underdeveloped, radio becomes famous because of this characteristic.

Along with technology development, people have a great chance to listen to radio through streaming. The Internet has stimulated a new opportunity for radio enthusiasts. Nowadays, there are thousands of Internet Radio station worlwide as diverse as from small local streaming stations to big portals. The distinctive characteristics of Internet Radio made it a sophisticated medium. Kozarmenik & Mullane (2005:9), state that Internet Radio is also an effective means to make greater communities of devoted listeners. One of the radio that using internet technology is Radio Buku. Radio Buku is under Yayasan Indonesia Buku at the begin facilitate youth who often do a research in literature and history, located in Yogyakarta, Indonesia. In Radio Buku's official website, stated that Radio Buku is a community radio which concerns about literacy. They claim to be the first internet-based radio in Indonesia that carries the theme of books. Their slogan "Mendengarkan Buku – Listening to Book" is packaged in various programs, including *Angkringan Buku*, a talk show program about particular book issue. This program presents book authors as well as individuals or book reader community who discuss the contents of the book.

As a community radio, Radio Buku has to promote their internet services to listeners whom they called booklover. In this regard, Radio Buku utilize social media Twitter to communicate all of important messages to their potential listeners. Through Twitter, they socialize their programs, ideas, vision and mission, as well as broadcast content to the listeners. This implementation of Twitter by Radio Buku is one of their communication strategy to raise the number of their listener. Thus, the purposes of this research are to describe in detail about communication strategy that has done by Radio Buku via Twitter as a community radio that focuses on books. Beside that, this research also aims at describing the way of Radio Buku as radio's community in maximizing Twitter as a communication medium with the listener. It means, will be seen in Twitter optimization as communication medium and strategy.

LITERATURE REVIEW

Internet Radio

Internet Radio is a broadcast audio that transmitted through internet and broadcast live. It was first popularized by Carl Malamud in 1993 who has created Internet Talk Radio (Junaidi, 2016:91), a weekly radio talk show on internet broadcast for 30 minutes. At the time, internet users with the sufficiently sophisticated tool could listen to the program when it was transmitted or chose to listen later by storing the data in their computers. Meanwhile, listeners with less expensive equipment could only hear it after the data had been received and stored. As the program divided into segments, the Internet users also could select the program listed in a menu (Markoff, 1993). Every week, Malamud interviewed the computer expert or called as "first computer radio talk show". Malamud's action had introduced the concept of radio internet in Safko (2010:280).

Kozamernik and Mullane (2005:2) describe that a study identified various reasons of people listen to Internet Radio such as listening to audio not available elsewhere, lesser commercials break, greater variety of music, signal is clearer than off-air radio, and because it is "new" (of listening to the radio). In addition, no boundaries to public transmission are one of the significant distinctions between Internet Radio and conventional radio. Hence, even a small local radio station is likely to become an international station (Kozamernik and Mullane, 2005:2-3).

In Indonesia, Radio Buku is one of internet-based radio that is a concern to literacy. Under the Yayasan Indonesia Buku, they facilitate youth who often do a research in literature and history. On developing, Indonesia Buku needs a media for publication of creations which has published. Then they made a radio station intend for the book lover. Manager of Radio Buku, Fairuzul Mumtaz, said there were no media would like to continue which able to broadcast the book. Therefore Radio Buku does exist to fill the emptiness of that. Literacy campaign is the main motivation to build the Radio Buku. This is in line with what Kozamernik and Mullance said (2005:3),

> Internet Radio is best suited to niche content, such as education, specialist music, and programmes aimed at ethnic minorities, which may be of interest to a relatively small number of people. Often it is considered too extravagant to use scarce spectrum for such programmes.

Beside broadcasting a research works in Radio Buku, to the next development of Radio Buku is more open to help publication and book promotions from a publisher, author, research foundation, even its private or government. Internet user in Indonesia became one of the alternative Radio Buku to be basic on the internet. That means a listener who Radio Buku called as Book Lover can listen to the radio program of Radio Buku with streaming. Moreover, streaming also obligate broadcast material should be recorded so that can be saved as archieved and also broadcast wirelessly. Besides the relatively lower cost, the range of streaming infinite and can be more closer to current generation because to be heard through a smartphone (via radio book app or Tunein), website, and Winamp.

Twitter as A Tool of Communication Strategy

Boyd and Ellison (2007) described social network sites –SNS- as services web basis that possible someone to create a profile semi-public or public on the limited system, that profile can be seen by everyone, all member of that social media or only can be seen by close friends. What makes the social networking site unique is not because the site allows people to meet new people in their life but rather to that site facilitate the user articulate and how well their social network (Boyd and Ellison, 2007). One of the social networking sites is Twitter which also well-known as microblogging. Safko (2010:257) defines microblogging as fewer text messages. Microblogging consists of sending a message, send an audio, send a video, and attachment file such as photo, empower users to create friendship network; get well direction; give and take suggestion from others; review books, restaurant and new movies, get the latest news; identifying, researching or find out and purchasing the products or services; send notification and many more.

Currently, the number of platforms fall into microblogging category. But Twitter is the pioneer platform of microblogging as per Safko (2010:258). Twitter was born in March 2006 as result of Research and Development Project in Obvious, the new basis company in San Francisco. Initially used by employees for internal communication only, but publish to the public seven months later in October 2006. In April 2008 until April 2009 (only one year), the number of Twitter account increased from 1,6 million become 32,1 million users as per Hermida (2010:298).

Nowadays, besides individually, many companies, organizations, mass media, politicians or communities utilize Twitter as marketing, public relations, and communication tool as well as approach need. Szysial conducted a research on utilization of Twitter by political parties leaders in Poland to communicate with their potential voters. The research which titled Twitter in Communication Strategies of The Leader of The Polish Political Parties focused on the activities of the politicians in their own official account of Twitter and its content. Szysial also examines to what extent the engagement between the politicians and the internet users in discussing a theme. Szysial found that Twitter allows the politicians to respond directly (without the role of journalist) toward the happening events, to inform and respond questions from internet users.

In 2015, Froufe, Neira, and Gonzalez conducted a research related to communication strategy developed on Twitter to promote a mockumentary: *Operación Palace.* Froufe et al analyze the strategy on Twitter to promote *El especial 23F: Operación Palace* that has done by a television station, La Sexta, that broadcasted this program on February 23, 2014. The results show that although Twitter provides the flexibility of developing a dialogue between the program and its audience, many accounts did not do so with their followers on Twitter. The party that promotes the mockumentary program uses their Twitter account just to deliver messages and not really exploit all possible interactions. In other words, they do not promote the loyalty of audiences through conversations and feedback with viewers on Twitter, which can actually enrich and correct various aspects of the program and to provide specific data about their Twitter account followers. Meanwhile, proportioned comparisons reply to tweets sent by the account owner and the total retweets or those marked as favourites (favourites tweets) confirm that Twitter users do not reply to tweets and are not bound in conversation. However, Twitter users share it with a large number of tweets sent by the television station that aired the program El especial 23F: *Operación Palace*.

Meanwhile, JÁ Pérez Dasilva, A Genaut Arratibel, K Meso Aierdi, T Mendiguren Galdospín, I Marauri Castillo, L Iturregui Mardaras, MM Rodríguez González, and D Rivero Santamarina (2013) in their research entitled *Companies on Facebook and Twitter. Current situations and communication strategies* examines communication strategies implemented by companies from the goods and services sector, especially companies that have received complaints from users who are unwilling to cooperate with companies. Their study confirms the specialization of the main social networks Facebook and Twitter. Although companies publish large portions of their content on Facebook and Twitter, each platform has its own soul and rules that are oriented toward two basic goals: advertising and customer service.

Along with this condition, Radio Buku as a community internet-based radio also applies Twitter as a tool for communication strategy. Until now, the followers of Radio Buku official account (@radiobuku) has reached more than 31K followers that consists of various background.

METHOD AND DATA

To get insights into the optimization of Twitter and to describe the communication strategy of Radio Buku through Twitter, we conducted a qualitative research. Denzin and Lincoln (1998:8) in Ahmadi (2014) state that qualitative word said an emphasis on process and a meaning that's not being exactly measured in terms of quantity, the number, intensity or frequency.

The data collection divided into two categories: 1) primer data that we obtained from the first source by depth interview with the Manager of Radio Buku, Fairuzul Mumtaz. As Kriyantono (2008:100) states that Interview is a method for data collection or information by directly face to face with informants to collect data completely and depth interview conducted

by high frequency and intensively. In addition, we also conducted an observation. Observation interpreted as an activity to observe directly without any mediator to an object to look closely at the activities of the object. 2) we gathered secondary data in this research from books written material and from the previous studies that relevance with the purposes of the research. Secondary data is obtained through study literature in the form of both a document or other written archives and documentation.

All of the credibility of collected data were tested used triangulation technique. According to Sugiyono (2008: 274), this is done by means of checking the data with different techniques. For example, data has been collected by interviews, then be checked by observation, or documentation, as seen in figure follows:
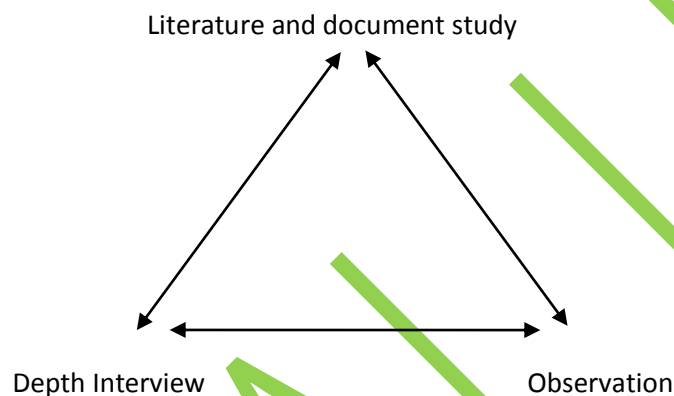
Literature and document study

Depth Interview   Observation

Figure 1. Triangulation
Source: Sugiyono (2008:273)

DATA ANALYSIS

In this qualitative research, we analyze data into three stages: 1) data reduction means summarized. We chose the main matters and focused on important matters. Thus, the data that has been reduced will provide a clear figure and simplify the researchers to do next data collection, and look it if necessary (Sugiyono, 2008:247). 2) Data display. After data reduced, then the next step is to provide the data. In the qualitative research, the presentation of data can be made in the form of brief explanations, a chart, the relationship between category, and etc. Miles and Huberman (1984) stated that the most frequently used to presenting about qualitative data is a text with nature of narrative (Sugiyono, 2008:249). 3) The third step in the analysis of qualitative data according to Miles dan Huberman (Sugiyono, 2008:252) is pulling out the conclusion. The conclusion in qualitative research is new finding formerly never exist before.

Finding

As an internet-based radio, Radio Buku also broadcast some of the programs such as *Buku Pertamaku, Angkringan Buku, Katalog Seni, Komunitas* which are their priority programs among other programs that released by Radio Buku.

In handling the communication's issue, the planner faced with a number of problems, especially in associated with the strategy the use of communication's resources to achieve the goals. Rogers (1982) gave boundaries of understanding about the strategy of communication as a plan supposed to change human mannerisms on a bigger scale through new transfer new ideas. An expert planning communication, Middleton (1980) made a definition with a statement "Strategy of Communication is the best combination from all communication elements start from the communicator, message channel (media), recipients to influence

which is designed to achieve the purpose of optimal communication". The selection of strategy is a crucial step that requires carefully handling in communication planning, because if the selection of strategy false or erroneous then the result that obtained can be severe, especially loss in terms of time, material and energy. And because of it, the strategy also a secret which has to be hiding to the planner (Cangara, 2014: 64-66).

For communicating with all of their listener, Radio Buku use various strategies. One of them is using social media Twitter. Fairuzul Mumtaz said Twitter just give a few character and fast move forward. Therefore, very compatible with broadcast material that rapidly changing. Interaction that occurred also rapidly. In addition, the number of follower on twitter is unlimited. The number of book lovers detected more than before. Until now, followers of Radio Books official account (@radiobuku) has reached more than 35 thousand.

According to Boyd dan Ellison (2007), which made social media network site very unique is not because allows someone to meet with the foreign, But more to the site was facilitating the users to articulate and indicated their social network. On many the huge social networking, the participants do not automatically interact or seek to meet new friends, but, they initially communicate with people who have been part of their social network. To emphasize social network's articulation as an important features category in this social networking sites, they called "social network sites" (Boyd & Ellison, 2007).

Twitter is one of popular social networking site's forms. And discussed Twitter not be separated from microblogging. Safko in his book "The Social Media Bible" define microblogging as text messages and a fewer. The process as easy as sending text messages from your mobile phone to your certain friend's group. Microblogging includes the ability to send a message, audio, video, attachment and file such as a photograph; empower the user to make of friendship networking, got a tip; giving and taking an advice; reviewing about the book , restaurant, and movie; get a current news; identification, research or find out, and buy a products and services; renewing the clients or consumers; giving the information to the client; send a calendar and notification about an event and news; and many more (Safko, 2010:257).

According to Devoe (2009) quoted by Hermida (2010:298) microblogging define as new technology media that allows and extending our ability to communicate, share some in common to publish it. Microblogging allows the user to share abundant information in a short way (usually less than 200 characters) to friends and followers through various facilities including a website or a mobile device (cell phone).

Currently, there are a number of a platform included in the category of microblogging. But, Twitter is a pioneer of providers from microblogging (Safko, 2010:258). Twitter was born on March 2006 as the result of R&D project in Obvious, a new company that base in San Fransisco. At the first time, they used the employees for internal communication and released to the public seven months later in October 2006. In April 2008 to April 2009, the number of Twitter's account increased from 1.6 million to 32.1 million users (Vascellaro, 2009) in the Hermida (2010: 298).

When the owner of Twitter's account active on Twitter, the people that they don't know will start to follow them. An expert like Guy Kawasaki, recommend to follow everyone whos followers us on our Twitter. In this case, Radio Buku had to do the same thing. At the first time, according to Fairuzul Mumtaz, every account who follow account @radiobuku will get a follow back. But the longer, Radio Buku admitted overwhelmed because so many accounts had following @radiobuku. However, there is no special consideration when they are following back an account. Currently aside used by individuals, many companies, organization, mass media, and community to use Twitter as their needs of marketing, public relation, communication and approach to clients or candidates costumer. And as radio community

internet based, Radio Buku utilize the twitter as their communication strategy's facility to gain the public and listener's attention. The temporary findings that obtained by researchers. It can be seen that interaction between Radio Buku with their followers on Twitter maintained for 24 hours. Two-way communication with the follower often happened in the context of a request such as broadcast's material, propose a speaker, and when using the hastag of #kadobuku. In order to the Twitter's account, Radio Buku routinely tweet including broadcast's contents, do serial tweets based on the momentum, do live tweets program about the event that is broadcast in streaming.

DISCUSSION

Information related to the concepts, visions, missions, and activities, as well as the broadcasts of Radio Buku broadcasts, are written and delivered via tweets on Twitter. Audiences on Twitter respond by providing various comments. Communication in the Computer Mediated Communication (CMC), according to Walther, depends heavily on verbal cues whose messages-messages conveyed by communicators (Griffin, 2006:144). Communicators can deliver messages that can attract attention on Twitter. Likewise, that is seen in Twitter account of Radio Buku.

As Boyd and Ellison (2007) point out, which is a unique social networking site is not for sites that allow people to meet strangers, more precisely to sites that support them to articulate and show their social networks. This is also reflected in Twitter Radio Buku. However, as a community radio that focuses on the theme of bookkeeping, Radio Buku must have an already established relationship with audiences in nervousness.

In addition, in twitter one can also once again convey the message over and over or repeat the information to the audience. The repetition is in line with one important factor that Walther stated is an extension of time, which as a communicator in the CMC Radio Buku should repeat the message over and over (Griffin, 2006: 147). In their Twitter, Radio Buku is also seen doing repetitions of messages up to several times.

When Twitter account owners are active on Twitter, people they do not know will start their follower. Likewise, it happened with Twitter Radio Buku. And on Twitter Radio Buku also follow back accounts of their followers, there is no specific reason to do. This is in line with that brought by some experts, such as Guy Kawasaki, who strongly follows everyone who becomes our follower on Twitter. With more platforms integrated with Twitter, it's necessary to follow hundreds of thousands of Twitter user accounts and still stay separate from the conversation. Although it is impossible to really stay connected with each of our followers, it is still possible to follow many and stay connected with Twitter account owners (Safko, 2010: 260).

Communities that utilize Twitter as a medium of communication can open itself which contains positive information to form a good impression of the audience on its Twitter network. The information that Radio Buku wrote on their Twitter ranges from profiles to the activities of the books and the content of their forms of disclosure of identities. Thus audiences in Twitter Radio Buku can get information about who Radio Buku are. In Twitter, Radio Buku also knows information about its followers. If both parties are able to get each other's information then the relationship can grow which Walther calls the social information processing theory, where the information is used to shape the interpersonal impressions about who they are (Griffin, 2006). This retrieval is also useful for gaining the sympathy and support of audiences in this audience. Until this report was written, follower official Radio Buku account (@radiobuku) has reached more than 38 thousand followers consisting of various circles. This number has risen sharply from the previous 31 thousand followers (several months earlier when the author began to make this research proposal).

After using social media Twitter for communication strategy, Radio Buku listeners are increasing. The rise and fall of the listener depending on the content of the broadcast and how the Radio Buku deliver it to their followers. Thus, Radio Buku should choose the most proper style of language to communicate with their listeners. "For example, the broadcast of Sujiwo Tedjo's interview, it won't works if we tweet with a flat sentence", according to Fairuzul Mumtaz.

Radio Buku admitted that Twitter is more effective than other social media, such as Facebook. And because the characters in Twitter are limited so it becomes a challenge for Radio Buku to write messages with a short sentence but still have the contents of the message.

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