

RADIO AND MARKETING PUBLIC RELATIONS

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Abstract

Radio that until now is still in use and practical for the public as a medium of information but now it is used as a media Promotion Marketing Public Relations. Marketing Public Relations serves to provide understanding to the public about the company's products. In realizing Marketing Public Relations strategy through events that have been programmed PT TWCBP & RB using Radio TWC as Marketing Public Relation. Radio TWC is required to provide innovation in promotional activities. The research method used case study research where the researcher describes the object of research based on facts that exist and correlated with Social Interaction theory which social process can be done and progressed through action and interaction. Techniques of collecting data using interviews, observation, documentation and literature study. The results showed that Radio TWC conducted various activities with the public as an effort to provide information, build trust, and interest to the Taman Wisata Candi through the publication of events and promotions. So from the activities of Marketing Public Relation Radio TWC is considered effective to run the role as a medium to provide information to the public company and the source of evaluation to the company about the activities of Marketing Public Relations.

Keywords: Marketing Public Relations, Promotion, PT Taman Wisata Candi, Radio Social Interaction

PRELIMINARY

Radio is mass communication that is currently widely used by many people. Radio today has become a medium of information and entertainment that is increasingly growing. Almost all frequency channels are filled by radio broadcasts so that many advertising clients place advertisements on radio.

Therefore marketing public relations has a very important role that is to work hard with the extra to make consumers (companies) interested and willing to use radio services to promote products and services. However the company is born, grows and develops none other because of the various needs of the consumers of products or services offered by the company. According to Robert L. Heath and W. Timothy Coombs in his book *Today's Public Relations An Introduction* According to the basic function of creating and placing a product or service, public relations marketing uses publicity, promotion, articles, features, and similar techniques, through public marketing Relations, public relations practitioners make people understand the products or services of the company and understand the values of their company. Public relations can use news, features, create events, and sponsorships to improve the effectiveness of their marketing efforts (2006: 25,28).

Public target marketing public relations include customers, consumers, and society. So that public relations marketing can be viewed as a communication external organization with customers, consumers, and society either directly without media or indirectly using the media. In the company of PT Taman Wisata Candi Borobudur, Candi Prambanan, and Ratu Boko have done marketing public relations and use the company's

radio company division to blow-up the company's activities to be more known in the target public. The role of radio media division in this company is very diverse for the information provided such as radio media division often provide the latest ticket price information to enter the temple attractions, events that are or will take place in the company and the tourist attraction of the temple, any object Which can be enjoyed in the temple attractions, and any event sponsored by the company, as well as the latest information about the situsai and conditions that exist in the tourist attraction of the temple.

MARKETING PUBLIC RELATIONS

Thomas L. Harris in Soemirat (2008: 154) suggests the definition of Marketing Public Relations is a process of planning, implementing, and evaluating programs that encourage buying interest and consumer satisfaction, through the delivery of information and a convincing impression, in an effort to show that the company and products -the products in accordance with the needs, desires, interests and interests of consumers. Based on some understanding above can be concluded that Marketing Public Relations is part of promotional activities of a company in introducing products with certain stages to encourage purchasing power through communication that can be trusted and attract consumers.

THE CONCEPT OF RADIO MEDIA

Mass media (mass media) stands for mass communication media and is a channel of mass of channels, tools or facilities used in the process of mass communication. According to Asep Syamsul M. Romli in *Applied Journalism* explain the characteristics of the mass media include the following: Publicity, disseminated to the public, Universality,

general impression, Periodicity, fixed or periodical, Continuity, continuous, and also Actuality, contains new things. Romli, 2003: 5). The contents of mass media outline top three categories: news, opinions, features. Because of its influence on the masses (can form public opinion), the mass media is called the "Fourth Empire" after the executive, legislative, judicative body. Even as idealism with its social function controls the mass media is called the "natural enemy" of the ruler.

Media included in the mass media category are newspapers, magazines, radio, TV and movies. The five media are called "The Big Five Of Mass Media" (the top five mass media), the mass media itself is divided into two kinds, printed media, and electronic media. Which includes electronic mass media are radio, TV, movie (movie), including CD.

SOCIAL INTERACTION THEORY

Social interaction is a dynamic social relationship, which concerns the relationship between individuals, between groups of people, and between people and groups of people. The social process is essentially a mutual influence between the various areas of common life. Furthermore, the essence of community life is actually composed of the relationships that bring them together in common endeavors in repetitive actions and actions. So people do each other their actions.

Thus, it can also be interpreted that society is a network of mutual relations of life. One speaks, the other listens to it, one asks, the other answers, one gives command, the other obeys, one does evil, the other takes revenge, and one invites, the other comes. So it always seems that people affect each other. And the results of this interaction is determined by the

value and meaning and interpretation provided by the parties involved in this interaction.

RESEARCH METHODS

This research is qualitative. The method used in conducting research is descriptive. In this study did not seek or explain the relationship, did not test a hypothesis or make a prediction. Descriptive method describes only situations and events. Descriptive research is the second level, which is a further development of explorative research. From the results of explorative research, researchers have known the various variables involved in the target study (Sutopo, 2002: 110).

DATA COLLECTION TECHNIQUE

In this study researchers will collect data to support his research using two data retrieval techniques. In taking this data, the researcher hopes to get the data as deep and as detailed as possible so that the data processing will be done well. Data collection will be differentiated into primary data collection and secondary data collection.

a. Primary Data Classification

In this study as well as other qualitative research, using research techniques with selected speakers with flexible and open and should not be limited by the guidance that causes constraints (limitation), until the data in search is considered complete. Then the researchers will use photos, video, and recording to collect data on the field. After researchers get the data that researchers hope will do recording data by recording data sources such as profiles, fieldnote during interviews and notes during the interview session which will be in the selection According to the needs of research data. Then after getting the expected data then

the researcher will start to analyze the data. The research will be done using research technique with interactive analysis model, which after the data collection process is done, then done data reduction, data presentation, as well as drawing conclusion and verification (verification).

Then, in the application in this study the researchers collected data obtained in the field through interviews for each resource, and the results of the recording and small notes made will be described in full and then performed a reflection to determine whether there is still lack of data or not. If it is not complete, then the first step is done again until the researchers get enough data, the next step is to reorganize data and data sorting, so it is easy to classify data which is useful to make the presentation and drawing conclusion.

Having made a complete presentation through the results of the reduction that has been done earlier, researchers can draw initial conclusions. If in this process there is still data that is less, the researcher can go back to the field again to dig deeper information. When it is complete, then the results of the data presentation can be used for the basis of drawing the final conclusion.

b. Secondary Data Classification

With this secondary data, researchers will see the data and records that exist in the company PT Borobudur Temple Tourism Park, Candi Prambanan, and Ratu Boko as a necessity in strengthening the results of his research. Then to increase the knowledge reverensi and to support his theory theory, researchers Also will do literature review by reading the literature that presents data in accordance with the problems.

RESEARCH RESULT

In a radio broadcast, can be sure to have a distinctive feature, Identity, and Event Program that distinguishes it with other radio radio, as well as with Radio TWC, Radio TWC has unique characteristics that are quite unique when compared with other conventional radio . TWC radios do not use conventional frequency networks like those used by other radios. Radio TWC uses the Internet or commonly called live streaming for its broadcasting, it is claimed to be more efficient and can reach a very wide and even unlimited area.

Regular radio with channel network or frequency has a very limited distance depending on signal strength, but with this internet network or live streaming Radio TWC can reach broadcast even smapai outside Jogja and Central Java which in fact become the working area of PT TWCBP & RB company.

With the presence of Radio TWC that uses live streaming facility is also claimed easier for its audience to listen to Radio TWC itself. By launching an android-based application broadcast Radio TWC even easier to listen to and also brought to where any loyal listeners want to listen because only with smartphone and internet listeners loyal from Radio TWC can listen to broadcast from Radio TWC itself.

In addition to the previous internet network or live streaming Radio TWC also uses a network cable to broadcast throughout the temple area which includes Borobudur Temple, Candi Prambanan and Ratu Boko.

In the existence of a company can not be separated from the existence of consumers, it also can not be separated from PT TWCBP & RB itself, because in general the main income from PT TWCBP & RB is sourced from the

visitors or tourists who come and travel to Borobudur Temple, Candi Prambanan, Ratu Boko and other tourist objects managed by PT TWCBP & RB. Therefore, a campaign is considered very important for companies to hook and increase the number of tourist visits to the tourist area of Taman Wisata Candi. Therefore the role of the cooperation of 3 divisions of PR, Marketing, and Radio TWC is in the relying by the company to increase the company's promotion. Seen from here the three divisions are mutually need each other to make innovations and program a promotion that is in PT TWCBP & RB.

While the role of a media for the Promotion done by PT TWCBP & RB is very important so that the marketing give special attention to the maintenance of media, but this has been helped with the existence of Radio TWC so that the relationship with the media can be well established thanks to the cooperation in doing From Radio TWC and also the media both local and even national media and also International.

According to Protocol Public Relations Division in PT TWCBP & RB a very valuable promotion for a service company such as PT TWCBP & RB engaged in services and tourism. A promotion becomes very important in the company and gets special attention. If viewed from the PR side of the campaign must be done very carefully because what we do is very prone occur Pro and Cons in the community.

Because it can be seen in the community itself a promotional program from the company can show how much attention the company with the surrounding community.

So that's why PR and Radio TWC has a very crucial role in this promotion, this can be seen from the form of

cooperation made from these two divisions. Radio TWC as the front guard that touches the community directly through its broadcast and its postings on social media, becomes a source of input and evaluation for the PR division to help formulate the form of a Promotion, CSR Program, as well as other Programs to maintain and improve the company's image .

For the PR division itself becomes important and crucial from the existence of Radio TWC as a source of input and evaluation for PR. Then seen from the data in the database Marketing (Marketing) is very visible very positive impact that can be felt from the existence of a Promotion for the Company. This is evident from the continued fulfillment of the target visitors even always exceeded the target of the already planned. And this success can not be separated from the role of Radio TWC as the front guard of a promise made by PT TWCBP & RB, so far from the marketing department (marketing) rely heavily on Radio TWC to deliver our promotional programs, so what is in Convey it to the public at its general uniform all, and community sources to confirm our promotion is centralized to Radio.

Radio TWC has the responsibility to be a source of news from PT TWCBP & RB itself, ranging from news on radio, social media, to the protal of BUMN them selves, therefore Radio TWC has a number of news responsibilities in a number of media owned and used by PT TWCBP & RB to interact with To promote the Borobudur Temple, Candi Prambanan and Ratu Boko. In enhancing the image of PT TWCBP & RB company it is not the full responsibility of TWC Radio itself, but Radio TWC provides considerable assistance For the sustainability and consistency of the good name

and positive image of PT TWCBP & RB, one of which pioneered the making of corporate events both general and social, and also maintain good relations with external parties of PT TWCBP & RB itself with so According to Radio TWC can maintain its own good name and also company. With news presented and also promotion RadioTWC is formulated to use news and promotions to be a source of leverage and to maintain a good image of the company.

activities that include event publications and promotions.

CONCLUSION

Based on the presentation and analysis of the data the researchers have described in the previous chapter, the researcher can draw the conclusion about the Role of Radio Media Division in Public Relations Marketing Company (Case Study in Radio Taman Wisata Candi as Marketing Public Relations Company). As Marketing Public Relations run by Media Radio Division which in this case is run by Radio TWC has been effective with the achievement of the number of visitors who always exceeded the target set from the company based on data that has been presented.

Radio TWC is also quite effective in running events supported by a strategy that interconnects between the strategies compiled by the PR division and by combining from the strategy undertaken by the marketing department, by utilizing the strategy of Sales call, Travel Dialog, and added by utilizing the Social media as a media campaign and by using CSR as the public interest in social activities to build a positive image of the company in the eyes of the community so that the increasing number of visitors in Taman Wisata Candi. In addition Radio TWC has been able to take advantage of two types of Marketing Public Relations

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