

# Convergence and Political Economy of the Media in the Makarena Segment of the Jakarta Delta Radio FM

Laksmi Rachmaria  
*Universitas Budi Luhur*

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Abstract: Makarena Segment is the only cooking program on Radio in Indonesia. This segment presents various recipes from all regions in Indonesia. I used The Economic Political Media from Vincent Moscovice as theory. Results: Delta FM makes the content of the Makarena segment in such a way that it aims not only to carry out the functions of education, information or persuasion but behind it, all are aimed at the company's interests. Integration of the Makarena segment with new media can expand opportunities to sell content. Convergence has made an industrial, cultural and social paradigm shift in the media business. The digitization process provides excellent benefits for media companies. Conclusion: commodification is the method carried out by FM FM in the Makarena Segment by changing the value of program functions into commodity values.

## 1 INTRODUCTION

The rapid development of information and communication technology has influenced the needs of the world of entertainment and information for the public. In the past the mass media was dominated by print and electronic media, now along with the advancement of information and communication technology, there is what is called the digital revolution which later gave birth to the internet as new media. The extraordinary ability of the internet in integrating various platforms has positioned the internet in a significant position that has led to media convergence. Radio as part of broadcast media must respond to this technological change if they want to survive in the competitive media industry, including by combining old media and new media called convergence.

There are at least four elements that conventional media do not have, namely digitality, interactivity, hypertextuality, and virtuality. Digitality is a concept where all digital media processes are converted into numbers so that the output is in the form of online sources, digital discs, or memory drives, which will be converted and received in printed form. Interactivity refers to the ability of text in new media to "write back into the text" to their users, in this case the public cannot provide feedback in the form of comment text after receiving information. While

dispersal is when the process of production and distribution of media becomes decentralized and depends on individual activities (Lister 2003)

The internet phenomenon and efforts to develop technology using the internet are optionally part of the Masima Media Investama (MMI) group that holds several radios in Indonesia, one of which is Delta FM Jakarta radio. Radio 99.1 Delta FM Jakarta already has audio streaming on its website, [www.deltafm.net](http://www.deltafm.net). Delta FM Radio is based in Jakarta (99.1 FM) and has networks in 7 other major cities, namely Medan, Bandung (94.4 FM), Makassar (99.2 FM), Manado (99.2 FM), Surabaya (96.8 FM), Semarang (96.1 FM), Semarang (96.1 FM) FM, and Yogyakarta (103.7 FM). Delta Female Indonesia Network itself is one of the radio networks under the auspices of Masima Media Investama (MMI). In addition to Delta radio, MMI also has Prambors radio and FeMale radio. "Sore Bara Harsya" is a radio program that has been present since 2013 and has now been renamed Sore Sore Seru until now carrying Music, and the Entertainment concept which is broadcast every Monday - Friday at 16.00-20.00 WIB. Not only present in Jakarta, but Delta FM has spread in seven other major cities such as Bandung, Makassar, Manado, Medan, Surabaya, Semarang, and Yogyakarta. This radio was developed as a radio that targets the segmentation of adult listeners with an age range of 30-39 years.

Among the segments in the Fun Afternoon program, there is the Makarena segment. Because it is a segment by broadcasting a cooking program from the Afternoon Afternoon Fun program on Delta FM radio which broadcasts every Wednesday at 16.00-17.00 WIB. Usually cooking programs are present on television with audio and visual displays, but the Afternoon Afternoon Fun program is able to present the Makarena segment to attract the attention of listeners by making recipes for traditional dishes - modern, savory, good food and drinks made directly by the famous Chef Bara Patiradjawane who is one of the program announcers. From October 2013 until now the Makarena segment has been able to survive and become the only cooking program on radio in Indonesia.

## 2. LITERATURE REVIEW

### Media Business

According to McQuail (Udi Rusadi 2015), media businesses are not ordinary businesses, as media institutions because their activities cannot be separated from economic and political aspects and are influenced by evolving technology. Media has a responsibility to fulfill public interests, including aspects of media politics. However, the media as an industry develops itself within the framework of the economic field, and there are demands to always keep up with technological developments.

### Media Convergence Theory

According to Henry Jenkins in *Convergence Culture: Where Old and New Media Collide* in 2006 convergence is a word that succeeds in describing technological, social, cultural and industrial changes depending on who speaks and encourages consumers to seek new information. Jenkins assumes that three processes change the media of production and consumption, namely Economic Convergence, Social Convergence and Technology Convergence (Jenkins 2008). In this case media convergence is the process of uniting 3C, namely computing (entering data through a computer), communication (communication), and content (material/content).

In media convergence, this is not only about integrating old media with new media, but also in management that will change. Publications carried out by radio will certainly be different after the emergence of new media, from interactive cellphones

to interactions through social media such as Facebook, Twitter, Instagram, and YouTube.

Economic convergence occurs when a company controls several products or services in the same industry, for example Masima Media, a media company in Indonesia that provides services in the radio broadcast industry. Media convergence requires a change in relations between all stakeholders in the media sector: industry, technology, audiences, and markets. In other words, media convergence tries to change the two main aspects of the media:

- (i) How the media plays a role (rationally) and
- (ii) How media consumers access content (Khadziq, 2016).

### Media Political Economy Vincent Mosco

Vincent Mosco tries to offer three important concepts to approach the political economy of media, namely commodification, spatialization, and structuration (Mosco 1996). Commodification is related to how the process of transforming goods and services and their value becomes a commodity that has an exchange rate in the market. Then, Spatialization is associated with the extent to which the media can present its products in front of readers within the boundaries of space and time. At this level, the institutional structure of the media determines its role in meeting the network and speed of delivery of media products in public. Finally, the structure is related to the relationship of ideas between community agents, social processes and social practices in structural analysis. Structural can be described as a process in which social agents enforce social structures, and even every part of the structure can act to serve other parts. The three entrances to political economy offered by Mosco above, namely commodification, spatialization, and structuration will be used to analyze the influence of political economy on the application of media convergence in the Fun Afternoon Afternoon Segment program on Delta FM Radio.

## 3. METHODOLOGY

This study uses a qualitative approach with the critical paradigm. I also used Economy Political Media Theory from Vincent Moscow. The subject of this study was the producer of the program Sore Bara Harsya on Radio 99.1 Delta FM Jakarta. Data collection was obtained through non-participant observation and in-depth interviews with Sore Bara Harsya program producers along with supporting data

for interviews with Program Director and Digital Content Radio 99.1 Delta FM Jakarta. Other data is obtained through library research, documentation, and the internet.

#### 4. RESEARCH RESULT

Media institutions at the operational level are more or less influenced by various kinds of pressures, including globalization, regulation, technology, and social aspects (Albarran 2010). Digital technology has created various types of various media that are integrated between audio, visual, and text. Internet network technology has expanded the media coverage network. Technology offers speed, convenience, quality in production, distribution, and access to media content, thus encouraging the expansion of media business. If you don't want to lose competition, the media must run a multiplatform business strategy.

This was stated by Evan Pradana as Program Director of Delta FM Jakarta. *Because now people use it all. If we don't play there it's a pity. Not only radio, but all the media may not stand alone on the media. Because of this, just like a newspaper doesn't have a digit now. If he remains in the same print media, he will die* (Rachmaria 2017)

Radio as conventional media cannot fulfill the elements owned by new media. For example, the dissemination of information on radio media is not received on digital screens, but the program is broadcast unless there are SMS and telephone media.

Convergence means the intersection between old and new media. The convergence theory examined by Henry Jenkins in his book entitled "Convergence Culture: Where Old and New Media Collide" in 2008, states that media convergence is a process that occurs in accordance with the cultural development of society. This media convergence brings together 3C, namely computing (entering data through computers), communication (communication), and content (material/content).

The internet can now meet the needs of the audience in a variety of ways, such as the ability to make accessibility more free and unlimited from traditional media. The internet phenomenon and efforts to develop technology using the optional internet are also part of the Masima Radio Network group that holds several radios, one of which is Delta FM Jakarta radio. Radio 99.1 Delta FM Jakarta has streaming audio on its website, [www.deltafm.net](http://www.deltafm.net).

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*not stand alone on the media. Because of this, just like a newspaper doesn't have a digit now. If he remains in the same print media, he will die* (Rachmaria 2017).

Not only present in Jakarta, but Delta FM has spread in seven other major cities such as Bandung, Makassar, Manado, Medan, Surabaya, Semarang, and Yogyakarta. This radio was developed as a radio that targets the segmentation of adult listeners with an age range of 30-39 years. *That's what governs management. We are incorporated into a group, there are Prambors with a young age segmentation of around 15-25 years, and Bahana FM with the segmentation of 25-34 years. So Delta FM gets an adult age of 30-39 years. So that in one corporate segment the age of listeners varies.* (Evan Perdana, Program Director of Delta FM) (Rachmaria 2017).

Delta FM Radio is included in the type of private broadcasting station that is commercial, so producers are also required to be able to create programs that can generate benefits for the company. Therefore, from the process of making ideas into a feasible program to broadcast, producers must always consider new ideas or ideas with the team, then discuss them with the program director, after which the program director will present the results with the Operations Director or Corporate Consultant. If the company agrees with ideas and programs that can be sold, new producers can generate ideas into program content. In addition, producers must always make content interesting so listeners will always be loyal to listen and if listeners are loyal to listen to content, the sales or marketing party can sell content to advertisers.

Sore Sore producer does not want to miss the progress and development of this technology, in managing content because he tried to combine radio (conventional) media with youtube (digital) media. In the sociology perspective (Croteau 2012) media products do not look like in empty space, they are the result of social processes in production that occur within a particular institutional framework. Radio Delta FM Jakarta is a radio under the auspices of the Masima Media Investama group which controls several radio networks in Indonesia.

Makarena. because it is a segment by broadcasting cooking programs from the Sore Bara Harsya program on Delta FM radio that airs every Wednesday at 16.00-17.00 WIB. Where cooking programs are usually on television with audio and visual displays, the Sore Bara Harsya program is able to present the Makarena segment to attract the attention of listeners by making recipes for traditional dishes - modern, savory, good food and drinks made directly by the famous chef Bara Patiradjawane which

is one of the program announcers, "Afternoon Bara Harsya". From October 2013 until now the Makarena segment has been able to survive and become the only cooking program on the radio. *What we are aiming for is its uniqueness. For example, the uniqueness in the sense that if you look at the promo material, Makarena is written "The First Indonesia Radio Cooking Show" because there has never been a radio in Indonesia, which is outside but no one has done so far in Indonesia. . Its uniqueness is important. Second, we have talent that is indeed a chef, why do we explore with such talent. Because of what I just said before, we tried to sell the announcer character. If indeed he is a chef, why don't we use it like that? (Evan Perdana, Delta FM Program Director) (Rachmaria 2017)*

*must. We must follow technological developments which if only for people who do not have time to listen to broadcasts, they can see it anytime, anywhere, through youtube to serve listeners Therefore, like newspapers, now it cannot have digital. If he is still in the same print media, he will die. You can see for yourself, people who don't try to develop digital, unfortunately there are many who close it. TV shows also develop their programs on existing social media. Try TV, this is audio-visual, but he also still needs youtube content to form viewers who don't have time to watch. Because you have to continue to develop like that.(Rachmaria 2017)*

**5. CONCLUSION**

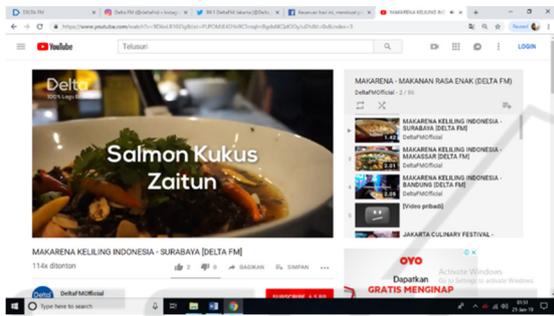


Figure 1 Youtube Makarena Delta FM

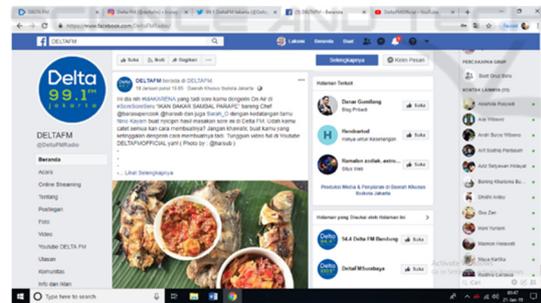


Figure 2 Makarena Delta FM Facebook

Media business is not an ordinary business, as a Delta FM Jakarta radio media institution all of its activities will not be separated from economic and political aspects and technology development. Delta FM Radio has a responsibility to fulfill public interests which are included in the aspect of media politics. On the other hand, Delta FM is also an industry that must develop itself within the framework of the economic field, while meeting the demands of following technological developments. The development of communication and information technology can provide encouragement to the media to change its business strategy through media convergence. In this case the media is required to adjust by distributing content through many platforms at the same time. Spatialization is done in the form of digitalization to overcome space and time constraints so that it can provide great benefits for media companies, commodification is a method carried out by Delta FM in the Makarena Segment by changing the value of program functions into commodity values. The arrangement is also carried out by Delta FM by creating networks in 7 major cities. Spatialization is done in the form of digitalization to overcome space and time constraints so that it can provide great benefits for media companies, commodification is a method carried out by Delta FM in the Makarena Segment by changing the value of program functions into commodity values. The arrangement is also carried out by Delta FM by creating networks in 7 major cities.

Delta FM as a radio media company does not want to let go of its listeners just by reminding its program via radio frequency. To anticipate, Delta FM radio ventured to integrate the Sore Bara Harsya program especially in the Makarena segment to attract the attention of listeners by utilizing the internet through the website and streaming media youtube.com by displaying recipes or drinks that have been broadcast. Apart from utilizing Youtube channels, Delta FM is also integrated with other social media such as Facebook, Tweeter, and also Instagram. "... *this is a*

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