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Public Relations Strategy for Saka FM Community Radio in Maintaining Existence as a Da’wa Media

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Abstract: The existence of the public relations function eases an institution to establish good relations with the community. The role of public relations in an institution is needed to maintain its existence, both in government and private institutions. Therefore, this study aims to determine the role of private-public relations in maintaining its existence. In particular, this study describes the strategy the Saka FM community radio public relations carried out to maintain its existence as a da’wa media. This research used a qualitative approach and was carried out on the Saka FM community radio under the auspices of the Gedhe Kauman Mosque. The determination of informants was designated through the purposive technique, while the data collection was through observation, in-depth interviews, and documentation. This research uses the Niche theory, which states that a media’s founding pillar is divided into capital, content, and audience types. The results showed that Saka radio could stand on its own based on the Niche theory. The Saka FM radio public relations strategy has not fulfilled its ideal function as a community radio. Nevertheless, Saka FM radio has maintained its existence as a da’wa media through its marketing department.

Keywords: Community Radio, Da’wa Media, Public Relations
A. Introduction

Technology is currently experiencing a very rapid sophistication. Technological sophistication makes it easy for people to get information from various media sources with many available options. Technological sophistication occurs not only in print media but also in television and radio. However, with the times' development, radio experienced significant progress. Starting with the regulation of Law no. 32 of 2002 concerning broadcasting, the impact is that Indonesian broadcasting has experienced very positive changes.

However, as time goes by, technology has developed significantly, and the entertainment world is busy with many new media options. Conventional media seems to be left behind. Many new media are attracting the interest of today's youth, and in the end, if you do not want to keep up with the times, conventional media will be left behind and may become extinct. So the option to survive and exist in the midst of the onslaught of new media is to participate in developing and making changes according to the current developments.

It is undeniable that radio has certain characteristics compared to other new media. Radio has its own market, so broadcasters must be able to establish closeness with their listeners. However, it cannot be denied that radio must be sensitive to current developments, no longer glance at competitors from other radios, but more to be more capable and sensitive to today's new media. To maintain the balance of radio functions with the rise of new media, radio needs public relations so that with the public relations function, radio is able to see opportunities and challenges and maintain followers on social media.

Public relations, often abbreviated as PR, is a contact person in every institution that carries out activities in the midst of society. So, the role of PR greatly determines how the institution in the community forms a positive image. PR has certain functions required by commercial (company) and non-commercial organizations. So that PR must have a strategy to achieve the vision and mission of the institution it manages. The strategy itself is planning and management to achieve a goal to be achieved.

In public relations activities, there are elements such as good image, goodwill, mutual understanding, mutual appreciation, and tolerance so that an institution has a good image in society. In addition, public relations also have a role in overcoming problems directly related to the expectations desired by company stakeholders and dealing with problems that exist internally and externally. External, for example, overcoming problems related to cooperation in certain events so that the institution, in this case, the community, has a good image.

In addition, the existence of a public relations function for a radio institution is how public relations is able to bring the radio institution to compete with the many new media at this time and be able to survive in the onslaught of media that are increasingly prevalent today. So it is necessary to have a strategy for reaching both internal and external audiences. The strategy itself is a plan which, of course, the plan must have a vision and mission to achieve it. In this case, the function of public relations in the radio institution is as a tool to make radio exist in the midst of the many media that are very attractive to teenagers and adults today.

Radio Saka FM is a community radio with the da’wa genre and is under the auspices of the Kauman Mosque. This radio serves to extend the missionary network that exists at the Kauman
Mosque. Radio Saka FM is one of the radios whose establishment permit has reached the Ministry of Communication and Informatics (Kemenkominfo), so the role of Saka FM radio as a media for preaching is necessary, especially for the Kauman people.

Radio Saka FM was established because of the anxiety of the mosque administrators seeing that congregations could not always attend the studies held at the Kauman Mosque. Besides, many houses had begun to be terraced in a modern style causing the people around Kauman to get noisy when they heard studies from home. Accordingly, Radio Saka FM was founded in 2012, and at the beginning of its establishment, Kauman youth broadcasted on community radio style due to the absence of da’wa activities at the Kauman Mosque.

Radio Saka FM is one of the community radios engaged in the da’wa field, which is unique compared to other community radios. Community radio is one of the broadcast media which certainly has advantages over other broadcast media. Usually, every community-based radio has its strategy for every interesting program presented to listeners. So that researchers are interested in examining the strategies used by Saka FM radio, especially public relations for Saka FM radio. Radio Saka FM itself has its uniqueness compared to many other community radios. If you look at the place where it is located, it is already unique compared to other community radios. Radio Saka FM stands under the auspices of the Kauman Mosque. We know the function of the mosque is a place of worship, listening to lectures from ustad and Ustadzah, but behind that, all Saka FM radio is present as a medium of communication to the public who are not present in participating in religious activities carried out by the Gede Kauman Mosque. Not only that, but Saka FM radio also provides a new color in da’wa broadcasting, packaged as well as possible to keep up with the times, and always functions as a da’wa radio itself.

Nevertheless, Saka FM radio has challenges in sharpening its image as a da’wa radio to the public. The Saka FM radio frame is da’wa, but the content includes collaboration between general activities and da’wa so that it remains like community radio. The reason is that the public once doubted Saka FM radio about the identity it uses, it has an Islamic genre, but the content that is presented is not always about preaching every day. This is the future challenge for Saka FM radio, especially in the field of public relations. So this research will discuss how Saka FM radio’s public relations can maintain its existence as a da’wa media in society.

B. Research Method

This research was conducted on community radio Saka FM using a descriptive qualitative approach. Descriptive is an attempt to find solutions to problems by describing events based on facts or existing evidence. Qualitative research is carried out by collecting the required data. After the data is collected, the researcher analyzes it based on the facts.

This study focuses on the public relations of Saka FM radio in maintaining its existence as a da’wa media by using the Niche theory, which states that the pillars of a media are divided into three: capital, types of content, and types of audience.

The determination of informants was decided through purposive techniques. Certain people can be interviewed and provide the information needed to support the course of this research.
They consisted of a) the Head of PR for Saka FM radio as a person who tries to bring positive Saka FM radio to the community, b) the Head of Saka FM radio as the highest leader as well as oversees overall activities on Saka FM radio. Data collection is done by observation. Observations are used so that researchers can conclude the extent of the role and strategy of public relations at Saka FM Yogyakarta radio by conducting in-depth interviews. Interviews were conducted with (a) The head of public relations for Saka FM radio, a party who understands how to carry out a PR strategy so that the name of Radio SAKA FM is good in the community, (b) The chief director of Saka FM radio, as the highest leader at Saka FM radio, (c) Employees or crew from Saka FM Yogyakarta radio carry out activities on Saka FM radio every day. Furthermore, documentation about the general description of Saka FM Yogyakarta radio was conducted, especially on the existing structure on Saka FM radio and related activities in the community.

C. Discussion

Public relations has a management function that maintains good and mutually beneficial communication relationships. So that the openness of cooperation between an organization and its public also helps channel information so that it can be conveyed to the public properly. Not only the art of creating good communication patterns, but public relations is also a social science that can be used to analyze trends, predict their consequences and also carry out planned programs regarding activities that serve both the interests of the organization and the public interest. Likewise, public relations on Saka FM radio have the same function as public relations functions.

1. Public Relations Radio Saka FM

Radio Saka FM has a marketing field that also functions as a public relations or PR field. The duties of the marketing field, as well as the PR field, are carrying out the task of maintaining good relations with the community and carrying out the tasks in the field of media marketing as a contact person to collaborate with other media.

*Institutionally, we have not implemented good PR yet, or it is structurally immature, and we are still taking a family approach. Everything is still being discussed together.*

(Interview with the head of PR and marketing February 18, 2020, 14.20 WIB)

The marketing and PR field for Saka FM radio explained that institutionally, PR had carried out its functions well, but when making decisions about various matters in the field, they still carried out dialogues to make decisions amicably. So that whatever action will be taken in carrying out the program, the head of the field will discuss it first.

Uniquely on Saka FM radio, even though the marketing and PR fields are one, Saka FM radio also has functioned as public relations functions in general: a) Publicity is an activity that uses mass media as a means of disseminating information. Currently, Saka radio has social media accounts, including an Instagram account, @sakafmjogja, with 2,141 followers and has posted 1,141 posts on its Instagram. Apart from Instagram, Saka
radio also has a Twitter account which currently has 624 followers, there are 251 YouTube followers, and 73 video posts. To keep up with the current trend of social media developments, Saka FM radio also has had a TikTok account active since 2020. Another interesting thing from Saka radio to attract followers on social media is its newest activity, Reportase Saka FM Jogja. This program aims to provide updated information on various activities in Yogyakarta. It proves that the PR function as publicity is going well. b) Marketing function. PR for Saka FM radio has a marketing function. Although it is not profitable, it is more a form of cooperation, whether in the form of barter or other cooperation in activities in Jogja.

2. Saka FM Radio Strategy in Maintaining Existence as a Da’wa Media

Public relations is a management function that maintains good and mutually beneficial communication relationships. The openness of cooperation between the organization and the public also helps channel information to be conveyed to the public properly.

Based on the Niche theory, a media can be said to be able to stand and exist if the capital, content, and audience can be fulfilled properly. So that there is a need for research related to the relationship between public relations strategies in community radio so that it continues to exist as community radio in the field of da’wa. The public relations strategies used in research on community radio Saka FM are as follows:

a. Capital

Income is a very important factor in every implementation of a program. The success of community radio is also judged by how much income it earns to support itself. Community radio broadcasters do not get paid every month, but they have to have some income to be able to meet all their broadcasting needs. Radio Saka FM itself, income and funding in broadcast activities has several sources of income which will later become a source of funds in carrying out broadcast activities and other broadcast needs. Among them are fixed funds from the Gedhe Kauman Mosque and funds from the Saka FM radio studio loan. This is what fulfills the basic needs of Saka FM radio during broadcasts.

1) Fixed funds for the Gedhe Kauman Mosque

Radio Saka FM is one of the community radios in Yogyakarta. Radio Saka FM is one of the children of the Gedhe Kauman Mosque in Yogyakarta. The history of the founding of Saka FM radio is also inseparable from the role of the Gedhe Kauman Mosque, so the Kauman Mosque bears 100% of the income for Saka FM radio.

“For the income of Saka FM radio itself, 100% comes from the Gedhe Mosque, so all the needs of the Saka FM radio are financed by the Gedhe Mosque. Whether it is for operations or supporting activities, the needs of broadcasters or whatever the Gedhe Mosque finances it.”

(Results of the interview with the deputy head of radio Saka FM FM February 04, 2020, 13.45 WIB).
He explained as deputy chairman of the Saka FM community radio. Radio Saka FM receives regular funding from the Gedhe Kauman Mosque every month. So that there is a recap of the need for Saka FM radio every month so that the fixed funds for Saka FM radio are income from the Gede Kauman Mosque.

2) Income from recording studio loans

Apart from regular income from the Kauman Mosque, Saka FM radio also has income from borrowing recorded radios, usually used for production studios rented out to communications students in Yogyakarta. However, the income earned has not been able to meet the needs of Saka FM radio, so it still requires the main income from the Gedhe Kauman Mosque.

The Gedhe Kauman Mosque PR coordinator explained that:

“In addition to the fixed funds, we usually also get additional funds from borrowing recording studios. Usually, community children from several campuses in Yogyakarta use it.” (Interview with PR coordinator February 18, 2020, 14.15 WIB).

The PR coordinator also said that simply borrowing a studio was not enough to meet the needs of Saka FM radio.

b. Types of Content

The types of content section show how the contents of the media or programs are in the media itself. Determining right-on-target content is important in a program that is made, so it is important to adjust who is the intended target in each of these programs. The programs on Saka FM radio have already determined who the target will be and what kind of segments will be made.

The content on Saka FM radio must adhere to Islamic values. The flagship program of Saka FM radio is broadcasting on-air studies on Saka FM radio. Besides that, Saka FM radio also has other excellent programs, so the existing programs are in accordance with the vision and mission of the Kauman mosque. Because da’wa, according to Saka FM radio, provides information about the beauty of Islam. The da’wa programs on Saka FM radio are:

1) Study of the Gedhe Kauman Mosque

The Gedhe Kauman Mosque Study is a segment specifically tailored for the community around the Kauman Mosque. The activity is to repeat the studies at the Gedhe Kauman Mosque. The function is that people who have not been able to attend the study can listen to the study.

2) Pelataran Program

This program is broadcast on Sunday-Friday from 09.00-13.00 WIB. The pelataran program’s contents convey actual news, currently viral news, and other information related to the needs of the Kauman community and listeners. In the platform program, the news delivered is related to news around Yogyakarta and currently viral news. For example, news about the coronavirus has been in the spotlight in the world since the end of 2019. Meanwhile, the
news in Yogyakarta is usually news about events in Yogyakarta. For example, the news about the whirlwind that occurred in Bantul and other news studies in Yogyakarta.

The da’wa message conveyed by the *pelataran* program is to provide reliable and updated information to listeners and inform news currently busy in various media. The courtyard program is also a reference for the Kauman community to get actual and reliable news. In accordance with the jargon of Saka FM radio, "*Media Silaturahim.*" So that in the future, Saka FM radio can be a reference in conveying news, both news in Yogyakarta and outside Yogyakarta.

3) *Tahu Isi Program*

The *tahu isi* program is a program that is broadcast on Sunday-Friday at 13.00-16.00 WIB. The content of the *tahu isi* program is to provide information with small talk about lifestyle and events around Yogyakarta. On the lifestyle theme, they will usually discuss one particular topic related to various healthy lives. An example is inviting speakers who are experts in the field of heart and presenters explaining how to live a healthy life to maintain heart health. In this program, the missionary message is to teach listeners how to live a good lifestyle regarding diet and daily life and invite listeners to always live a healthy life according to the guidance of the Al-Quran and Sunnah.

4) *Sore-sore Wayahe Program*

*Sore-sore wayahe* program contains the theme of entrepreneurship and motivation by inviting speakers related to the theme. Broadcast on Sunday-Saturday at 16.00-19.00 WIB. On the theme of entrepreneurship, they will usually invite young entrepreneurs who already have their own businesses in several fields. As for the motivational theme, it will usually also present inspiring figures in several fields to motivate young people to work.

c. *Types of Audience*

Types of Audience to show how the target of a media is. Community radio Saka FM apart from designing programs well has also determined the goals of the programs that have been made as well as possible. Radio has implemented content that is right on target, as well as program broadcast times and the intended goals.

1) Audience Segmentation of the Gedhe Kauman Mosque

In this segment, created by Saka FM radio, there are programs specifically for the Gedhe Mosque congregation, especially the Kauman community because the Kauman Mosque congregation is not only in the Kauman village. The program is to replay the studies held at the Kauman Mosque, which are broadcast every Saturday from 04.00-06.00 WIB, both on-air and off-air.

2) Audience Segmentation for the General Program of Radio Saka FM

The second segment on Saka FM radio is specifically designed for loyal listeners of Saka FM radio both in the Kauman area and outside Kauman. This
general broadcast program is a program that is segmented by young people and adults, such as presenting talk shows about motivation, entrepreneurship, culture, book review films, and special programs that discuss family. Even though they are in general form, general programs always highlight Islamic values in each program.

3) *Sakinah* Program

The *Sakinah* program addresses family problems, family management, parenting, etc. Broadcast at 09.00-13.00 WIB every Saturday, and the target is young people who are not married and adults who are married. In this program, one of the themes is discussing parenting in the family. This segment usually invites experts or ustad who are experts in the field of childcare in Islam. In this program, the ustad usually explains how to raise children in Islam. Usually, the broadcaster also opens a question-and-answer session if listeners want to do a question-and-answer session.

**D. Conclusions**

Radio Saka FM is a community radio that maintains the existence of its da’wa through its public relations. Public relations on Saka FM radio, although structurally immature, has maintained its existence as a propaganda medium through the marketing strategy and cooperation carried out by Saka FM radio through its media partners. Apart from that, one of the things that makes Saka FM radio still exist is Saka FM radio broadcast programs which are universal but still maintain da’wa values in each segment.

The strategy in terms of capital for Saka FM radio is to get it completely from the Gedhe Kauman Mosque. The committee of the Gedhe Kauman Mosque prioritizes this funding to maximize broadcast programs on Saka FM radio. In addition to funding from the Gedhe Mosque treasury, Saka FM radio also received funds from collaboration with several media partners and other income from lending studios on Saka FM radio. Even though there are other incomes, they can still not fully cover the needs of Saka FM radio every month.

Public relations is a very important field in an institution, both commercial and non-commercial. Moreover, today's radio is faced with quite tough challenges with the many new media today. Hopefully, in the future, Saka FM radio can maximize its function and have sufficient human resources so that Saka FM radio can coexist with public relations functions. Besides, programs for Saka FM radio should be designed to be more innovative, and in delivery, the broadcasters must also be more communicative to help Saka FM radio listeners to obtain the broadcasted values.
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