



BRANDING OF RADIO SUARA KOTA MATARAM THROUGH THE PROGRAM "REGIONAL DEVICE ORGANIZATION (OPD) GREETING" IN MAINTAINING EXISTENCE IN THE DIGITAL ERA

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Abstract

Radio Suara Kota is a radio managed by the Mataram city government which is currently experiencing a decrease in the number of listeners, due to changes in the use of social media by the public, one of its flagship programs is the "Regional Apparatus Organization (OPD) Menyapa" program, Suara Kota needs to do branding so that the radio can be recognised by the public and build an image in the eyes of the public as a radio that connects the public with the government regarding the policies of the Mataram city government. This research method uses descriptive qualitative with the research subject, namely the "Regional Apparatus Organization (OPD) Menyapa" program. Data collection methods using interviews, observation and documentation. The results of this study are *brand positioning*, namely radio positioning itself to be the center of Mataram city government information to the public. Brand Identity is the radio has identity, one of which is the tagline "radio Suara Kota Suara Kita" and has unique program names such as MAHAR Mataram Harum and OPD Menyapa.

Keywords: Branding, Radio, city sound, digital era, Public Broadcasting Corporation

INTRODUCTION

The development of media from time to time creates many types of media. It is starting from print media, electronic media, and social media. As the media develops, the old media will, of course, be increasingly abandoned. Be it in terms of effectiveness or the sophistication of the media. According to the Indonesian encyclopedia, the Radio delivers information using free electromagnetic waves with a frequency of less than 300 GHz (wavelength more significant than 1 mm). The term "Radio Broadcast" or "Radio Broadcast" comes from the word "Radio broadcast" (English) or "radio omroep" (Dutch), which means that it is a delivery of information to the public through sound media that runs one way by using radio waves to convey this information. Radio is an electronic medium that currently has a small population of listeners. According to a survey conducted by the Ministry of Communication and Information together with KataData Insight Center (KIC) in 2020-2021, out of 10,000 respondents, the number of people who usually access Radio to find information is only 4%. This figure is almost the same as print media and is far behind social media, which amounts to 73%. This results in the need to brand a radio station to maintain its existence. In this case, many radio stations do Branding on social media such as Instagram, TikTok, Twitter and YouTube.¹

Social media is a communication portal for socializing with each other online that allows humans to interact without the limits of space and time. Anyone with only an internet connection can access social media. According to Phillip Kotler and Kevin

¹ Arianto, B. (2019). Social Media Buzzers and Product Branding of Yogyakarta Special Region MSMEs. *UMKM Dewantara*, 27-46.

Keller in Dedi, social media allows consumers to share text, images, video, and audio information with companies and vice versa. Many social media users can help radio media maintain their existence without eliminating the Radio. One of the Mataram city radio stations, "Radio Suara Kota", did this.

LPP Radio Suara Kota plays a vital role as a counterweight to the progress of private broadcasting to provide good information on local government policies. As a Local Public Broadcasting Organization, Radio Suara Kota plays an essential role in the community (citizens of Mataram) in social, cultural, political, and economic life and has the responsibility to carry out its function as a medium of information, education, entertainment and social glue control. Radio Suara Kota Mataram, at a frequency of 105 MHz, targets the listener segment for all groups without distinguishing society's status and social strata. The style in the broadcast format features a one-stop packaging (supermarket type) and cares more about local content, such as different types and colours of music, also reinforced with a variety of actual news that can be heard first by the listening community (city residents) Mataran and around Suara Kota Mataram.²

Along with the development of social media, Radio Suara Kota cannot say that the public knows about it because we cannot fulfil the community's wishes as a whole. However, the development of technology that has been very broad can help provide information, such as the use of streaming to access the Radio because the radio listeners' regions are also different. The use of social media can contribute a lot to the

² Arifin, I. V. (2017). THE EFFECT OF BRAND IMAGE AND PRICE ON CONSUMER PURCHASING DECISIONS. *Business administration*, 48.

activities carried out by Suara Kota Radio. For example, I can share the conclusion of a talk show that has been conducted. From there, people can comment on the activities or provide suggestions regarding what information they want. So what they write will become material for reports and considerations for Radio Suara Kota in carrying out activities to realize its role as a radio in providing information.³

The brand of Suara Kota Mataram is News and Talk. One of them is their flagship program, "OPD Menyapa". "OPD Menyapa" is a talk show program that invites Regional Apparatus Organizations (OPD) to become resource persons in discussing issues in the Mataram community. The talk show program will accommodate all public complaints, which will be forwarded to the OPD so that each OPD can receive the complaints and be given information and solutions to complaints received by the community. The material presented by Radio Suara Kota Mataram is exciting and warm, so the public can feel that the program is serving them well. The OPD program is the flagship program that they will continue to broadcast and have been awarded at the KPID awards in 2019. Future Branding will make the sound of the city of Mataram a gathering place for creative young people through the latest program being run, namely Podcast 105 Creative District. The program will build an image for Radio Suara Kota Mataram to become an informative and creative radio station.

Suara Kota Mataram's Branding on social media promotes an event they sponsor. As for some of the sponsorships they have posted in improving their Branding, namely, congratulations for the first winner at Anugrah Desa Wisata, congratulations

³ Bizaro, M. N. (2023). Elshinta Radio's Branding Strategy in Building Positioning as News Radio. *Tuturan*, 125-141.

for the Pocari Sweat Bintang SMA 2022 Champion participants and the distribution of event flyers.

The number of radios that have programs that are more attractive to the public can reduce the existence of Radio Suara Kota Mataram. The introduction of Radio to the public needs to be done in order to maintain the existence of Radio Suara Kota Mataram. Although the Mataram city government owns Radio Suara Kota Mataram, the decline in public interest can threaten Radio Suara Kota Mataram in its role as the information radio of Mataram city. The threat is in the form of moving the information centre of Mataram to radio with listeners and public interest, which dominates the most listeners from Radio Suara Kota Mataram.⁴ The existence of social media can undoubtedly eliminate Radio in the current era. Social media is a medium of information that is fast in receiving information and can be a means of information that is more needed by the public today. So, people use social media more to receive information from other media. This is supported by the number of social media users recorded by We Are Social, which is 167 million active users in early 2023. Suara Kota radio listeners are 15% who listen to Suara Kota radio. According to the director of Suara Kota Radio, the data is from a listener who hears Suara Kota radio while driving. This data can threaten the current electronic media, becoming a public information medium. The decline in radio listeners in today's society and the increase in social media users can threaten the existence of Radio Suara Kota Mataram. So, a strategy is needed for Radio to maintain its existence in the current technological era.

⁴ Fauzi, V. P. (2016). Using Instagram as a Social media Market Er-Corner Boutique to build brand awareness in Pekanbaru city. *Jom Fisip* Vol.3 No.1, 1-15.

Branding is a way for companies to maintain the existence of Radio Suara Kota Mataram. So, the more known the Radio is to the public, its reputation will increase. This is also stated in the Qur'an related to Branding in surah Al-Baqarah: 31,

وَعَلَّمَ آدَمَ الْأَسْمَاءَ كُلَّهَا ثُمَّ عَرَضَهُمْ عَلَى الْمَلَائِكَةِ فَقَالَ أَنْبِئُونِي بِأَسْمَاءِ هَؤُلَاءِ إِنْ كُنْتُمْ صَادِقِينَ

Meaning: 31. And He taught Adam the names of all things, then He showed them to the angels, saying, "Give me the names of all these things, if you are truthful!"

In the verse, it is explained that Branding is introducing a brand by communicating it to increase its reputation and generate a positive response from customers or audiences. This positive response can help a brand increase customer interest in the brand it provides. Apart from increasing customers, Branding can be a way to maintain the brand's image and existence. The Branding also applies to Suara Kota Mataram radio in maintaining its existence as the information centre radio of Mataram City.⁵

From this background, researchers are interested in conducting research with the title "Branding Radio Suara Kota Mataram Through the Regional Apparatus Organization (OPD) Menyapa Program in Maintaining Existence in the Digital Age" because radio stations now need proper. Branding to maintain their existence in the current digital era. Suara Kota Mataram is a radio station owned by the Mataram city

⁵ Habibie, D. K. (2018). The Dual Function of Mass Media. Interaction: Communication Science Vol.7, 79-86.

government. The existence of Suara Kota Mataram needs to be maintained so that the government can provide information related to service information and the development of the city of Mataram, with the awards obtained at the 2019 KPID Awards. With this data, researchers are interested in researching the voice of the city of Mataram in terms of Branding carried out by the city of Mataram to maintain its existence in the digital era.⁶

METHODS

In this study, researchers used a qualitative approach. Qualitative approaches are usually associated with qualitative research, which is descriptive, analytical, and comparative, focuses on meaning, and data obtained can be obtained through observation and document analysis.

Researchers use this approach based on the research conducted; in descriptive qualitative research, the data will be collected by interview results, and the data obtained by researchers will be presented descriptively.

In qualitative research, the presence of the researcher has a vital role as an instrument and a data collector. So that the presence of researchers at the location is essential. The presence of researchers at the research site needs to be described explicitly in the research report. The researcher is the main instrument that reveals meaning and is a data collection tool. Researchers must be involved with the place under study so that there is openness between the two parties and researchers can collect the data needed. Researchers will research "Radio Suara Kota Mataram." The

⁶ Ernosda. (2007). Characteristics in qualitative research paradigm. journal Tabularasa PPS UNIMED, 87-96.

data required in this study are related to how Suara Kota Mataram does Branding Branding to maintain its existence.

RESULTS

Radio Suara Kota Mataram is a radio with a 105 FM frequency located at Jln. Pejanggik 16 / Hos Cokroaminoto Mataram. Radio Suara Kota has a broadcasting license with NPWP 766140552911000. Radio Suara Kota was formed on April 4, 2009, with a feasibility recommendation letter (RK) No. 11/rk-ntb/kb: 11/RK-NTB/KPID/IV/2009. Radio Suara Kota Mataram was formed with the issuance of the Mayor's regulation No: 13/2009, which explains the establishment of Radio Suara Kota Local Public Broadcasting Organization. On April 4, 2009, the Regional Indonesian Broadcasting Commission (KPID) of NTB Province allowed Radio Suara Kota to participate in a Hearing Evaluation event, which resulted in the RK of Radio Suara Kota. After the RK letter was issued, it was followed by a Joint Meeting Forum (FRB) on September 2, 2009. From the forum, it was decided that Radio Suara Kota was approved for the IPP Principle on frequency 105.0 Mhz.

Before Radio Suara Kota emerged, the Mayor of Mataram recommended the organization of radio broadcasts according to the Mayor's recommendation No. 482/175/IV/inkom/02 in 2001: 482/175/IV/inkom/02 in 2001. Then, in 2002, after the enactment of Broadcasting Law No. 32 of 2002. Local Public Broadcasting Organization (LPPL) Radio Suara Kota applied Kominfo and the Indonesian Broadcasting Commission. As a result of the application, Radio Suara Kota was established. The application is a request related to the broadcast of Suara Kota radio

so that it can be broadcast legally with the approval of the Ministry of Communications and Information and the Indonesian Broadcasting Commission.

In 2016, the Mayor of Mataram issued local regulation No.2 of 2016, which contained the establishment of the Local Public Broadcasting Organization Radio Suara Kota. The regulation was issued because the license application exceeded the period specified by LPPL, so it returned to participate in a collective EDP held in Sumbawa Regency by KPID. By participating in the EDP, Radio Suara Kota could resume broadcasting.

In May 2019, Suara Kota Radio plunged into Instagram's social media to facilitate the dissemination of information to the public at large. After entering Instagram social media, Suara Kota Radio created a YouTube channel named Suara Kota 105FM on July 18, 2022. Currently, Suara Kota's Instagram followers total 913 and 684 subscribers.

Until now, Suara Kota radio has been active in the media they use to deliver information to the public about government policies. The information they convey creates a branding known by the public as a government radio that informs government policy information and helps the public provide solutions to the government. Branding is created from the amount of information about government policies the Radio conveys. The existence of social media in the digital era, which is now more widely used, certainly makes Suara Kota Radio need to go down into the digital world to remain among the public.

In the Branding carried out by Suara Kota, Suara Kota conducts Branding as a government radio, which is where the city's voice radio will be

branded as a radio where government policies will be conveyed to the public so that the public knows that government orders establish the Radio. Branding that is done makes people know that Suara Kota Radio is a government radio. Aside from being a government-owned radio station, the Branding done by Suara Kota is used as a liaison for the community to convey their aspirations to the government so that the community can interact with the government through Suara Kota radio. In doing this Branding, the Radio makes programs that convey information to the public regarding government policies, one of which is the existence of "OPD Menyapa".

"OPD Menyapa" is a branding programme by Suara Kota Radio to maintain Branding as a government radio station. In "OPD Menyapa", the broadcast program will broadcast a talk show that has been recorded off air and the recording will be played at a predetermined time. Talk shows containing complaints from the community related to their environment so that "OPD Menyapa" helps people convey their aspirations to the community. The Branding carried out by the Radio can be seen in the response of the people who continue to submit their complaints to through Suara Kota radio that Suara Kota Radio's Branding of the "OPD Menyapa" program can be seen from the response given by the community.

The Branding of Suara Kota radio through "OPD Menyapa" is done to maintain its existence. The development of the digital era will create many media that provide information similar to Suara Kota radio. One of these media is the Instagram social media account @insidelombok, which conveys all information both about the government and from the community itself. Social media will threaten Suara Kota Radio in maintaining its existence so that Suara Kota Radio does Branding as

government media that does not exist on social media, one of which is through "OPD Menyapa". The differentiator of Suara Kota Radio from social media is the direct delivery of information to the government, which becomes the Branding of Suara Kota Radio and can maintain its existence as a government radio.

Apart from "OPD Menyapa", in maintaining the existence of Suara Kota radio, there are several broadcast programs owned by Suara Kota that are adjusted to the changing generations each year. The broadcast program informs listeners that the government broadcasts the program to support listeners of that generation through programs broadcast by Suara Kota radio. The program supports the Branding done by Suara Kota Radio, which is related to government radio.

"OPD Menyapa" is currently being broadcast to answer public concerns and convey information related to government policies. We also branded Suara Kota radio as a government radio. In maintaining its Branding and existence, Suara Kota Radio is also involved in the digital era. To make it easier for information to be delivered quickly and reach a wider community. So that the existence of Suara Kota radio can be maintained.

"OPD Menyapa" is a broadcast program used by the government to become a liaison for the government to find out public complaints about policies or complaints about the environment of the Mataram community. Complaints owned by the community will be accommodated by Suara Kota radio and will be forwarded to OPD from each region. The program will be forwarded not only through radio media but also through social media to keep up with the current digital era. Media development

in the digital era can help the media maintain their existence as information media. This applies to Suara Kota radio to maintain its existence as a government radio.

Suara Kota Radio has now plunged into the world of social media following the current digital development, according to an interview with Mr Furqon. The plunge of city sound radio into the digital world remains its characteristics as a government-owned radio that always conveys information related to the government in the city of Mataram. Radio Suara Kota Mataram has an Instagram platform with the username @suarakota105fm, YouTube with the username Suara Kota 105 FM and the official website of Suara Kota Radio.

DISCCUSION

Suara Kota Radio uses social media to forward information from broadcasts that have been carried out so that apart from radio listeners, other people can also find out information conveyed by broadcasters from Suara Kota Radio. On Suara Kota's social media, there are posts related to the performance of the Mataram local government. The information is conveyed through the Instagram media platform through uploaded posts. So that people know the government's performance is being carried out. Apart from these posts, other posts are related to their broadcast programs. From these posts, the public can find out what broadcast programs are owned by Suara Kota Radio apart from information from the government.⁷

⁷ Katuk, O. M. (2016). THE ROLE OF ORGANIZATIONAL COMMUNICATION IN IMPROVING THE EXISTENCE OF VOX ANGELICA ART STUDIO. *Acta Diurna*, pp. 1-10.

On social media from Suara Kota Radio, "OPD Menyapa" is delivered through posts made by Suara Kota. The post contains policies or events made by the government that are given to the public so that the public knows there is information that OPD wants to convey to the public, whether essential or general information. The posts are also given interestingly so that the public can receive the information well and be accepted by all circles of society.

The post uploaded by Suara Kota radio proves that one of the "OPD Menyapa" broadcasts has entered digital media. The post does not include the "OPD Menyapa"; however, back to "OPD Menyapa", a broadcast that provides information related to government policies or information from the government to the public. This is why the post is related to the "OPD Menyapa" program.

Apart from posts on Instagram social media, the "OPD Menyapa" program is broadcast on the YouTube channel of Suara Kota radio. The "OPD Menyapa" program is broadcast live so that the public can directly interact with OPD through the comment's column in the live broadcast. The broadcast program on the Suara Kota Radio YouTube channel is not only related to "OPD Menyapa" but also on the channel contains activities carried out in the city of Mataram so that people can find out about these activities without visiting the place where the activity is carried out.

On the website of Radio Suara Kota, there are articles containing government activities for the city of Mataram. Articles containing these activities are written to inform the public regarding the performance of the Mataram city government. The information is from OPD and submitted to Radio Suara Kota to inform the public of

the policies the Mataram city government has implemented. The article can be accessed by anyone anywhere on any platform.

"OPD Menyapa" has entered the digital realm to deliver information to the public and keep up with media developments. This can be seen from posts or articles by Suara Kota radio on their digital platform. "OPD Menyapa" is not directly mentioned in the broadcast in the posts or articles made. However, the definition of "OPD Menyapa" can give birth to these posts and articles so that from these posts or articles, the public can receive information related to OPD through the digital platform provided by Suara Kota radio. So that "OPD Menyapa" continues to run on any platform. "OPD Menyapa" is still broadcast on the Radio; it will be forwarded back to the digital platform so that the public can receive the information correctly.

The delivery of information is carried out by Suara Kota radio through digital platforms to maintain its existence. Branding is done not only through radio platforms but also through digital media. Branding can reach a broader range than the city of Mataram. The plunge of Suara Kota radio in digital media can be a source for other media to deliver information from their media. The information conveyed by Suara Kota Radio as a source for the media can affect the existence of Suara Kota Radio to the public. So that people know about the existence of Suara Kota radio. This can be seen from the tagging of the Suara Kota radio account on the media that informs information about the government and Suara Kota radio. One of them is the @kecamatan_mataram04 account, where they convey information related to the

"OPD Menyapa" program on their account so that the public knows about the delivery of information related to "OPD Menyapa".⁸

"OPD Menyapa" in the digital era is carried out when the broadcast must be broadcast or delivered. This can be seen from the YouTube channel postings from Suara Kota radio related to "OPD Menyapa". "OPD Menyapa" live streams on the channel when the information is needed by Suara Kota radio for the public to know. The "OPD Menyapa" broadcast on the Suara Kota YouTube channel was last uploaded on November 7, 2023. In the live stream entitled MATARAM HARUM #3 - BINCANG OPD - WHAT is GOING ON THE COMMUNITY OF KECAMATAN MATARAM? The stream is carried out with the OPD of the city of Mataram to talk about how the city of Mataram is doing both from the city's state and the people of Mataram.

The "OPD Menyapa" plunge into the digital era can help Suara Kota radio in its Branding as a government radio that links the government to the community and vice versa. Apart from the fact that there are declining radio enthusiasts in Indonesia today, The rapid increase in social media users and other digital media encourages Suara Kota Radio to participate in the digital era in order to be better known by the people of Mataram and expand the reach of the delivery of information so that not only the people of Mataram know about the Radio, but other areas can also find out about Suara Kota radio without having to hear Suara Kota broadcasts from the Radio directly.

⁸ Katuk, O. M. (2016). THE ROLE OF ORGANIZATIONAL COMMUNICATION IN IMPROVING THE EXISTENCE OF VOX ANGELICA ART STUDIO. *Acta Diurna*, pp. 1-10.

In the running of the "OPD Menyapa" broadcast, the obstacle of "OPD Menyapa" is the obstacle from Suara Kota radio. This is an obstacle for the "OPD Menyapa" broadcast program because, in the running of the program, the Radio is needed to broadcast the "OPD Menyapa" program. When problems occur on Suara Kota radio, they will impact the running of the "OPD Menyapa" program. This statement is based on a SWOT analysis conducted on Suara Kota radio. In the SWOT, there are several obstacles, from Suara Kota radio to the broadcasting carried out by the Radio, which can affect the "OPD Menyapa" program. The obstacles of "OPD Menyapa" are seen in the SWOT view that workers from Radio Suara Kota, namely have obtained:⁹

1. Lack of On Air and Off Air strategies

The obstacles from Suara Kota Radio related to on-air and off-air in their broadcast programs can influence the program from Suara Kota Radio. One of them is the "OPD Menyapa" program. In broadcasting, "OPD Menyapa" only gets an off-air broadcast using a talk show, so there is no direct interaction between the speaker and the listener. This is an obstacle for "OPD Menyapa" due to the limited interaction between the speaker and the listener; this limitation will hamper the Branding of "OPD Menyapa" as a broadcast program that links the community and the government.

Apart from these limitations, the lack of On Air and Off Air arrangements from Suara Kota radio resulted in insufficient portions for "OPD Menyapa" to

⁹ Suryani, I. (2020). UTILIZATION OF SOCIAL MEDIA AS PROMOTIONAL MEDIA FOR MERSI 93.9 FM RADIO. *Communication*, pp. 97–76.

broadcast the program. In the broadcasting portion, "OPD Menyapa" gets a broadcasting duration of 60 minutes to convey information related to what OPD will convey regarding complaints or policies that want to be conveyed through Off Air broadcasts through talk shows. This will certainly not provide answers or be understood by the public if there is no interaction between the listener and the speaker.

2. Limited Broadcast Reach Distribution

In disseminating information related to the condition of the city of Mataram for all people wherever they are. Therefore, it is necessary to have a comprehensive broadcast coverage of Suara Kota radio. The limited broadcast coverage of Suara Kota radio requires more information to be delivered to Mataram people outside the broadcast range. This is an obstacle for "OPD Menyapa." The obstacle is seen when a person who has a complaint is outside the reach of the broadcast, so the owner of the complaint needs help finding out whether or not OPD has answered their complaint. This also applies to policies OPD conveys in "OPD Menyapa" when someone outside the broadcast's reach will not know about the policies conveyed. This ignorance will create a misunderstanding when someone who does not know the policy enters the Mataram area.

3. Weak cooperation with other companies

Cooperation is needed to help the Radio develop and broadcast the program in the running of the broadcast program by Suara Kota Radio. In "OPD Menyapa", the cooperation needed in this broadcast program is the

existence of government agencies that can assist in disseminating the information provided. Apart from government agencies, other media companies can provide cooperation in disseminating information from the "OPD Menyapa" program. However, the lack of cooperation owned by Suara Kota Radio with other companies is an obstacle to "OPD Menyapa" 's delivery of information related to public complaints and government policies.

In this cooperation, cooperation with online media is needed to convey information to "OPD Menyapa". This is so that not only the layer of radio listeners who can find the information but also other media can get the information conveyed so that it can cover the obstacles of the "OPD Menyapa" program in delivering information to the public.

4. Unorganized operational management

In broadcasting the "OPD Menyapa" broadcast program on various platforms, there are still shortcomings in the operation of the broadcast program from Suara Kota radio. One of them is on the YouTube platform, where the sound quality is still not neat, the shooting is still not professional, and the broadcast quality is not good. This can reduce public interest in the "OPD Menyapa" broadcast program on YouTube. This also applies to online media platforms owned by Suara Kota Radio, so the delivery that Suara Kota Radio wants to do needs to be better conveyed with these obstacles.

The "OPD Menyapa" broadcast program can run as it should on the radio platform. However, the obstacle to the OPD Menyala program on the radio platform is the decline in radio listeners. So, both platforms must improve

operational management to reach the intended audience and provide a more comprehensive range.

5. Employees are less trained and less professional

In the Suara Kota radio broadcast program, employees with experience in the radio world are relatively few. The lack of knowledge about the radio program makes the broadcasting less than optimal, so when the broadcast program is aired, there is unprofessionalism. This applies to the "OPD Menyapa" program. In the "OPD Menyapa" program many new employees do not know about the "OPD Menyapa", so when the program is broadcast, it results in a change in the style of speech of the broadcast program so that the public judges that the broadcast program they hear is a different program from the program that listeners are used to hearing.

The lack of trained employees can be an obstacle to the "OPD Menyapa" broadcast program, so the delivery that wants to be delivered is not delivered correctly to the listeners of Suara Kota radio. The need for employees who have knowledge related to the broadcast program can help Suara Kota Radio improve the quality of the broadcast program because when someone has knowledge related to the broadcast they broadcast, the employee will cover the shortcomings of the broadcast program so that it can improve the broadcast program broadcasted.

6. Shortage of broadcasters

As in the previous discussion, the lack of employees who have knowledge related to the broadcast program from Suara Kota can affect the broadcasting

of the broadcast program, one of which is the need for more announcers. The lack of broadcasters is one of the obstacles in the "OPD Menyapa" broadcast program, not only in the "OPD Menyapa" broadcast program but also in the entire Suara Kota radio broadcast program.

Today's lack of broadcasters is due to the few enthusiasts on the Radio and the many enthusiasts of online media such as YouTube and Instagram. This is supported by the number of broadcast podcasts that attract the attention of new broadcasters today to plunge into online media rather than Radio. So, Radio currently needs more broadcasters, especially those interested in government broadcasts.

7. Inadequate broadcasting equipment

In broadcasting, qualified broadcast equipment is one of the most important things. Radio Suara Kota, a government-owned radio station, has old broadcast equipment that needs to be upgraded to increase the production of broadcast programs from Radio Suara Kota. Old equipment can affect the production of broadcasts from Suara Kota radio.

In the "OPD Menyapa" broadcast program, this affects the broadcast program. Inadequate broadcast equipment will cause problems with the "OPD Menyapa" broadcast. So, there is a need for Suara Kota Radio to improve its equipment to cover the obstacles on the Suara Kota radio.

The obstacles owned by Suara Kota Radio analyzed by SWOT Suara Kota radio show that the obstacles of the "OPD Menyapa" program lie in the SWOT of the Radio. "OPD Menyapa", which is a liaison for the community to the

government in informing the information provided, has obstacles in the broadcast program during the production stage; it is a barrier owned by the "OPD Menyapa" program as with the SWOT-owned by Suara Kota radio.

CONCLUSION

The Branding used by Suara Kota radio with "OPD Menyapa" uses a strategy in Branding itself as a radio that broadcasts news related to the policies of the Mataram City government with the characteristics of News and Talk. The strategies used by Suara Kota Radio are brand identity, brand positioning, and brand personality. Brand positioning is the radio positioning itself as the centre of Mataram city government information for the public. Brand identity is the identity of the Radio, one of which is the tagline "Radio suara kota our voice," it has unique program names such as MAHAR Fragrant Sun and OPD Menyapa. This is a differentiator between radio Suara Kota and other radios. Brand Personality is that the Radio has the characteristics of a news broadcasting radio (News and Talk) in delivering government information.

The obstacles posed by Suara Kota Radio with the "OPD Menyapa" program are the lack of on-air and off-air strategies, limited distribution of broadcast coverage, weak cooperation with other companies, untidy operational management, lack of trained and professional employees, lack of broadcasters, and inadequate broadcast equipment.

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