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The Rationality of Gis Fm Radio Fans Amid the Rise of Social Media

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ABSTRACT

At this time, various social media have emerged which function like radio. The convenience provided by social media made people use it. So that social media users were increasing and it was possible to reduce radio fans. But on the one hand, there were still people who like radio broadcasts. This study aimed to explain the reasons why fans are still listening to GIS FM radio amid social media. This research used qualitative research methods with data collection techniques interview, observation, and documentation. The validity of the data used technical triangulation. The results of this study indicate that fans are still loyal to listen to GIS FM radio broadcasts. The rationality of fan action was seen in the tradition of sending attention depicts traditional rationality, the enjoyment arising from reading attention by broadcasters that depict affective rationality, the effectiveness of radio as a tool that is easily controlled illustrates instrumental rationality, and the closeness that fans and broadcasters build represent value-oriented rationality. This made fans still listen to GIS FM radio amid the rise of social media.

Keyword: Rationality, Fan, Radio, Social Media

INTRODUCTION

Humans are known as social beings or better known as *zoon politicon* by Aristotle. As social beings, humans need to establish communication with each other. There are 3 reasons for the need for communication according to Harold D. Lasswell (Cangara, 2016), there are to control the environment, to adapt to the environment, and to conduct the process of socialization and internalization. Therefore, people always get along and make bonds with other human beings to meet the needs. People bond with each other to form groups

or organizations to work together to create innovations for the sake of survival. This interhuman relationship gave rise to new technologies that encourage the development of the times.

One of the technologies developing is communication tools. One of the rapidly growing communication tools is radio. Radio is a one-way mass communication tool developed by Maxwell and scientists in 1865. It delivers messages with electromagnetic waves. It first appeared in the United States. In 1923 556 radio stations expanded in various countries (RG, 2018).

In Indonesia, the first radio was established *Batavia Radio Vereniging* (BRV) on June 16, 1925, with private status. The existence of this BRV gave rise to private radio broadcast agencies. The most famous radio is *Nederlandsch Indische Radio Omroep Mij* or NIROM in Jakarta. The development of NIROM received support from the Dutch East Indies government so that this radio helped the colonial forces and focused more on financial gain. During the independence period, the existence of radio broadcasts played an active role. Radio Bandung is the first radio to broadcast proclamations outside Jakarta, but this radio reaches overseas areas. So at that Australia first knew about Indonesia's independence than the People of Indonesia (Effendy, 1991). After the independence period, radio was founded shaded by the government, namely Radio Republik Indonesia or RRI. The radio station was founded on September 11, 1945.

Seeing the huge usefulness of radio in conveying information to a mass audience, various regions in Indonesia established radio stations. A wide variety of broadcast programs are developed on the radio. Not only broadcasts about political news, but radio also provides broadcasts about health information, sports, and the arts. Radio also provides a program of playback of various music streams and offers advertising services. A survey from Nielsen Radio Audience Measurement stated that in 2016 the number of radio listeners in Indonesia reached 20 million listeners with a percentage of 38% (Nielsen, 2016).

The development of radio in Indonesia is also accompanied by the development of social media. Social media is an internet-based social networking application created on the basis of web 2.0 technology. This social network relies on content shared by users (Kotamena & Tukiran, 2020). Social media is not just used by people for long-distance communication. Social media allows users to do various other

activities, such as downloading various content, publishing various information, identifying other people's activities, creating statuses, creating profiles, and connecting or following people (Kotamena & Tukiran, 2020).

Social media can also be a promotional medium for a community. Wayang Wong Sriwedari community uses Facebook social media to socialize and promote wayang characters (Sutarso, 2018). Not only that but social media is also used for work purposes and learning media for children. However, the consumption of social media for children needs to be briefed, such as social media literacy for the Surakarta Children's Forum members. The literacy aims to provide understanding related to the healthy use of social media (Liestyasari, Nurcahyono, Astutik, & Nurhadi, 2020). Social media is also used as a persuasive communication medium as done by the Padang City Government to provide tourism aware socialization to the people of Padang Beach (Hanana, Elian, & Marta, 2017).

In 2020 social media users in the world reached 3.8 billion users. The number of users increased by 321 million from 2019. While in Indonesia social media users reach 160 million users. This number increased by 8.1% from the number of users in 2019. 65% of activity on social media is used for work (wearesocial.com, 11/02/21). Meanwhile, the most used social media in 2020 are Youtube and Whatsapp (table 1).

Table 1
Social Media 2020

Social media	Percentage of Users
Youtube	88%
Whatsapp	84%
Facebook	82%
Instagram	79%
Twitter	56%

Source: wearesocial.com

The rapid development of social media has an impact on the existence of radio. At this time many radio listeners are turning to social media users (Al-Rawi, 2016). As happened on RRI Kendari radio, the emergence of social media makes this radio must have innovation (Jalil, 2018). Similarly, Zora radio needs to rebrand remaining in demand by the public (Istiqomah, Wulan, & Pamungkas, 2017). Some radios also began to enter online broadcasts to survive (Rihartono, 2015).

In fact, in a large number of social media users today, there are still people who faithfully listen to the radio. They still listen to the radio even though many other digital media are more entertaining. This explains that the radio still has a place in the community. Some certain reasons or factors keep them listening to the radio. One of them is public satisfaction with the program offered by radio (Yuniati & Puspitasari, 2019). It also happened on GIS FM radio (Gempita Indah Swara) Wonogiri. This radio is one of 12 radio stations in Wonogiri that target various ages (table 2). At present, this radio reaches 300,000 listeners. The number consists of 55% female listeners and 45% male listeners of various age groups.

Table 2
GIS FM Radio Listeners

Age	Percentage of Listeners
10 – 18 year	30%
19 – 24 year	30%
25 – 39 year	20%
40 year and more	20%

Source: Research data (2020)

GIS FM radio was founded on June 27, 1994. This radio used to be located in Wonokarto Subdistrict. But currently, the radio switch in Ngadirojo sub-district adjusts to the latest frequency permit, namely 106.6 FM. Until now GIS FM radio still maintains its flagship jargon, namely "Radionya Wonogiri".

Even so, GIS FM radio still survives amid the development of social media. This radio still has a place in the community.

Based on the description of the problem above about the shift of radio by various social media and there are still loyal listeners listening to GIS FM radio, and to know the reason why listeners still love radio, then researchers are interested to find out more about the Rationality of GIS FM Radio Fans amid the Rise of Social Media.

RESEARCH METHODS

This research used a qualitative research method with a case study approach. The case study approach referred to the effort to gather and conduct an in-depth analysis of things focused on a particular region, organization, institution, or symptom. The case study focused on fans who still survive listening to GIS FM radio broadcasts. Data collection techniques used were interviews, observations, and documentation. The interview used in-depth interviews with GIS FM radio broadcasters and fans who often send attention. The observation was made on GIS FM radio broadcasts and fan activities while listening to the radio. The documentation in this study referred to the documentation of interview recordings, GIS FM radio profile data, and program shows.

This study used a data validity test with triangulation. Triangulation was a credibility test by checking data from various sources in a variety of ways and times. The type of triangulation in this study used triangulation techniques with the interview, observation, and documentation techniques. The data analysis used in this study was miles & huberman data analysis. Stages in miles and Huberman's data analysis were data codification, data presentation, and conclusion or verification (Afriзал, 2014).

RESULT AND DISCUSSION

GIS FM Radio Fans

GIS FM radio fans were listeners who love GIS FM radio broadcasts. GIS FM radio fans were not just from Wonogiri. Fans also came from various regions, such as Solo, Klaten, and Salatiga. GIS FM radio broadcasts targeted across a wide range of ages. But the majority of fans were married and working people. As the attention received by the radio broadcast on Thursday, February 11, 2021 many fans were housewives and workers in Ngadirojo market and Wonogiri market. Broadcaster GIS FM explained,

"Listeners are various. Yes, most of the market merchants in Ngadirojo and Wonogiri. But beyond that is also a lot, housewives are also many listen while cooking, washing."

The identity of GIS FM radio fans also was

known from advertisements that broadcasted on the radio. GIS FM radio always inserted ads on every broadcast. The ads that aired included body care ads and baby supplies aimed at housewives. In addition, there were advertisements for plant fertilizers aimed at farmers and medicines and herbal or traditional supplements aimed at adults. As in figure 1, herbal supplements such as Ziman and Jamu Tetes Warasen were the most played ads in a day.

Figure 1. Percentage of GIS FM Ads Broadcast

Fans Keep Listening GIS FM Radio

GIS FM radio was a radio that performs more songs in the country. The types of music that often played were dangdut, Campursari, and Keroncong. GIS FM radio fans were connoisseurs of this music.

They listened to GIS FM radio to listen to songs they love. They also had a favorite show that always awaited. Suyatmi as a GIS fan said,

"The songs are good, the announcers are interesting... 11 o'clock was (the most liked show) but on average all the hell, Ma'am."

Fans also loved GIS FM radio that always informs news, both domestic and foreign. Fans also got information about the advertised product. Ani as a gis fan explained,

"Sometimes there is news. I think most of the news about corona... I didn't miss any information."

Another reason that kept fans afloat is that listening to the radio had become a habit. Radio was a mass media that has been around for a long time. GIS FM radio fans were many among adults. For that, they've known the radio for a long time. They still listened to the radio because of the habit of listening to the radio since long ago. Ani explained,

"Because I have often listened to the radio from the past. Yes so like. It's good to listen to the radio."

Besides listening to the radio, fans used to sending attention. Attention was a short message that the listener sends to the broadcaster. Attention was a way of communicating between broadcasters and listeners. Attention could contain song requests and greet requests. GIS FM radio fans usually sent greetings to family, neighbors, or colleagues. Not infrequently greeting requests were intended for broadcasters.

GIS FM radio fans didn't just send attention once or twice. They sent attention almost every day. They were always waiting for the turn of attention reading and playback of the requested song. The read of attention and playback of songs by broadcasters caused a sense of joy to fans. This feeling of happiness prompted them to continue to

send attention. It was not uncommon for fans to send attention more than once a day. Attention delivery was a repetitive act until it became a tradition for them when listening to GIS radio. Ssuyatmi explained,

"Often. Yes, almost every day. Sometimes up to two times three times... Very like (when the attention read), usually immediately run to the radio. Be enjoyed. Usually, if the others are ringed on the way. But if we're the ones who read it right away. Continue if the song is played, well played, played, that's it."

The ease of operation of the radio was also a fan reason. Radio broadcasts were not like audio shows on various social media that can be stopped and replayed. Radio broadcasts could not be played back and did not have supporting features such as on social media. But this was an advantage for radio. The ease of radio operation made fans prefer radio over social media. This convenience was effective for fans who enjoy broadcasting while doing something or working. The radio didn't require much control, making it space for fans to do activities such as trading on the market (Picture 1). Radio also didn't require advanced internet data and gadgets. So the radio was appropriately used by fans with a simple phone.

Picture 1. Listening the radio while selling

The last reason was the closeness that woven between fans and broadcasters. Some GIS radio fans had a close relationship with

the broadcaster. This closeness arose from the broadcaster's response to fans. Broadcasters greeted the names that often appeared in the attention. This greeting was a form of broadcaster appreciation for fans. The announcer explained,

"So for listeners who often send attention, we say hello first. Let's say hello at the beginning to join. So this is our appreciation. The term also lets it be closer to the listener. So there's a sense of togetherness."

Fans' closeness to the broadcaster also occurred outside of radio broadcasts. Fans and broadcasters usually reprimanded each other when they met. Ssuyatmi explained,

"... outside the broadcast often (meet with broadcasters). Sometimes (broadcasters) go here to eat. Sometimes I go there... Often (to GIS office). Yes just sometimes miss the announcer. Sometimes buy the product there that is classified."

The broadcaster also invited fans to GIS FM radio show. As at the Opini program, the broadcaster asked PKK mothers for skills training. The broadcaster also invited fans to join the Tenda Takjil event during Ramadan. At the highest shows, fans and broadcasters interact with each other. The interaction added to the closeness between them. The announcer explained,

"We also sometimes invite them. For example, invite PKK mothers for training events. Invite them to make it to our stand fitting the event during Ramadan called Tenda Takjil. We'll spend some time together, have a chat."

Discussion

Rationality is the human mindset determining the means to achieve a goal (end) (Martono, 2018). Max Weber introduces rationality to describe human social actions. Social action accorded to Weber is action intended for something of subjective value. Rationality sees how these social actions are performed. The more rational the social action is, the more real and understandable the purpose of the action.

In understanding the rational level of action, Weber divides rationality into several kinds, namely instrumental rationality, value-oriented rationality, affective rationality, and traditional rationality. Instrumental rationality is the highest level of rationality. Instrumental rationality sees individuals capable of conscious consideration and planning to determine tools. The tool used to achieve a planned goal. Value-oriented rationality is an action that can determine the device with conscious consideration to achieve goals related to the value embraced.

The development of human rationality also triggers the development of technology. Weber explains that technology exists because of human thought. Technology becomes an instrument to achieve goals. Technology becomes part of the structure of action and reflects the level of rationality of the action. At this moment, the development of technology is seen in the rise of social media. Social media offers ease of use. It makes social media users increase every year.

The use of social media shows actions that reflect instrumental rationality and value-oriented constellations. Social media is digital media that allows users to interact online. In addition to its main function as a means of remote communication, social media is used for access entertainment, search for information, and other more complex activities. These activities include selling, studying, and seminars. It is because social media presents

a variety of complementary features that support these activities.

Individuals make social media an instrument to achieve their goals. The use of social media shows effective and efficient rational action. Social media is becoming a considerable instrument. Social media supports the realization of designed plans to produce both real and subjective output. Subjective purpose leads to the value embraced by the individual. As done by Wong Sriwedari Puppet Community in the use of social media. This community used Facebook to preserve the cultural values of Wayang Wong (Sutarso, 2018). The actions use social media as a tool to achieve the goal of describing instrumental rationality and value-oriented rationality. The difference between these two actions is in the goals you want to achieve.

Amid the development of social media, radio was still an option for the community. Radio is a one-way mass communication tool. Although only through audio, radio supported activities such as those on social media. Radio allowed listeners to performed activities more simply when compared to social media. Even so, radio still had fans, like one of the radios in Wonogiri, namely GIS FM radio. GIS FM radio was a radio that has been in the air since 1994. GIS FM radio still has fans.

There were several reasons for fans to keep listening to GIS FM radio. These reasons were rational actions that fans still listened to GIS FM radio amid the widespread use of social media. Such was the traditional rationality seen the habit of listening to the radio and sending attention by fans. These activities had been done by fans for a long time. Fans used to seek entertainment through radio broadcasts. As well as radio listeners among generation Z. As a generation close to social media, they still listened to the radio in search of entertainment (Yuniati & Puspitasari, 2019). The habit of listening to radio indicates the

radio can present a program of the show suits to listeners. Such as Radio RRI Kendari that could still survive because giving a program that suits the tastes of its listeners (Jalil, 2018). It was a habit that made it hard for them to leave the radio despite many entertaining social media.

The activity of sending attention is also an act of traditional rationality. Attention was a way of communication between the listener and the broadcaster, also between the listener and the other listener through the host. Attention allowed fans to convey something that hosts want to read and hear by others. It is the same with the concept of social media. Social media allowed its users to communicated and uploaded the status they wanted to share with other users (Kotamena & Tukiran, 2020). It's just that on the radio the concept of communication was easier compared to social media. Even so, fans still loved the way they communicated with attention. The delivery of attention was done by fans every day. So this action became a habit for fans. There are even fans who sent attention to several events in one day. In addition, some fans also sent greetings to other fans as feedback. Because this action has become a habit, it is not uncommon for attention not to contain song requests or send greetings. Some fans sent attention only as a sign of attendance to the broadcaster.

In fact, listening to the radio and sending attention is a habit that has become a tradition for fans. This tradition is done without the need for logical consideration and conscious planning. Moreover, the purpose of sending attention tends to be vague and unreal. Fans are constantly sending attention because such actions have long been done and are difficult to abandon. This tradition keeps fans listening to the radio.

Fans' actions against reading show an affective act. Affective rationality refers to actions based on feelings or emotions. It happens to fans who send attention. A feeling

of pleasure arose when their attention was read by the broadcaster. The attention from fans was not immediately read out. They had to wait for their attention to be read out. Attention readings were often paused due to song playback, ads, and news. Broadcasters also could not read all the attention or read the entire message on the attention because of the limited duration of the broadcast. So the attention read by the broadcaster created a sense of satisfaction for the sender.

Especially for attention whose message is read to the end and the song requested to be played. Fans who get the opportunity get the pleasure to provoke irrational reactions. The reaction was like running close to the radio and a shocked reaction. The feeling that arises from the delivery of this attention makes this action reflect affective rationality. The feeling spark fans to continue listening to GIS FM radio.

The reasons fans still listen to GIS FM radio are not only actions that have low rationality. Radio can still be an instrument for rational action by its fans. Fans were housewives, workers, and merchants around Ngadirojo market and Wonogiri city market. Their age ranged from married people. In addition, they also listened to GIS FM radio during work. They enjoyed radio broadcasting while doing homework or trading.

In these situations, the radio becomes the right instrument. Fans use radio as a tool for entertainment and information. The selection of radio as this tool through conscious consideration that radio is an easy-to-use tool amid the dense activity of fans. This is the advantage of radio compared to social media. Social media still needs user control to achieve those goals. Meanwhile, the radio doesn't require much control from the user. The user just needs to turn on the radio and search for the desired radio station.

Value-oriented rationality is seen in the closeness between broadcasters and fans. This closeness is formed from interactions

that are intertwined outside of GIS FM radio broadcasts. The interaction occurred in the actions of fans who visited GIS FM radio office to treat longing. Closeness was also established in broadcasters who often visited fan kiosks and the openness of hosts in inviting fans to some events. Both fans and hosts take a series of actions with conscious consideration that these ways will foster the value of togetherness and kinship.

For some of the reasons above, fans do show a rational and irrational mindset. The mindset resulted in actions that kept fans listening to the radio even though they were familiar with social media. These actions also indirectly put GIS FM radio on the market. GIS FM radio can still exist because of the loyalty of fans listening to its broadcasts.

CONCLUSION

Conclusion

Amid the development of social media has various advantages, radio is still a place in the community. GIS FM radio is one of the surviving radios. This radio survived because it still had fans who love the broadcast. Rationality of fans to keep listening to GIS FM radio based on several reasons. Traditional rationality was seen in habits formed from the actions of fans who listened to the radio and sent continuous attention. Sending greetings occurred because of the mindset of fans who considered the act as a tradition when listening to GIS FM radio broadcasts. Affective rationality indicated the affective reaction caused when the attention was read by the broadcaster. The joy that occurred suddenly led to irrational actions based on emotions.

Not only rational actions based on emotions and traditions, but instrumental rationality is also seen in the conscious consideration of fans choosing GIS FM radio stations based on song likeness, technological efficacy, and broadcaster characteristics.

Instrumental rationality also occurred in the choice of fans to make radio the chosen medium. Fans chose radio on the conscious consideration that radio was an easy-to-operate medium and could be enjoyed while doing the work. These conscious considerations give fans a real purpose.

Suggestion

Based on this research, there are several suggestions for various parties. For GIS FM radio broadcaster Wonogiri is expected to maximize the market share that has been formed, especially parents and workers. By knowing the promising market, GIS FM radio can evaluate and improve the program of the show. That way GIS FM radio fans will be increased. The public is expected to be able to choose a useful and appropriate media by the objectives to be achieved from the use of such media. Thus, people can avoid the negative impact of social media use. People can also choose radio as a useful entertainment alternative. For the government is expected to educate the public about the usefulness of radio. The government is also expected to educate on consideration of the negative impact of social media use. Thus, it is expected that the government will be the driver of society to be sensitive to technological developments.

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