

ABSTRAK

Andika Anugrah Pratama : *Transformasi Jurnalisme Radio di Era Digital (Studi Analisis Deskriptif pada Ardan Radio)* 28 Juli 2025

Perkembangan teknologi digital telah mengubah pola konsumsi media masyarakat secara signifikan, terutama di kalangan generasi muda yang kini lebih memilih mengakses informasi melalui media sosial dan platform digital. Perubahan ini menjadi tantangan besar bagi media konvensional seperti radio untuk tetap eksis dan relevan di tengah derasnya arus digitalisasi. Ardan Radio, sebagai salah satu radio anak muda di Bandung, menjadi contoh menarik dalam mengadaptasi diri terhadap perubahan tersebut melalui berbagai strategi dan inovasi digital.

Penelitian ini bertujuan untuk mengetahui bagaimana transformasi jurnalisme radio dilakukan oleh Ardan Radio di era digital, khususnya dalam konteks penerapan konvergensi media. Fokus utama penelitian mencakup cara Ardan memanfaatkan berbagai platform digital.

Penelitian ini menggunakan metode kualitatif deskriptif dengan pendekatan studi analisis. Data dikumpulkan melalui wawancara mendalam dengan tiga narasumber dari tim internal Ardan Radio, yakni penyiar, tim kreatif, dan pengelola media sosial. Selain itu, dilakukan pula observasi terhadap aktivitas digital Ardan di berbagai platform, seperti Instagram, TikTok, YouTube, dan website streaming. Teori utama yang digunakan adalah teori Konvergensi Media dari Henry Jenkins.

Hasil penelitian menunjukkan bahwa Ardan Radio berhasil mengimplementasikan transformasi jurnalisme radio dengan cukup efektif. Implementasi dilakukan melalui integrasi siaran konvensional dengan distribusi konten digital, sehingga menjangkau audiens lebih luas. Dari segi proses, produksi konten dilakukan secara kolaboratif antar divisi, dengan tetap memperhatikan prinsip jurnalistik radio seperti keberimbangan informasi dan relevansi isu. Strategi komunikasi Ardan ditandai dengan gaya penyampaian yang santai, interaktif, dan disesuaikan dengan karakter generasi muda, serta menempatkan audiens bukan hanya sebagai pendengar, tetapi juga partisipan aktif dalam penyebaran bahkan penciptaan konten.

Kata Kunci: Ardan Radio, Jurnalisme Radio, Transformasi Digital, Strategi Komunikasi, Konvergensi Media

ABSTRACT

Andika Anugrah Pratama : *The Transformation of Radio Journalism in the Digital Era (A Descriptive Analysis Study on Ardan Radio)* 28 July 2025

The development of digital technology has significantly changed society's media consumption patterns, particularly among young people who now prefer to access information through social media and digital platforms. This shift has become a major challenge for conventional media such as radio to remain present and relevant amidst the rapid current of digitalization. Ardan Radio, as one of the youth-oriented radio stations in Bandung, serves as an interesting example of how a traditional medium adapts to these changes through various digital strategies and innovations.

This study aims to examine how the transformation of radio journalism has been carried out by Ardan Radio in the digital era, particularly in the context of media convergence. The main focus of the research includes how Ardan utilizes various digital platforms.

This research employs a descriptive qualitative method with an analytical approach. Data were collected through in-depth interviews with three internal informants from Ardan Radio, namely announcers, creative staff, and social media managers. In addition, observations were conducted on Ardan's digital activities across various platforms, such as Instagram, TikTok, YouTube, and streaming websites. The main theoretical framework used is Henry Jenkins' Media Convergence theory.

The findings show that Ardan Radio has effectively implemented the transformation of radio journalism. The implementation was carried out through the integration of conventional broadcasting with digital content distribution, thereby reaching a wider audience. In terms of process, content production was conducted collaboratively across divisions, while still maintaining radio journalism principles such as balance of information and issue relevance. Ardan's communication strategy is characterized by a casual, interactive style adapted to the characteristics of young audiences, positioning them not only as listeners but also as active participants in the distribution and even creation of content.

Keywords: *Ardan Radio, Radio Journalism, Digital Transformation, Communication Strategy, Media Convergence*