

ABSTRAK

Nuramalia Izzatulmaula Aziz: Penerapan *Community relations* Media Radio Melalui Program *Talkshow* (Studi Deskriptif pada Program *Talkshow* Pojok Komunitas di Radio PRFM 107.5 *News Channel* Bandung).

Radio sebagai media lokal memiliki posisi strategis dalam membangun hubungan dengan komunitas di sekitarnya. PRFM 107.5 *News Channel* Bandung, yang dikenal sebagai radio berita berbasis *citizen journalism*, menyelenggarakan Program *Talkshow* Pojok Komunitas sebagai strategi utama dalam menjalin relasi jangka panjang dengan komunitas lokal. Komunitas tidak lagi diposisikan sebagai objek komunikasi, melainkan sebagai subjek yang turut membentuk citra dan legitimasi sosial organisasi. Penelitian ini bertujuan untuk mendeskripsikan penerapan *community relations* oleh PRFM melalui Program *Talkshow* Pojok Komunitas, yang mencakup lima tahapan utama yakni pengumpulan fakta, perumusan masalah, perencanaan dan penyusunan program, aksi dan komunikasi, serta evaluasi.

Penelitian menggunakan pendekatan kualitatif dengan metode deskriptif. Data dikumpulkan melalui wawancara mendalam dengan empat informan, yaitu Pimpinan Redaksi, *Business Development*, Produser Program *Talkshow* Pojok Komunitas, dan perwakilan komunitas. Analisis data mengacu pada konsep proses *community relations* Yosol Iriantara.

Hasil penelitian menunjukkan bahwa kelima tahapan *community relations* telah dijalankan oleh PRFM. Pengumpulan fakta dilakukan melalui monitoring isu aktual dan pengumpulan profil komunitas. Perumusan masalah didasarkan pada identifikasi *gap* akses media bagi komunitas *non-profit* di Bandung. Perencanaan mencakup penetapan kriteria komunitas, format *Talkshow* langsung, dan kebijakan program gratis. Aksi dan komunikasi diwujudkan melalui koordinasi adaptif sebelum siaran serta pemeliharaan relasi pasca-siaran yang berkembang menjadi kemitraan jangka panjang. Evaluasi dilakukan secara informal namun menghasilkan perbaikan konkret. Program *Talkshow* Pojok Komunitas terbukti menciptakan hubungan yang saling menguntungkan, komunitas memperoleh ruang eksposur, sementara PRFM memperkuat posisinya sebagai radio yang dekat dengan masyarakat Bandung.

Kata Kunci: *Community relations*, *Talkshow*, Media Radio Lokal

ABSTRACT

Nuramalia Izzatulmaula Aziz: *The Implementation of Community relations in Radio Broadcasting Through a Talk Show Program: A Descriptive Study of the "Pojoy Komunitas" Talk Show on PRFM 107.5 News Channel Bandung*

Radio, as a local media institution, holds a strategic position in building relationships with surrounding communities. PRFM 107.5 News Channel Bandung, known as a citizen journalism based news radio, organizes the Pojoy Komunitas Talkshow Program as its primary strategy for fostering long-term relationships with local communities. Communities are no longer positioned merely as communication objects, but as active subjects that shape the organization's image and social legitimacy. This study aims to describe the implementation of community relations by PRFM's public relations division through the Pojoy Komunitas Talkshow Program, encompassing five stages, fact-finding, problem definition, program planning and development, action and communication, and evaluation.

This research employs a qualitative approach with a descriptive method. Data were collected through in-depth interviews with four informants, comprising the Editor-in-Chief, Business Development, the Program Producer, and a community representative. The analysis draws on Yosai Iriantara's community relations process model.

The findings reveal that all five stages of community relations have been implemented by PRFM. Fact finding was conducted through monitoring current issues and collecting community profiles. Problem definition was grounded in identifying the media access gap faced by non-profit communities in Bandung. Program planning encompassed the establishment of community criteria, a live Talkshow format, and a free of charge policy. Action and communication were realized through adaptive pre-broadcast coordination and post-broadcast relationship maintenance that evolved into long-term partnerships. Evaluation was carried out informally yet produced concrete improvements. The Pojoy Komunitas Program has proven to create a mutually beneficial relationship, communities gain public exposure, while PRFM strengthens its position as a radio station that is genuinely close to the people of Bandung.

Keywords: *Community relations, Talkshow, Local Radio Media*