

ABSTRAK

Andini Aprillia Ependi, Transformasi Radio Konvensional Menuju Media Digital (Studi Kasus pada PRFM 107.5 *News channel*).

Perkembangan teknologi digital dan perubahan pola konsumsi media mendorong radio konvensional beradaptasi melalui transformasi menuju media digital. PRFM 107.5 *News channel* melakukan transformasi dengan mempertahankan siaran konvensional sekaligus memanfaatkan website, live streaming, YouTube, Instagram, TikTok, Facebook, dan X.

Penelitian ini bertujuan menganalisis tahapan transformasi PRFM, produksi dan distribusi konten digital, tantangan yang dihadapi, serta keterlibatan audiens dalam proses transformasi. Penelitian menggunakan Teori Mediamorfosis Roger Fidler dengan paradigma konstruktivis, pendekatan kualitatif, dan metode studi kasus. Data diperoleh melalui wawancara mendalam, observasi, dan dokumentasi terhadap pemimpin redaksi, tim redaksi, tim media sosial, dan audiens PRFM.

Hasil penelitian menunjukkan bahwa transformasi PRFM berlangsung secara bertahap melalui pengembangan produksi dan distribusi konten multiplatform, yang memperluas jangkauan informasi dan meningkatkan keterlibatan audiens. Transformasi tersebut menghadirkan perubahan pola kerja redaksi, tuntutan peningkatan kompetensi digital, serta persaingan dengan media digital. Keterlibatan audiens melalui interaksi dan respons pada platform digital turut menjadi bagian dari proses transformasi.

Dengan demikian, transformasi PRFM merupakan bentuk mediamorfosis yang menunjukkan kemampuan radio konvensional beradaptasi dengan perkembangan teknologi dan perubahan kebutuhan audiens tanpa meninggalkan fungsi penyiaran radio. PRFM disarankan terus memperkuat inovasi digital, kompetensi sumber daya manusia, dan pemanfaatan data analitik dalam pengembangan konten serta strategi distribusi.

Kata Kunci: Mediamorfosis, Transformasi Media, Radio Digital, PRFM 107.5 *News channel*.

ABSTRACT

Andini Aprillia Ependi, Transformation of Conventional Radio Towards Digital Media (A Case Study of PRFM 107.5 News channel).

The development of digital technology and changes in media consumption patterns have encouraged conventional radio to adapt through transformation towards digital media. PRFM 107.5 News channel has undergone transformation by maintaining conventional broadcasting while utilizing websites, live streaming, YouTube, Instagram, TikTok, Facebook, and X. This study aims to analyze the stages of PRFM's transformation, digital content production and distribution, the challenges faced, and audience engagement in the transformation process.

This study employs Roger Fidler's Mediamorphosis Theory with a constructivist paradigm, a qualitative approach, and a case study method. Data were collected through in-depth interviews, observation, and documentation involving the editor-in-chief, editorial team, social media team, and PRFM audiences.

The results show that PRFM's transformation has taken place gradually through the development of multiplatform content production and distribution, expanding information reach and increasing audience engagement. The transformation has also brought changes in editorial work patterns, demands for improved digital competencies, and competition with digital media. Audience engagement through interactions and responses on digital platforms has also become part of the transformation process.

Thus, PRFM's transformation represents a form of mediamorphosis, demonstrating the ability of conventional radio to adapt to technological developments and changing audience needs without abandoning its broadcasting function. PRFM is encouraged to strengthen digital innovation, human resource competencies, and the use of data analytics in content development and distribution strategies.

Keywords: Mediamorphosis, Media Transformation, Digital Radio, PRFM 107.5 News channel.