



Available online to <https://ejournal.uin-suka.ac.id>

Jurnal Komunikasi  
**Profetik**

Journal Page is available to <https://ejournal.uin-suka.ac.id/isoshum/profetik/>



## Lombok Woman Empowerment in the Digital Era Through Managing Community Radio as A Media of Pandemic Communication

*Athik Hidayatul Ummah*

*Department of Islamic Communication and Broadcasting, Universitas Islam Negeri Mataram*

email: \*[athika\\_hidayah@uinmataram.ac.id](mailto:athika_hidayah@uinmataram.ac.id)

\*Correspondency

### ARTICLE INFO

**Article history:**

Received 16 September 2021

Revised 29 October 2021

Revised 8 November 2021

Accepted 21 November 2021

Available online 29 December 2021

**Keywords: [ Key word heading]**

Woman Empowerment  
Pandemic Communication  
Community Radio  
Digital Era  
Covid-19 Pandemic

### ABSTRACT

Women have some part in the pandemic Covid-19, especially in providing true information. This article tends to describe how Lombok woman empower themselves through managing community radio during Pandemic Covid-19. Related to the role of community radio is increasing especially in providing the true information needed by the public. These women manage the radio community called “Nina Bayan” in North Lombok Regency. This phenomenon is interesting to be studied since the people in this area have been facing long-standing difficulties, from the Lombok earthquake that occurred in 2018 to the Covid-19 pandemic in 2020. The resilience of society, especially women's groups, in facing this difficult situation is to form a media broadcast which is community radio. The purpose of the research is to explore the role and strategy of the radio community “Nina Bayan” in building pandemic communication during the digital era managed by these women. This study uses a qualitative approach to describe the phenomenon of the study in depth and detail. Research data obtained from interviews (three interviewees: founder, program manager, announcer or teacher), observations and literature review to strengthen the study in theory and methodology. The results show that (1) Dissemination of pandemic communication was packed through the communication media of the radio based on community needs and local wisdom so that it was easily accepted and accessed by the community. (2) The strategy carried out by the radio community to survive amid the challenges of the broadcasting world is capacity building for radio managers and broadcasters, using an inclusiveness approach, creating programs based on community needs and broadcasting digitalization.



## INTRODUCTION

Women have an important role during the Covid-19 pandemic to maintain the health of the family, accompany children to study and share information for their family and network. However, women, especially housewives, are a group that is more vulnerable to believe a hoax and share it to their families (Kemenpppa, 2021). Women are one of the most often neglected groups in society. In many areas of life, the many interests or needs of women are not accommodated by stakeholders, including in the media sector which often discriminates against women's groups (Pratiwi et al., 2021).

True information and media are important needs for society in the digital era. The resilience of the community, especially women's groups in facing difficult or crisis situations by forming a community radio broadcast media. The community radio is an instrument or medium to empower women (Nirmala, 2015). The community radio "*Nina Bayan*" was established to empower and educate women in North Lombok regency, West Nusa Tenggara. The members of the community radio "*Nina Bayan*" are women who survived the Lombok earthquake from Sukadana in the village Bayan district.

The community radio "*Nina Bayan*" is a medium for empowering and protecting children because it is managed by women from the village who have been empowered and have been fighting

for justice and gender. The functions of community radio "*Nina Bayan*" are a medium of information and education about the impact of the pandemic for women, preventing domestic violence and child marriage, giving information about Covid-19 and reproductive health and marketing for the product during the pandemic.

The community radio "*Nina Bayan*" is interesting to study because people in this area have faced difficult or crisis situation for long time, starting from the Lombok earthquake that occurred in 2018 to the Covid-19 pandemic that has occurred until now. It is interesting to explore more deeply how they build resilience and do empowerment through community radio. On the other hand, many media are difficult to surviving in the digitalization era and during Covid-19 pandemic. While community radio "*Nina Bayan*" stands to bridge community empowerment, especially for women through the media.

The Corona Virus Disease 2019 (Covid-19) pandemic has had a major impact on aspects of life of society. The impact is not only on health and economic aspects but also education, religion, culture, social relations and communication. The Covid-19 pandemic has changed human habit that is previously unpredictable. Therefore society must be adaptive to the various forms of change. Eventhough the changes are not easy for the community



if there is no socialization and provision of correct information for them.

Some of the problems faced by society during the Covid-19 pandemic are the amount of rumors and infodemics or hoax during the Covid-19 pandemic. The rises of the rumor and infodemic about Covid-19 in the community have exacerbated the pandemic situation. The rate of spread of hoax often occurs because someone gets the false informations, then they don't check back when sharing it with others and they don't understand about the impact of the hoax information in the future. The impact of the infodemic is worrying. For example, incorrect information about one of the Covid-19 drugs that makes people feels safe with the drug, thus ignoring the health protocol recommendations from the government.

In this case, the media has an important role in conveying information to the public during the uncertainty of the situations and uncontrolled spreading information on social media. Now, information and communication is a basic human need. As in the current technological era, various needs for information, education, entertainment, economy and access to knowledge can be more easily accessed by the public through various media. The facts are motivated by change and progress that moves increasingly dynamically dynamic. As In the global Covid-19 pandemic situation, the development of digital-based information is increasingly needed. The public needs credible and reliable information to find out discover the Covid-19 phenomenon that occurs and its various impacts.

Based on this description we discover that Radio broadcasting media is still the mass media used by the public. According to The Nielsen Consumer Media View survey (2017) shows that radio penetration still ranks fourth compared to other media types. First, television is still the main media for the public with by its penetration reaching 96 percent. Furthermore, outdoor media with a penetration of 53 percent, internet 44 percent, and in fourth position is radio 37 percent. The penetration of newspaper media is only 7 percent and magazines and tabloids is 3 percent.

Moreover, The Nielsen Radio Audience Measurement survey in 2016 found that 57 percent of the total radio listeners from Generation Z and Millennial. As many as four of ten radio listeners listen to the radio through a personal device or a mobile phone. The weekly penetration figures show that radio is still being listened to by around 20 million consumers in Indonesia. Radio listeners in 11 cities in Indonesia spend an average of 139 minutes every day. Even though the internet is growing rapidly, it doesn't mean that the reach of radio listeners is geeting lower because radio still has loyal listeners (Nielsen, 2016).

In the current era of information abundance, the radio is one of the oldest electronic mass media that is still effectively used by the public to obtain valid information. Although radio must be competing with other media such as television and social media, in reality radio still survives (Rihartono, 2015). One form of radio that is increasing in number is community radio. Community radio is a medium whose existence is



needed by the specific community; especially they live in rural or remote areas to obtain information, education and entertainment (Hadi, 2003).

Community radio began to develop rapidly after legalization of the Law number 32 of 2002 concerning Broadcasting. Article 21 paragraph 1 in the law of broadcasting explains that community broadcasting institutions are broadcasting institutions in the form of Indonesian legal entities. It established by a particular community, independent and non-commercial, with low transmission power, limited area coverage and to serve the interests of the community. The regulation gave rise to a variety of community radios that reflect the heterogeneity of society in Indonesia and the needs of communities for media to get knowledge, information and entertainment. During the Covid-19 pandemic, people need correct information.

Through community radio, people can express their opinions and interests such as they can join as announcer, as manager creat programs. Second, community radio is able to answer or touch the needs of the community because the programs created based on input from the specific community. Third, explore local wisdom of an area includes local news, local culture or tradition programs (Takariani, 2013). Community radio acts as a communication medium in providing information to the public and voicing the aspirations of the wider community (Kent & Ellis, 2015). Audiences can actively use the media to meet their needs through programs broadcast in community radio (Atika et al., 2017).

Community radio has an important role as a medium that provides information about disasters. Community radio plays a role in helping the community in solving problems in the environment, including disasters (Mhagama, 2016). In the crisis or disaster, people's information needs are very high (Shklovski et al., 2010). Radio as a communication medium can has the ability to play a role in providing information about disaster management to the community. Hereinafter, good disaster management can help communities to be prepared for disasters and have information of what to do after a disaster occurs (Sjuchro et al., 2019). The current crisis situation is the Covid-19 pandemic as a non-natural event and national disaster.

Moreover, community radio is one of the broadcasting media that has appeal as a medium that has a strategy to present what other radios cannot offer such as community radio has specific audience segments or only certain communities so that have loyal listeners. In fact, in developing countries such as Indonesia, community radio also has a strategic role that newspapers and television do not have. Especially starting from voicing the aspirations of the people, mobilizing, democratizing, building people's participation and promoting local culture or local wisdom (Masduki, 2004).

Indeed, Community radio is also able to provide access to information and knowledge about how to communicate to the public. This reason is the best reason why community radio interesting to study. Since the community radio which is growing rapidly at this time occurs as



the level of community dependence is quite high on a mass media that can meet their needs. It's because the Communities in Indonesia are very diverse and they tend to rely on community radio to get the information needed to develop them since community radio is able to answer the needs of community.

Actually, there are many advantages of community radio over mainstream media. First, community radio is able to meet the specific needs of the community groups that make it up. Second, it can fulfill the rights of information and communication of marginalized groups such as women, laborers, fishermen, and the urban poor. Third, community radio has the ability to overcome the problem of limited reach of mainstream media which is concentrated only in the cities (Dwiana & Wahyuni, 2013).

The reason of the pandemic communication studies is important to focus on the role and strategy of community radio, its social impact on developments in its internal and external communities and its relationship to technological developments. Academic studies on how community radio is sustainable, why and how they can survive as participatory and inclusive social organizations are studies that need to be carried out continuously (because) as the media continues to develop according to the historical context and social identity of the community where community radio is located (Correia et al., 2019). Based on the explanation above, the purpose of this study is to explore the role and strategy of community radio "*Nina Bayan*" in North Lombok Regency to create pandemic

communication in the midst of the digital era.

## METHODOLOGY

This study uses a qualitative approach to describe the phenomenon in depth and detail. The qualitative research is a method to describe, explore and understand the meaning that a number of individuals or groups of people ascribe to social or humanitarian problems (Cresswell, 2014). The process of qualitative research involves important efforts, such as asking questions and procedures, collecting specific data from participants, analyzing data inductively from specific themes to general themes and interpreting the meaning of the data.

Furthemore This study was conducted in the period of July-September 2021. The object of this research is the community radio "*Nina Bayan*". It is located in the village of Sukadana, Bayan District, North Lombok Regency, West Nusa Tenggara Province. This radio was chosen since it has urgency in responding to the Covid-19 emergency situation in the village. This radio is quite active in encouraging efforts to empower women in villages in various sectors of life due to the impact of the Covid-19 pandemic, such as economic strengthening, educational media and accurate information media. In 2018, Bayan district was rocked by an earthquake. For three years, the people in Bayan district have been trying hard to start their lives again.

In addition, data collection techniques in this study were interviews with informants including the founder or initiator of community radio, program manager or field assistant, announcer as



teacher in the school. Meanwhile, to complement the research data from the interviews, the data found during field observations and literature review were also used to strengthen the study's arguments from various sources such as journals, books, online media and other.

This study uses descriptive qualitative analysis to collect actual and detailed information, identify problems, make comparisons or evaluations and determine what other people do in dealing with the same problem and learn from their experiences to set plans and decisions in the future (Moleong, 2018). Researcher coded all the data collected from interviews, data obtained in the field and other literature, then categorized based on the problem to be answered. The data are described based on the needs of the research and finally draw conclusions from the results of the study.

This research use triangulation. It is a technique for checking the validity of the data that utilizes something other than the data for the purpose of checking or comparing the data. It is combination of various methods used to examine interrelated phenomena from different perspectives includes three types of triangulation. This research use triangulation of methods, data sources and theories.

## RESULT AND DISCUSSION

### Pandemic Communication

The Covid-19 pandemic is very different from the pandemics that have occurred before, for example: the Zika, Ebola, MERS and H1N1 viruses. The different is lays on The enormous impact of the Covid-19 pandemic which ison

global health, politics, economy, business, education and people's daily lives. The lives of most people around the world are disrupted and in many cases have changes in various aspects. The Covid-19 pandemic is a special kind of crisis and requires the public to be able to mitigate rumors and infodemics, reduce the risk of contracting the virus and getting sick, reduces uncertainty and face life's challenges (Diers-Lawson et al., 2021).

Rumors and infodemics are one of the challenges faced by the community during the Covid-19 pandemic. The spread of the infodemics during the Covid-19 Pandemic is almost unstoppable. The reason is as of the internet and social media is widely used by the public (Cinelli et al., 2020). This infodemic or misinformation spreads much faster and often creates increasingly complex problems during the Covid-19 pandemic. Currently, misinformation can be create and share by anyone, including the government and the mass media (Sushmita et al., 2021).

Furthermore, mass media has an important role in providing accurate and fact-based information to the general public which can also be disseminated through social media (Zarocostas, 2020). Mass media is needed as one of the effective steps in resolving the impact caused by Covid-19. Mass media can be used as a means of early education that directly targets the wider community effectively and efficiently (Akbar, 2021; Syaifudin, 2005; Syaipudin, 2019).

In general, according to Rachmiatie (2007), the mass media has a function to inform, to educate, social control and entertainment. Meanwhile,



several functions of the mass media in more depth are: (1) Representing and supporting local culture and identity; (2) Creating a free exchange of opinions in the media; (3) Provide varied programs; (4) Stimulating democracy and dialogue; (5) Support development and social change; (6) Promoting civil society; (7) Encouraging the presence of good governance; (8) Stimulate participation through information dissemination and innovation; (9) Providing voice opportunities for those who do not have the opportunity; (10) Function to connect communication in the community or community telephone service; (11) Contribute to the variation of broadcasting ownership; (12) Providing human resources for the broadcasting industry.

Furthermore, community media is a form of mass media that has a specific target community. Community media is very important since the problem in the field of communication and information is equity and justice in obtaining information. Also, community media as mass media has an important role in social, cultural, political, and economic life, has the freedom and responsibility in carrying out its functions as a medium of information, education, entertainment and control social.

Unlike the conventional mass media, the objectives of community media are (1) Provide information services on universal, non-sectoral and primordial issues and problems. (2) Development of a pluralistic culture of interaction. (3) Strengthening the existence of minority groups in society. (4) The form of facilitation of the process of problem solving according to the

perspective of the local community (McQuail, 2010). In an archipelagic country as Indonesia, community media as of community radio is seen as having the most opportunity to fulfill all of these goals, especially in dealing with the crisis due to the Covid-19 pandemic.

Furthermore, community radio has grown rapidly in Indonesia in line with the climate of wider openness since the reform era. The various types of community radio currently was developed, reflect the heterogeneity of society in Indonesia and the community's need for media that can meet their needs for knowledge, information, and entertainment at the same time. Therefore, community radio is also able to provide access to information to the public as well as providing access to knowledge about how to communicate (Takariani, 2013). This is the reason why community radio is interesting to be studied more deeply in the context of the Covid-19 pandemic communication.

The community radio "*Nina Bayan*" in North Lombok Regency is radio for response the covid-19 emergency condition. It is increasingly active in broadcasting greetings to residents, providing information and educating the public regarding the handling of the Covid-19 pandemic. One form of pandemic communication carried out by the community radio "*Nina Bayan*" is to empower women through broadcast media to share information, educate, and ultimately not only benefit themselves and their families, but also the nation and state (HarianNusa, 2021).

### **The Existence of Community Radio "*Nina Bayan*"**



The broadcasting system in Indonesia recognizes four types of broadcast media, namely public broadcasting, private broadcasting, community broadcasting and subscription broadcasting. The types of community radio can be community-based, issue-based, hobby-based, and campus or educational institutions. The number of community radios is increasing in various parts of the country, as if they want to balance the combined number of commercial radio and public radio (Eddyono, 2008). Radio “*Nina Bayan*” is community-based broadcast media. This radio was founded to meet the needs of the women’s community as like information, entertainment and education needs.

This study focuses on the community broadcasting institution which is a broadcasting institution aimed at certain communities and has limited broadcast coverage. Community broadcasting institutions are non-commercial and may not receive income through commercial advertisements or broadcasts, except for public service advertisements. Meanwhile, funding can be obtained from the membership fee and community that supports the radio. Community radio “*Nina Bayan*” is a non-profit service institution that is owned and managed by women communities through a foundation or association “*Sekolah Perempuan*”. Its purpose is to serve and provide benefits to the women community where the broadcaster is located (Fraser & Estrada, 2001).

Community radio “*Nina Bayan*” meet all the characteristics of community radio which are: (1) Community

participation. Citizen participation can be seen in the process of establishing, managing, evaluating and monitoring a community radio station. Community radio was born from communities that need media to communicate between them. Community radio provides a place for community members to talk, discuss, make art or express opinions regarding common interests. (2) Clarity of the community. Community radio has a clear audience, namely residents who live in certain areas. Community radio serves a small number of community members. (3) Limited coverage area. Community radio broadcasts to serve the interests of communities within its broadcast range. In principle, the broadcast coverage area should take into account the possibility of active community involvement. Territorial restrictions should be seen as a way to increase opportunities for community participation in community radio management (Birowo et al., 2013).

Community radio is also often referred to as social radio, educational radio or alternative radio. Community radio is a broadcasting institution that gives significant recognition to the role of supervision and evaluation by its community members through a supervisory agency specifically established for this purpose, intended to serve only certain communities and has a limited coverage area (Ghazali, 2002). Community radio “*Nina Bayan*” provides a wide space related to information that is really needed by the community, giving listeners the freedom to express themselves. Listeners can call or exchange messages on the topic being discussed. Thus, radio broadcasters act as gatekeepers, filtering message





information on the radio (Ewart & Dekker, 2013).

Community radio "*Nina Bayan*" was established as an initiative and a form of commitment to overcome the impact of the Covid-19 pandemic on women and children. The Covid-19 pandemic has had an impact on various community activities, including social distancing, while the public's need for correct information during the Covid-19 pandemic is very important.

*"The presence of community radio Nina Bayan, 107.7 MHz is one way out in solving the problems of children and women in Sukadana village, Sukadana sub-district, North Lombok district. The goal is to bridge community empowerment, especially women's groups through radio broadcasting media because during the Covid-19 pandemic there is social distancing while information must continue to be conveyed"* (RH, Founder of *Nina Bayan*).

Community media offer an alternative, not only to portray women who are not gender-biased, but also to enable women to increase their self-confidence, skills and training in radio broadcasting. This alternative medium is important because it is useful for promoting feminist ideas, practices, content, and countering the so-called "symbolic annihilation" of women caused by the media's lack or misrepresentation of women (Jankowski & Prehn, 2002).

One of the social impacts produced by community radio is it is

effective in empowering women (Seneviratne, 2012). Community radio "*Nina Bayan*" has a significant role in women empowerment through the broadcasting media as like the member of community has confidence to speak in the public.

*"The community radio "Nina Bayan" helping empower women who initially couldn't speak in forums or media, now they have the confidence to appear and become radio announcers"* (RH, Founder of *Nina Bayan*).

The community radio is an instrument or medium to empower women. The community radio is owned, managed and controlled by community for the benefit of them and serves the needs, interests and aspirations of them. For women, community radio gives space to express their voices or views are not heard and not provided in the mainstream media (Nirmala, 2015). Community radio is medium of mobilizing and engaging the communities, especially for women because the medium is local, personal, pervasive, extensive, flexible, available, efficient, readily understood and speedy (Manyozo, 2009).

### **Program and Content of Community Radio**

Programs and broadcast content of community broadcasting institutions emphasize the locality aspect, which is related to the daily life of the community or the socio-culture of the local community. In addition, broadcast material must also contain aspects of



diversity, information about minority groups or other unique things that are not present in commercial media. Therefore, the involvement of community members is very important to control broadcast content.

The production process of broadcast content and programs in community broadcasting institutions must pay attention to the needs of the community. Utilization of various digital platforms and social media is a strategy carried out by the mass media to expand the coverage area of broadcasts. Before the advent of the internet, the mass media industry only relied on analog broadcasts which had a very limited reach, especially for community radio broadcasting media. In the digital era, the content can be saved and shared via social media.

Community radio as a part of the Indonesian broadcasting system practically participates in delivering the information needed by the community, both regarding the aspirations of citizens and programs carried out by the government, to jointly explore problems and develop the potential that exists in their environment. Empowerment of women through community radio is realized in many ways. In broadcast content, community radio can broadcast programs related to women's empowerment and issues related to women. So, the existence of community radio is also one of the reasons for the creation of good governance by the principles of human rights where the freedom to express opinions and obtain information through broadcasting.

The program and content broadcasts of community radio "Nina

Bayan" were made based on the needs of the community and adapted to the conditions of the Covid-19 pandemic. The radio broadcast program "Nina Bayan" is held every Monday to Saturday from 09.00 to 15.00 WITA. The programs and broadcast content of radio community "Nina Bayan" are: First, *Salam Pagi*. This program contains information in the morning and songs to refresh and give spirit for the day. Second, Info Covid-19 (information about Covid-19). This program contains information about Covid-19, as like the number of cases, how to deal with it, socialization of health protocols, Covid-19 vaccination and others. The format of this program is dialog and sharing with resource persons from community health center.

Third, *Gundem Batur Nine* program. It is a broadcast program that contains discussions related to women's issues, child marriage, women's violence, domestic violence, etc. This issue is important to broadcast because during the pandemic, many cases of child marriage and violence against women are rampant. So it is important to explore these issues and convey them to the public via radio to prevent child marriage and violence.

Fourth, *Lapak Kita* program. It is a broadcast program that helps women's micro, small and medium enterprises in North Lombok Regency, especially in Bayan district to promote their products. Promotion through this radio is very important and helps them to increase sale of their product because before it they have limited marketing during the Covid-19 pandemic.

*"This radio has started broadcasting in January 2021. In*



*addition to providing information related to efforts to prevent Covid-19 and violence against women and children, the radio "Nina Bayan" also participates in promoting the production of women's micro, small and medium enterprises" (SB, Field Manager or Assistant "Nina Bayan").*

Fifth, *Dunia Remaja* program (youth world). It is a program that aims to provide information and share related to parenting, how have effective parenting to youth, reproductive health for adolescents, child psychology and others. Several resource persons were invited to discuss these topics from psychologist, counselor, etc.

*"The function of community radio "Nina Bayan" is a medium of information and education in overcoming the impact of the pandemic on women in the village through broadcasts about preventing domestic violence, child marriage and legal protection. This radio broadcast also educates about health related to Covid-19 and women's reproductive health. (RH, Founder of "Nina Bayan").*

Sixth, *Ngopi Pagi* program (morning coffee or smart chat in the morning). The content of this program broadcast is information about regional development, the programs of local governments, village governments, etc. This program invites resource persons or interviews the results of the coverage. This program makes the community to

know and participate in government programs. The function of community social control over local and village government policies or programs is carried out by the community.

The seventh broadcast program is "*Pembelajaran Jarak Jauh or PJJ*" (distance learning). This broadcast program aims to educate students, to reach schools and help teachers to teach due to social distancing restrictions and learning from home due to the Covid-19 pandemic. This program is given time to children gets storytelling. Then students from elementary school, junior and senior high school level, it is let's learn program. This program invites teachers from various subjects. The purpose of this program is to maximize the fulfillment of the learning needs of junior or senior high school students in Bayan District who are currently still implementing the online distance learning system. The educational function of the radio "*Nina Bayan*" is present in this broadcast program. This program is given during the day so that children can listen while relaxing in the "berugak".

*"This radio "Nina Bayan" helps children through the distance learning system, especially those who do not have a smart phone and lack of signal in remote hamlets in the mountainous area of Sukadana, North Lombok. Through this radio, children can listen to storytelling and elementary, junior and high school students can follow the lessons from their teachers*



through the radio” (Teacher or announcer of “*Nina Bayan*”).

### **Strengthening Human Resources and Community**

The gender aspect is an important dimension in community radio initiatives launched by community-based organizations (Pavarala & Malik, 2007). Assumptively, the use of communication technology for social change in empowering women through community radio can help develop women's interaction capacity for collective action. Not only that, with the belief that women's voices and life experiences need to be expressed, namely encouraging women's participation in producing local programs that are relevant and gender sensitive. Community radio programs enable women to radically change what is generally accepted as the “language of the media” by providing a space and process for expressing ideas and issues related to women's unique experiences.

The important steps for a balanced of women in community radio are: (1) Increasing women's access to expression through the media; (2) Increasing women's access to and participation in decision-making and media management; (3) Use communication as a driving force in promoting active participation and equity in development; (4) Recognizing the importance of media networks worldwide for women; (5) Recognize women's rights to have access to expression and participation in the media; (6) Recognize women as sources of authoritative information, experts and opinion makers; (7) Introduce, support and expand community radio stations as a way to

increase women's participation and contribution in the media; and (8) Conducting research on various alternative, traditional, local communication technologies, and forms of stories in society, as well as new communication technologies used by women (Pavarala & Malik, 2007).

There are fifteen people (all of them are women) who manage the community radio “*Nina Bayan*” and they are use an inclusive approach so that there are elements of management who have various religions and disabilities. The educational background of the managers also varies from elementary school to university. The capacity of radio broadcasters and managers is formed by capacity building via online and offline system. Some of the training carried out included skills in managing radio programs or events, broadcast techniques, coverage techniques and so on. The speakers were presented from broadcasting experts such as from the Indonesian Community Radio Network.

*“Our approach is inclusive, in addition to the majority of Muslims, but there is also one manager or broadcaster who comes from the Hindu religion because there are also many Hindu groups who are advocated. There are disabilities too”* (RH, Founder of “*Nina Bayan*”).

### **Strategy for Community Radio**

Along with the current advances in information and communication technology, community radio has a variety of strategies to survive in the midst of the challenges faced. The first



strategy, broadcast conventionally using radio frequency spectrum. This option has a limited range, which is around the presence of community radio stations. The second strategy is that community radio broadcasts are only broadcast via streaming on the internet. The third strategy, apart from broadcasting conventionally, is to broadcast the broadcast via streaming on the internet. This third option makes the reach of community radio listeners wider.

The role of information and communication technology for community radio also has a role in the economic development and social resilience of the community, including in the three areas, namely frontier, remote and underdeveloped areas. Community radio has an important role in the economic growth of a nation, among others, can create jobs, contribute to the improvement and diversification of the economy, promote local innovation, and increase the access of all members of society to development.

The adaptability of community radio with the development of information and communication technology makes community radio still exist in carrying out its functions as a medium of information, education, entertainment, and pervasive. Radio gets the nickname as the fifth power, this is because radio can perform socio-economic and political control functions such as newspapers in addition to these four functions. The broadcast radio management strategy will always develop in line with technological advances. Community radio will always exist until whenever its listeners will

never leave radio if the radio is managed properly.

Community radio “*Nina Bayan*” is not only broadcast via online through the radio frequency network but is also stored and can be accessed through Android applications and Podcasts. This is a response or strategy to help listeners who cannot listen to live radio broadcasts. This radio is also under trial development through social media channels, such as live streaming on Facebook, Instagram and others that are popularly used by the public.

*“This radio can be accessed on a frequency of 107.7 MHz and can be reached by people in Bayan District and its surroundings. Besides being accessible via electronic radio, this radio broadcast can also be accessed through the Android application and Podcasts”* (SB, Manager of “*Nina Bayan*”).

Community radio “*Nina Bayan*” has become a medium for women's empowerment and child protection because it is managed by village women who have been empowered and have had loyalty in realizing justice and gender equality. This strength is even greater because of the support from the community, village, sub-district and district governments for initiatives developed by KAPAL Perempuan and LPSDM (Partner Resource Development Institution) with the support of the digital access program.

The existence of community radio in the community is very important in helping to overcome the problems faced



by the community during the Covid-19 Pandemic. During the Covid-19 pandemic, many mass media experienced difficulties, especially from a financial perspective. However, for the sustainability of community radio, the participation of the local community or the involvement of the community is the key to sustainability. For example involvement in membership dues, involvement in programming, etc.

*“The requirement for community radio is the membership fee. Here we pay a fee of 25 thousand every month. During the Covid-19 pandemic, this radio is very important as the media needed to counter hoax and give information about Covid-19, vaccination, etc. We give socialization about the importance of vaccination to the elderly by inviting expert sources or from the community health centres”* (RH, Founder of “Nina Bayan”).

### **Broadcasting Digitalization**

The existence of community radio so far has had several problems and challenges including: limited frequency and coverage. Another problem is the lack of community participation, human resource factors, lack of budget, limited infrastructure and so on. Financial and human resource issues affect the sustainability of community radio. These problems become big challenge because the mission of empowering women carried out by community radio must continue to be carried out, both through on-air and off-air programs.

The challenge of frequency and network limitations now can be overcome with internet and digitalization. The internet has a strong influence on the development of broadcast media. The Covid-19 Pandemic conditions also forced the media to provide a quick response by media convergence. In the context of media management, radio is not only sufficient as a means of information, education or entertainment, but radio must be able to become a medium that is a solution to various problems faced by the community, especially during the Covid-19 pandemic.

Broadcasting digitization in Indonesia is an opportunity for broadcasters, including community radio. Community radio can take advantage of digitization to broadcast widely through internet streaming networks. This system opens opportunities for small broadcasters such as community radio to exist and expand their broadcast area through the network.

In the concept of media convergence, it is a strategy to combine broadcast production with other media to facilitate the content production process. Community radio which produces broadcast content conventionally switches to digitally producing information and entertainment, so that content can be available in a variety of different formats and its reach can be wider (Biagi, 2010).

According to Leminen et al., (2016) convergence is a process of integrating computerization, communication and content. This process is in the form of combining telecommunications networks, information technology and content on



community radio. Technological convergence means combining previously unrelated technologies into a related part of the media industry to deliver content across multiple devices. Meanwhile, industry convergence occurs when media, telecommunications and technology companies come together and develop new business models.

Convergence indicates a significant and very complex change in the media scope and is driven by digitalization (Mikos, 2016). Media convergence is a process of combining old media forms with new media through computers and internet networks, so that media with new forms, structures and cultures emerge (Lawson-Borders, 2009). Convergence is an operational strategy to produce and integrate culture from audio or video into an interactive digital information organization or service.

According to Gambaro (2013), to maintain audience loyalty, broadcast media managers need to implement strategies so that the content or programs that have been produced can be found easily on the internet. The dissemination of media content on the internet is referred to as an on-demand culture, the meaning that the culture of enjoying content appropriate to the audience's requests is to be able to access content anywhere and anytime through smartphones and internet networks.

Media convergence and digitalization are present not only because of business interests to expand the market or audience, but because of the consumer's need to obtain content easily and quickly, wherever and whenever. The internet and social media have an important role in media change.

Media changes that continue to occur do not mean that old media or conventional media will be abandoned, but that old media can be combined with new media. This is the era of digitalization.

## CONCLUSION

Community radio is a medium of information and communication that has an important role in the dissemination of accurate and balanced information needed by the community. The community radio has the freedom and responsibility in carrying out its functions as a medium of information, education, entertainment, persuasion and social control. Community radio is a medium to promote local culture, local wisdom and control the performance of local government.

The women's community in Sukadana Bayan village has a significant role in building pandemic communication and community empowerment through the broadcasting media or community radio "*Nina Bayan*". Dissemination of pandemic communication is information about Covid-19 is packaged into program and broadcast content based on community needs and local wisdom so that it is easily accepted and accessed by the community and public. The strategy carried out by community radio "*Nina Bayan*" to exist in the broadcasting world is capacity building for radio managers and broadcasters, taking an inclusive approach and broadcasting digitalization.

Recommendations for community radio managers are that digital transformation in the era of disruption is important to do to expand the reach and dissemination of broadcast content at a



relatively cheaper cost. Then recommendations for further research are to explore the strengths and uniqueness of community radio in facing various challenges.

#### ACKNOWLEDGEMENT

We would like to thank the informants, founders, managers and listeners of the community radio “*Nina Bayan*” in North Lombok Regency who have given their time and shared their experiences so that this article can be completed properly and contribute to the development of broadcasting studies.

#### REFERENCES

- Akbar, S. (2021). Media Komunikasi Dalam Mendukung Penyebarluasan Informasi Penanggulangan Pandemi Covid-19. *Majalah Semi Ilmiah Populer Komunikasi Massa*, 2(1), 73–82.
- Atika, A., Lubis, D. P., & Rangkuti, P. A. (2017). Tingkat Pemenuhan Informasi Petani Melalui Radio Komunitas. *Jurnal Aspikom*, 3(3), 435–446.
- Biagi, S. (2010). *Pengantar media Massa (Media/Impact: An Introduction to Mass Media)*. Jakarta: Salemba Humanika.
- Cinelli, M., Quattrociochi, W., Galeazzi, A., Valensise, C. M., Brugnoli, E., Schmidt, A. L., Zola, P., Zollo, F., & Scala, A. (2020). The COVID-19 Social Media Infodemic. *Scientific Reports*, 10(1), 1–10.
- Correia, R., Vieira, J., & Aparicio, M. (2019). Community Radio Stations Sustainability Model: An Open-Source Solution. *Radio Journal: International Studies in Broadcast & Audio Media*, 17(1), 29–45.
- Cresswell, J. (2014). *Research Design: Qualitative, Quantitative, and Mixed Methods Approaches (4 Ed)*. California: Sage Publication Inc.
- Diers-Lawson, A., Johnson, S., Clayton, T., Kimoto, R., Tran, B. X., Nguyen, L. H., & Park, K. (2021). Pandemic Communication: Information Seeking, Evaluation, and Self-Protective Behaviors in Vietnam and the Republic of Korea. *Frontiers in Communication*, 6, 1–22.
- Dwiana, R., & Wahyuni, H. I. (2013). Radio Komunitas untuk Pemberdayaan Perempuan. *JURNAL IPTEKKOM (Jurnal Ilmu Pengetahuan & Teknologi Informasi)*, 15(2), 117–134.
- Eddyono, A. S. (2008). Sosiologi Media: Studi Kasus terhadap Eksistensi Sebuah Radio Komunitas di Yogyakarta. *Jurnal Madani*, 9(3), 283.
- Ewart, J., & Dekker, S. (2013). Radio, Someone Still Loves You! Talkback Radio and Community Emergence During Disasters. *Continuum*, 27(3), 365–381.
- Fraser, C., & Estrada, S. R. (2001). Buku Panduan Radio Komunitas. *Jakarta: UNESCO Jakarta Office*.
- Gambaro, M. (2013). Some Economics of New Media Content Production and Consumption, and Strategic Implication for Media Companies. In *Handbook of Social Media Management* (pp. 49–58). Springer.
- Hadi, A. P. (2003). Radio Komunitas Sebagai Media Penyiaran Alternatif untuk Pemberdayaan Masyarakat Perdesaan. *Jurnal Agrimansion*,





- 3(2), 202–212.
- HarianNusa. (2021). *Menteri PPPA Dialog dan Resmikan Radio “Nina Bayan” di Lombok Utara*. Hariannusa.Com. <https://hariannusa.com/2021/04/16/menteri-pppa-dialog-dan-resmikan-radio-nina-bayan-di-lombok-utara/>
- Jankowski, N. W., & Prehn, O. (2002). *Community Media in the Information Age: Perspectives and Prospects*. Cresskill, NJ: Hampton Press.
- Kemenpppa. (2021). *Peranan Perempuan dalam Literasi Digital di Masa Pandemi*. Kemenpppa.Go.Id. <https://www.kemenpppa.go.id/index.php/page/read/29/3118/peranan-perempuan-dalam-literasi-digital-di-masa-pandemi>
- Kent, M., & Ellis, K. (2015). People With Disability and New Disaster Communications: Access and The Social Media Mash-Up. *Disability & Society*, 30(3), 419–431.
- Lawson-Borders, G. L. (2009). *Media Organizations and Convergence: Case Studies of Media Convergence Pioneers*. New York Routledge.
- Leminen, S., Huhtala, J.-P., Rajahonka, M., & Westerlund, M. (2016). Business Model Convergence and Divergence in Publishing Industries. In *Media Convergence Handbook-Vol. 1* (pp. 187–200). Springer.
- Manyozo, L. (2009). Mobilizing Rural and Community Radio in Africa. *Ecquid Novi*, 30(1), 1–23.
- Masduki, M. (2004). Perkembangan dan Problematika Radio Komunitas di Indonesia. *Jurnal Ilmu Komunikasi*, 2(2), 145–157.
- McQuail, D. (2010). *Mass Communication Theory (6th Edition)*. Sage Publication.
- Mhagama, P. (2016). The Importance of Participation in Development Through Community Radio: A Case Study of Nkhotakota Community Radio Station in Malawi. *Critical Arts*, 30(1), 45–61.
- Mikos, L. (2016). Digital Media Platforms and The Use of TV Content: Binge Watching and Video-On-Demand in Germany. *Media and Communication*, 4(3), 154–161.
- Moleong, L. J. (2018). *Metodologi Penelitian Kualitatif Edisi Revisi*. Bandung: Remaja Rosdakarya.
- Nielsen. (2016). *Radio Masih Memiliki Tempat di Hati Pendengarnya*. Nielsen.Com. <https://www.nielsen.com/id/en/press-releases/2016/radio-masih-memiliki-tempat-di-hati-pendengarnya/>
- Nirmala, Y. (2015). The Role of Community Radio in Empowering Women in India. *Media Asia*, 42(1–2), 41–46.
- Pavarala, V., & Malik, K. K. (2007). *Other Voices: The Struggle For Community Radio in India*. SAGE Publications India.
- Pratiwi, H. D., Sunarto, S., & Lukmantoro, T. (2021). Diskriminasi Gender terhadap Jurnalis Perempuan di Media. *Interaksi Online*, 9(3), 111–125.
- Rachmiate, A. (2007). *Radio Komunitas: Eskalasi Demokratisasi Komunikasi*. Bandung: Simbiosis Rekatama Media.
- Rihartono, S. (2015). Strategi



- Pengelolaan Radio Siaran Di  
Tengah-Tengah Perkembangan  
Teknologi Internet. *Profetik: Jurnal  
Komunikasi*, 8(2), 51–64.
- Seneviratne, K. (2012). *Peoples' Voices,  
Peoples' Empowerment: Community  
Radio in Asia and Beyond*. Asian  
Media Information and  
Communication Centre (AMIC).
- Shklovski, I., Burke, M., Kiesler, S., &  
Kraut, R. (2010). Technology  
Adoption and Use in The Aftermath  
of Hurricane Katrina in New  
Orleans. *American Behavioral  
Scientist*, 53(8), 1228–1246.
- Sjuchro, D. W., Khadijah, U. L. S.,  
Hardian, M. S. D., & Rukmana, E.  
N. (2019). Komunikasi  
Kebencanaan Radio Bunut Sebagai  
Radio Komunitas di Sukabumi.  
*Jurnal Kajian Komunikasi*, 7(2),  
145–158.
- Sushmita, C. I., Pawito, P., & Rahmanto,  
A. N. (2021). Rumours And  
Infodemics: Journalist's Social  
Media Verification Practices During  
The Covid-19 Pandemic. *Profetik:  
Jurnal Komunikasi*, 14(1), 116–134.
- Syaifudin, A. F. (2005). *Antropologi  
Komtemporer*. Jakarta: Kencana.
- Syaipudin, L. (2019). Efektifitas Media  
Komunikasi di Tengah Pandemi:  
Respon Gugus Tugas Percepatan  
Penanganan Covid-19 Kabupaten  
Tulungagung. *Kalijaga Journal of  
Communication*, 1(2), 165–178.
- Takariani, C. S. D. (2013). Peluang dan  
Tantangan Radio Komunitas di Era  
Konvergensi. *Observasi*, 11(1), 23–  
38.

