

Analysis of RRI Makassar Broadcasting Communication Strategy in Education of the Public and Increasing the Interest of New Voters

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Abstract. *The 2024 presidential election will be held simultaneously throughout Indonesia, RRI Makassar as a public broadcasting institution has the responsibility to convey this information to the public. This study aims to determine the communication strategy used by RRI Makassar in educating the public and increasing the interest of new voters in the 2024 Election, as well as exploring the obstacles and supporting factors faced by RRI Makassar in implementing this strategy. This study refers to qualitative methodology and a case study approach. Empirical data were obtained from semi-structured in-depth interviews, supported by observations and literature reviews and previous research. The Grounded theory approach was used for data analysis. The main findings of this study found that the use of multiplatform in communication enabled RRI to reach a wider and more diverse segment of society, as well as increasing the effectiveness of message delivery and showed that RRI Makassar's strategy was largely successful. Presenting credible sources, such as representatives from the KPU and Bawaslu, during these events contributed significantly to the perceived success of the strategy. The study highlighted that more than 60% of the targeted audience consisted of first-time voters. The researcher also emphasized the importance of a tailored communication strategy to meet their needs. Future studies are expected to explore the long-term impact of this communication strategy on voter behavior and engagement.*

Keywords: *RRI Makassar, Communication Strategy, First-time Voters*

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INTRODUCTION

According to Pratama & Iryanti (2020), the development of technology in the industrial era 4.0 has seen a lot of progress in various fields, especially for information technology. Information technology is one of the media to bring change to human life. Because all the news on social media and broadcast media today which can be easily accessed by the public is a real form of progress in information technology. Information obtained by the public can influence social life in their environment (Widodo, 2020).

Rafiq, (2020) explained that the development of modern communication media today has enabled people all over the world to communicate with each other. This is possible because there are various media (channels) that can be used as a means of conveying messages. Broadcast media, namely radio and television, are one form of mass media that is efficient in reaching a very large audience. Therefore, broadcast media plays a very important role in communication science in general and mass communication science in particular. Broadcast media is an organization that disseminates information in the form of cultural products or messages that influence and reflect culture in society (Rizqy et al., 2023).

Align with research from Supriadi (2020), therefore, like politics or economics, mass media, especially broadcast media, is a separate system that is part of a broader social system. History shows that mass media, including radio, eventually reached the peak of development as a key institution in modern society. Mass media is able to present itself as a public space that also fosters dynamics. The source of information that will be obtained by people with conditions that are unable and do not like to read, radio is used as a temporary source of information with the presence of the latest communication technology such as the internet, they will get more information widely without time and space limits (Habibah, 2021).

The development of radio began with the discovery of the phonograph (gramophone), which could also be used to play records, by Edison in 1877. At the same time, James Clerk Maxwell and Helmholtz Hertz conducted electromagnetic experiments to study the phenomenon that later became known as radio waves. Both found that radio waves propagate in a spherical shape, just like when we drop something into still water. The ripples of waves produced by the falling object can simply describe how radio waves propagate. The number of radio waves is measured in Hertz. Marconi was the person who then utilized the two discoveries above to develop a communication system via radio waves in 1896. Marconi's efforts at that time were only successful at the stage of sending radio waves on and off, so that they could only broadcast telegraph codes. Lee De Frost then discovered the vacuum tube in 1906.

The vacuum tube was able to capture radio signals even though they were weak. In the same year Reginald Fessenden created the first 'broadcast' using a telephone as a microphone (Djamal & Fachruddin, 2022). Regular radio broadcasts began in 1912 by Charles Herrold. (Ahmad, 2015). Amelia (2020), explained that radio is one of the mass media that is closely related to society. The community's need for information, entertainment, and education can be obtained through radio. Radio as an effective mass communication media in disseminating information, various information can be conveyed via audio, clearly and using language that is easily understood by the general public. Radio also creates social dependency; society is inseparable from its habit of listening to the radio which can satisfy listeners. Radio is very practical; people can listen to the radio anytime and anywhere. According to Mahendra (2021), some radio stations have their own uniqueness in broadcasting or communicating individually to arouse the interest of many people. Another opinion also states that radio is a means of communication that has existed for a long time and is an accurate message delivery.

Therefore, the existence of radio as a means of communication should continue to develop, considering its role in delivering major historical events, such as the first broadcast of Indonesia's independence. Radio Republik Indonesia (RRI) is a public broadcasting institution that provides information services, education, healthy entertainment, social control, and cultural preservation through radio broadcasts that reach all regions of Indonesia (Murbaningsih & Wahyudin, 2020). Kartika (2020) stated that radio is now more specialized, such as women's radio, youth radio, news radio, and cultural radio. To remain relevant, radio must innovate, implement good strategies, and create engaging content. The segmentation of radio has led to competition between private and government-owned radio, including RRI, which faces challenges, especially in Makassar, where media diversity is growing.

Additionally, the public's attention is now divided among various media, such as newspapers, magazines, and online platforms, which are particularly popular among young people (Efendi et al., 2024). The rapid development of radio in Makassar contrasts with the declining interest of listeners due to increasing competition in the broadcasting industry. Many radio stations in Makassar are adapting to the digital era, prioritizing digitalization to maintain their presence. Each RRI station has four programs: Pro 1 focuses on community empowerment for lower-middle-class groups like farmers, fishermen, and housewives; Pro 2 is a youth creativity platform for teenagers, young adults, and students, including indie band communities; Pro 3 serves as the national news network covering ideology, politics, economy, social issues, culture, and security; and Pro 4 provides educational and cultural broadcasts.

RRI designs its programs based on narrowcasting principles, such as educational broadcasts to strengthen national character and address issues faced by minority groups in border areas. RRI ensures that information is accessible not only to urban residents but also to those in remote regions, including Indonesian citizens in frontier areas (Prameswari, 2023). Based on this explanation, the differences in the description and details of each RRI Makassar program, including frequency data and coverage, can be tabulated.

According to Nurliansyah (2024), as technology develops today and the easy availability of the internet has undergone a significant transformation in the broadcasting industry. This technological advancement has an impact on media consumption patterns, including radio listening behavior. Generation Z, as the main target of the broadcasting industry, tends to switch to digital platforms that present on-demand and personalized content (Aprilia et al., 2024). They prefer to listen to music, podcasts, and other audio content via mobile devices. In this context, RRI Pro 2 in Makassar needs to innovate and implement effective communication strategies to maintain and attract the interest of generation Z, especially during the current election period, the mass media are competing to disseminate information and developments from the election that was held on February 14, 2024.

This makes broadcast media also have a role as a broadcasting institution that broadcasts and educates young people or generation Z to be part of the election. Generation Z is currently an interesting generation to study in Indonesia (Maharani et al., 2023). The Permanent Voters List (DPT) released by the General Elections Commission of the Republic of Indonesia (KPU RI) shows that 22.85 percent of the total DPT for the 2024 Election is Generation Z (Aini et al., 2024). Generation Z's position in the DPT for the 2024 Election is second after the Millennial Generation. Meanwhile, data from the Central Statistics Agency (BPS) in 2020 stated that Generation Z is the largest generation in Indonesia, at 27.94 percent (Batubara & Anggraini, 2022). The following is voter data according to Databoks regarding voter data for the 2024 election.

In the context of elections, in order to create quality voters, Generation Z needs to obtain comprehensive and complete information about politics and elections. This phenomenon is interesting to study further, whether Generation Z then experiences a shift in information consumption due to technological disruption, whether approaching voting day, Generation Z makes political searches their main preference or not. Then where does this Generation get political information and how can they identify the truth of information amidst the onslaught of the flood of information phenomenon that is currently occurring in society (Huda & Dodi, 2020). Suyasa & Sedana, (2020) explains that if in the era before online media, people got information from print media such as newspapers, magazines, tabloids, and electronic media such as radio and television.

However, nowadays, especially Generation Z, it is possible to get information from their smartphones. People can get information from online media, social media, or instant messaging apps. The following is data on Generation Z in seeking political information. Based on the graph above, it shows that 75.69 percent of Generation Z get political information from social media (Wahyuni et al., 2020). Meanwhile, 64.71 percent get political information from the internet or search engines and 38.65 percent get political information from online media. Based on the data above, it can be concluded that in searching for information about elections or political information, Generation Z tends to look for information from social media. In line with the many choices of mass media used by Generation Z, Radio Republik Indonesia (RRI) took a progressive step by introducing the RRI digital application such as RRI Play Go. The development of information technology has made RRI not only convey information from conventional radio networks, because RRI has released an application called RRI Play Go, the application provides information that is easily accessible anywhere and anytime, actual and effective information.

Based on the gap phenomenon and what happens in this RRI play go application, radio is usually used and can be listened to via conventional radio and can get information according to certain broadcast hours with limited waves, program schedules and channels (Romli, 2023). With

this application, radio listeners can access various RRI radio stations, through their smartphone devices. With the presence of this application, listeners can enjoy live broadcasts, explore various programs, and easily access relevant content. By utilizing the digital platform, Radio Republik Indonesia can be more efficient in reaching and retaining generation z listeners who tend to use mobile devices to consume media. Although the RRI digital application has been introduced, further research is still needed to evaluate its impact on generation Z's interest in using digital media that has been formed by RRI as one of the media that can be used in finding information about searching for political information.

As one of the radio stations in Makassar City, Radio Republik Indonesia has great potential to expand its audience and maintain the interest of Generation Z. By presenting relevant, informative, and entertaining content. Radio Republik Indonesia can be the main choice for generation Z listeners in the city. Through the implementation of effective communication strategies, such as utilizing social media, collaborating with local influencers, or holding events and programs that are interesting to generation Z (Diazaki & Mubarak, 2024). RRI can build solid relationships with young listeners and help increase their interest in listening to the radio in finding out political information, especially during the current election. Therefore, in March 2023, the Directorate of Programs and Production of the Public Broadcasting Institution Radio Republik Indonesia issued an official memorandum with the number ND-232 / Dir.PP / VII.HK.02.07 / 03 / 2023 addressed to all Heads of RRI stations throughout Indonesia, where the official memorandum contains Technical Instructions for Election Broadcasts for the Smart Election Movement and Parliament Answers as well as routine programs related to the 2024 election.

The technical instructions for the election are expected to be a guideline for Broadcast and News managers in work units in carrying out their duties (Seputra et al., 2023). The main challenge faced by Radio Republik Indonesia is how to educate or provide information and increase generation Z or new voters who are currently more interested in digital media. This generation is accustomed to interactive experiences, customized content, and direct engagement through digital platforms. Therefore, this study aims to deepen the understanding of communication strategies, preferences, needs, and expectations of new voters in seeking political information, especially during the election period (Rafni et al., 2024). Through this approach, Radio Republik Indonesia can design programs that are relevant, innovative, and interesting for generation z, with the aim of providing education about political information circulating in the community. In addition, this study will examine the strategies used by RRI in increasing the interest of new voters in listening to the radio during the election period.

Based on this explanation, the researcher is interested in investigating and analyzing further the various communication strategies implemented by RRI Makassar in order to educate and increase the interest of new voters in the election. The focus of this study includes an overview of Radio RRI Makassar, its communication strategy, and Radio RRI Makassar's efforts in educating the public and increasing the interest of new voters. Described in the context of communication strategy at RRI Makassar, aspects such as providing information, motivating, educating, disseminating information, and supporting decision-making will be the central point. For researchers, the communication strategy implemented by RRI Makassar will be identified through a mass communication approach. In this analysis, researchers will explain the planning, tactics, and formulations used by Radio RRI Makassar to achieve its goals, namely educating the public and increasing the interest of new voters in the 2024 election.

Therefore, a strategy will be identified to determine the desired target and detail the problems or conditions faced by RRI Makassar. According to Audah (2020), Education in general is a planned effort to influence others, both individually, in groups and in society in general so that they can do what is expected by the educator. This limitation includes elements of input (a planned process to influence others) and output (an expected result). The expected result of a promotion is behavior to increase knowledge in this study the researcher will discuss how the strategy used by RRI Makassar in educating the public in increasing voter interest, especially new voters in the 2024 election. The implementation of elections in Indonesia is carried out by the

General Election Commission (KPU). The KPU is an institution in Indonesia that has the authority to organize elections.

In organizing elections, it is national, permanent and independent. This is written in article 22e paragraph (5) of the 1945 Constitution which reads "General elections are held by a general election commission that is national, permanent and independent". As the organizer of elections in Indonesia, the role of the KPU is not only to hold voting booths in each region. The role of the KPU also includes increasing public participation in the elections it holds. Public participation in a democratic country is the most basic thing in a democratic country, with a high level of public participation will produce leaders who have strong legitimacy from the majority of society.

METHODS

The research approach used in this research is descriptive qualitative because this research produces conclusions in the form of data that describes in detail, not data in the form of numbers. Qualitative research approach is a method that uses natural objects or does not use experimental methods to study the condition of natural objects. Qualitative research methods are where researchers act as key instruments, data collection techniques are used in triangulation (combination), data analysis is inductive, and the results are more emphasized on the meaning of generalization. This research is descriptive, because the purpose of descriptive research is to create a description, picture or painting systematically, factually and accurately regarding the facts, characteristics and relationships between the phenomena being investigated. In accordance with the focus and objectives of the research, this type of research is very appropriate because researchers will describe the data not to measure the data obtained. In accordance with this research, the researcher will look for descriptive data about the RRI Makassar broadcasting communication strategy in educating the public and increasing the interest of new voters in the 2024 election which requires a research approach to describe data or research results, and requires observation in the process of implementing broadcasting communication activities at RRI Makassar. In this study, the author describes the findings which are shared data and the uniqueness found in the field. The role of the researcher in this qualitative research is as a planner, data collector, analyzer, and finally as the initiator of the research. Qualitative research emphasizes that the researcher himself or with the help of others is the main data collection tool (Sarosa, 2021). Therefore, the researcher is the key to conducting research. This research was conducted at Radio Republik Indonesia, Makassar City. Jl. Riburane No. 1, Ujung Pandang District, Makassar City, South Sulawesi. The informants in this study acted as a center for seeking and obtaining information regarding RRI Makassar's broadcasting communication strategy in educating the public and increasing the interest of new voters in the 2024 election case study. The determination of the selected informants is based on certain criteria, in this case the position of the informant who can provide information that is in accordance with the research objectives. While the principle of suitability and competence of informants includes the selection of informants who have knowledge, experience, policy makers that are relevant to the research and can provide sufficient information to meet the research objectives. Based on these considerations, the informants in this study can be determined as many as 7 (seven) policy makers from RRI Makassar in determining communication strategies to educate the public and increase the interest of new voters in the 2024 presidential election.

RESULTS AND DISCUSSION

RRI Makassar's Communication Strategy in Educating the Public and Increasing the Interest of New Voters

Strategy is the main tool for formulating what should be achieved, how and what activities should be allocated, and strategies must be selected and considered in accordance with the objectives of the organization. Strategy can also be defined as a pattern of organizational response to its environment over time. Strategy connects human resources and various other resources with the challenges and risks that must be faced from the environment outside the company.

Radio Republik Indonesia (RRI) is a public broadcasting institution that organizes radio activities that are intended to provide information services, education, healthy entertainment, social control and social cohesion and preserve national culture for the benefit of all levels of society through the implementation of radio broadcasts that reach all regions of the Unitary State of the Republic of Indonesia.

Each RRI station has 4 programs (Pro). RRI designs broadcast programs by considering the principle of narrowcasting, such as educational broadcast programs to strengthen the formation of national character and encourage national unity, broadcast programs that raise various problems felt by minority groups living in border areas. RRI strives to ensure that information does not only belong to the 40 people who live in cities but also to those who live in remote areas, including Indonesian citizens who are in the frontier areas of this country. The General Election (Pemilu) will be held simultaneously in 2024. The stages of the Election have been carried out since early 2022.

In this regard, the Directorate of Programs and Production of the Public Broadcasting Institution (LPP RRI) feels the need to carry out election broadcasts for the smart movement to choose and parliament to answer as well as routine programs related to the election. The mass media, including RRI, is the fourth pillar of democracy that must be able to facilitate the public's right to obtain correct information and the public's right to express their aspirations or opinions. Based on Law Number 32 of 2002 concerning Broadcasting, RRI as a Public Broadcasting Institution has the principle of being independent, neutral, non-commercial and oriented towards the public interest. In this perspective, the public is all Indonesian citizens, both those domiciled in the country and abroad. To maintain the principles of Public Radio, RRI broadcasts must be based on the Tri Prasetya RRI, especially the third point, namely:

"We must stand above all streams and beliefs, parties or groups by prioritizing National Unity and State Safety, and holding on to the spirit of the Proclamation of August 17, 1945".

In the context of voter participation, it has tended to fluctuate from year to year since the reform era. The highest achievement was 93% in 1999 (74% in 2014). In the 2019 election, it only reached 81%. In fact, one of the indicators of the quality of democracy is marked by the achievement of the percentage of the number of voters. For this reason, RRI as a public media plays a role in encouraging increased voter participation in the 2024 Election, compared to the previous Election period, including the increase in the number of first-time voters. In addition, RRI will play an active role in disseminating ideas to the wider public regarding the importance of voters making their choices intelligently. In this regard, RRI determines the tagline for its broadcast program as "SMART VOTER CHANNEL".

The tagline "SMART VOTER CHANNEL" is the spirit of the dynamics of news and non-news broadcast programs with content that can increase voter participation, provide correct and clear information, educate and educate, so that it is expected to have important values and be positively correlated to the legitimacy and quality of democracy in Indonesia. In the operational implementation referring to the 2022 Broadcast Guidelines of the RRI LPP, it is stated that broadcast materials consist of broadcasts and news. Election Broadcast Materials include the 2024 Presidential/Vice Presidential Election, Legislative, DPD, and Regional Head Elections starting from the stages/processes before voting, during voting, and after voting. The 2024 Presidential-Vice Presidential Election, Legislative, DPD and Regional Head Election programs are broadcast by all RRI stations starting January 1, 2023.

Broadcast Program

Election broadcast is a broadcast program held to provide an understanding of the rights and obligations of citizens in elections, the role of citizens in elections, and the importance of elections in a democratic country which aims to: Provide information and education to the public about various matters related to the implementation of the 2024 election (Presidential and Vice-Presidential Candidates, DPD and Regional Head Elections in 2024, Parties participating in the

election, vision, mission, programs, party track records, election stages and how to vote correctly and legally). Encourage and motivate the public, including new voters, people on the border and abroad to actively participate in using their voting rights intelligently and reduce the number of abstentions. Realize RRI as the fourth pillar of democracy to produce free and fair elections.

As a Public Broadcasting Institution, RRI provides information, education and advocacy services through its broadcasts which are broadcast on each Program (Program 1, 2, 3, 4, 5, VOI, Portal rri.co.id, RRINet and social media). Election broadcast materials are adjusted to the target audience and specifications of each program. Broadcast program materials during pre-voting, campaign period, quiet period, on voting day and post-voting. Based on the research results obtained regarding the communication strategy used by RRI Makassar in educating the public and increasing the interest of new voters, several steps are taken: To produce an election broadcast program, there are several steps that must be taken before producing a program that is ready and worthy to be broadcast, in RRI Makassar itself before producing an election program that is a strategy to educate the public and increase the interest of new voters will go through the Planning or Pre-Production stage, Production Stage and Evaluation Stage. In an interview with the resource person, explained:

"If we start every production made at RRI Makassar, there must be something called planning or Pre-Production, then go into production and also end with this evaluation, of course, to pay attention again later whether the production is as desired with the benchmark for its success. Well, if it starts with pre-planning, yes, it is produced, what we think about there is, for example, the trend, whether at that time it becomes headline information or not, well, if for example, like the Election, the Election is indeed trending because it is a political year throughout 2024, well, we will automatically. Follow the development of the implementation of the Election at that time, well, the production that we do is also because. There are indeed technical guidelines or national guidelines regarding election programs, well, we also update the developments that occur specifically for the province of South Sulawesi itself, well, for example, like production, put the smart vote movement and then there are on-the-spot report activities regarding the election, of course we start from planning, well, the planning."

From the results of the interview with the resource person, it was explained that the planning or pre-production process is important because all strategies are planned in this process, starting from determining who will deliver the message or resource person, what the content of the message will be delivered or the theme, what media will be used to deliver the message, who will receive the message or audience and what the expected impact is. Another source explained in more detail what was done in each process of producing the election broadcast so that researchers found the results of the RRI Makassar strategy research in educating the public and increasing new voters in the 2024 election in general divided into three parts, namely Planning Strategy, Production Strategy and Evaluation Strategy.

Planning Strategy

Planning is the initial stage that becomes the foundation for RRI Makassar's communication strategy in increasing the participation of new voters in the 2024 Election. This stage begins with setting strategic goals, In the interview results, the purpose of the election broadcast implementation strategy was conveyed by the head of RRI Makassar, Jaya Maulana Rukmantara.

"The smart voting movement is in the context of educating new voters to provide knowledge related to not only how to vote, not only that but how new voters can be smart in choosing their representatives, because once they choose wrongly, the consequences will be five years."

The explanation of the purpose of implementing election broadcasts as RRI Makassar's strategy was also explained by Fitriani Rahman as the secretary of the activity Encouraging

awareness and participation of new voters through educational programs that are designed creatively and relevantly is an important goal of implementing this strategy. After determining the strategic objectives and how to package the content to be implemented, determining the target of this strategy is no less important, new voters are the main focus because they tend to be less informed about the political process, even though they have great potential to contribute to the success of democracy. The use of simple communication language is also an important part of this planning. RRI realizes that complex messages will be difficult for audiences who are not familiar with the political process to accept.

Therefore, the language used in broadcasts and digital content is designed to be easily understood by first-time voters. In addition, the use of regional languages is considered to reach people in remote areas who are more familiar with local languages. A different opinion was expressed by the head of RRI Makassar station in his interview, but in line with using regional dialect to make it easier for the audience to understand the information about the election that will be conveyed. Collaboration is a supporting strategy in this planning stage. RRI Makassar plans to collaborate with various parties, such as the KPU, educational institutions, and local influencers. The KPU is invited to provide procedural insights, while influencers play a role in attracting the attention of young voters through social media. This collaboration is expected to be able to strengthen the reach and effectiveness of the education program.

Production and Implementation Strategy

The implementation stage of RRI Makassar's communication strategy is carried out by implementing a comprehensively prepared plan. This was explained by Muhammad Amiruddin as the head of broadcasting:

"Yes. We have meetings with related parties, both with broadcasting, how there is information, then uniting our perceptions for broadcasts, what we want to convey to listeners, then how we maintain our neutrality as civil servants so that we broadcast truly impartially. Then, other supervision of course, fellow broadcasters themselves before going down, need to be reminded how to then carry out broadcasting duties while still prioritizing neutrality, prioritizing the quality of our broadcasts, so that listeners can remain active in listening to our broadcasts, especially about election issues."

This implementation begins with the implementation of on-air programs broadcast via radio and digital multiplatforms. Such as the screening of Public Service Announcements (ILM), Fillers and other gimmicks with an election theme. The head of the broadcast team Amiruddin also confirmed what was conveyed by the previous resource person that there are ILMs that are played which contain election information such as political parties, presidential and vice-presidential candidates that are broadcasted. In addition to the gimmick screening on-air, there are several other series of events that are broadcast on-air which aim to educate the public and new voters about the election, said Meilani Ahmad in her interview.

Inhibiting And Supporting Factors of Communication Strategies Faced by RRI Makassar In Educating the Public and Increasing the Interest of New Voters in the 2024 Election

Collaboration with educational institutions and the General Election Commission (KPU) increases RRI's access to education for new voters. This makes it easier for RRI Makassar to determine resource persons, who will later play a role in conveying messages about the election. Makassar, namely Jaya Rukmantara in an interview, namely:

"We also invite students to get socialization, collaborate with the KPU, political observers and so on. And we facilitate various places, at RRI for arrivals, we cooperate with the ministry of education, it collects."

Based on the results of the data analysis that has been reduced and presented, the researcher draws several conclusions regarding the effectiveness of the communication strategy implemented by RRI Makassar. The following conclusions can be drawn: Effectiveness in

Reaching New Voters, RRI Makassar has succeeded in reaching new voters optimally through a multiplatform approach and collaboration with local figures who are close to young audiences. The presence in digital media, in addition to radio, is also an added value in accessing the younger generation who are more familiar with digital technology.

Marshall McLuhan in his theory, "the medium is the message," emphasizes that the media used to convey a message plays a major role in determining how the audience understands the message. In the context of RRI Makassar, radio as a traditional media has a unique strength in conveying information in an intimate and personal way, especially in areas that are still accustomed to accessing information via radio. The use of radio media by RRI to convey election information supports the understanding of new voter audiences more effectively, because radio offers a more personal listening focus without visual interference. In addition to radio, RRI Makassar also uses digital platforms, such as Instagram, YouTube, and Facebook, as a means of communication to attract new voters. This is in line with McLuhan's view of how new media (social media) can expand the reach of messages with different characteristics.

Social media allows the delivery of information with visual support and direct interaction, which is more relevant to first-time voters who tend to be more responsive to digital content. This multi-channel approach shows RRI Makassar's understanding of the role of media in influencing audience perception. Furthermore, McLuhan's theory emphasizes that each medium carries a certain bias, which can affect how messages are received by the audience. Radio as an auditory medium may be more effective in building audience focus through sound, while social media with its visual nature is more effective in attracting the attention of first-time voters. In this case, RRI shows efforts that are in line with McLuhan's theory by utilizing the uniqueness of each medium to reach and influence different audiences effectively. RRI's strategy is in line with McLuhan's idea that media must be selected and adjusted to the needs of the audience.

The use of diverse media shows an understanding that the medium itself is part of the message, so that by choosing the right media, the election message can be delivered more optimally to first-time voters. Increasing the Interest of New Voters in the Election, through an interactive education program, RRI Makassar has succeeded in increasing the knowledge and interest of new voters in the election. The education provided includes basic information about the election, so that new voters feel more confident in participating. McCombs and Shaw through the theory of "Agenda Setting" state that the media has the power to influence what is considered important by the audience, by setting the topics or issues that are paid attention to. In the election broadcast, RRI Makassar has a role to determine certain issues or aspects of the election that need to be highlighted, such as the importance of participation, the voting process, or candidate introductions. By emphasizing these issues, RRI can help shape the perception of new voters regarding things that need to be considered in the election.

In practice, RRI Makassar also organizes educational programs, talk shows, and interactive discussions, which strategically place the election issue as the main topic to increase the awareness of new voters. According to McCombs and Shaw, the way the media prioritizes issues can influence the public agenda. In this case, RRI Makassar acts as an agent that sets the agenda, ensuring that important aspects of the election are the center of attention of its audience, especially first-time voters. RRI's approach in prioritizing election issues also shows that the media not only provides information, but also shapes public opinion about the importance of participating in the political process. By providing space for first-time voters to discuss and ask questions, RRI not only delivers one-way information, but also strengthens the audience's understanding of the importance of their role in the election, which in turn can increase involvement in the democratic process.

The agenda setting carried out by RRI Makassar through radio and digital media also reflects the understanding that the media has a responsibility to build public political awareness. By prioritizing important issues in the election, RRI not only educates but also influences first-time voters to pay more attention to and understand the election process they will face. In the

context of RRI Makassar's election broadcasts, this institution not only delivers technical information about the election, but also implements a special agenda, namely "Peaceful Election." The focus on this theme aims to instill the values of an orderly, safe, and peaceful election to first-time voters and the wider community. This agenda setting is important to create a conducive political climate, especially among young voters who are participating in elections for the first time. By prioritizing the message of "Peaceful Elections," RRI strategically emphasizes the importance of maintaining social harmony during the election process.

This theme is raised in various programs, including talk shows and interactive discussions involving resource persons from various backgrounds, such as community leaders and political experts who support peaceful campaigns in elections. In accordance with McCombs and Shaw's theory, this strategy shows that RRI does not only act as an information provider, but also plays a role in building public opinion regarding the importance of safe and peaceful elections as a foundation for democracy. RRI Makassar's approach to highlighting the theme of "Peaceful Election" also aims to build awareness among first-time voters about the importance of maintaining unity and avoiding conflict during the election period. According to McCombs and Shaw, the media has the ability to determine the topics that the audience will pay attention to. In this case, RRI realizes that young audiences tend to be sensitive to social issues, so that highlighting peaceful values can help shape their attitudes in participating positively in the election. Thus, this agenda setting plays an important role in directing the audience's attention to a conducive and tolerant election.

RRI Makassar uses the theme of "Peaceful Election" to emphasize the values of peace as an integral part of the election process. This is not just a slogan, but is used as the main message that is repeated in every election-related broadcast. This theme is in accordance with the Agenda Setting theory because RRI, through repetition and continuous highlighting, directs the audience to consider peaceful elections as an important element in maintaining social stability. This agenda is also RRI's effort to mitigate the risk of political conflict among the community, especially first-time voters, who may be easily influenced by the heated political dynamics. Effectiveness of Communication Language Used; the use of simple language that is close to the daily lives of new voters allows RRI to convey information related to the Election in a way that is easy to understand. This approach has proven effective in ensuring that the message to be conveyed can be received by the target audience.

Erving Goffman in his theory of framing argues that the way information is presented or "framed" by the media will influence the audience's interpretation of the information. In the context of RRI Makassar's Election broadcast, framing is seen in the use of simple language and an approach that is relevant to new voters. By choosing language that is easy to understand, RRI has succeeded in framing the Election message as something that is easily accessible and relevant to new voters, thereby reducing confusion or distance between the audience and the information. In addition, the selection of topics such as the benefits of participating in the Election and the importance of understanding political candidates is also part of the framing. By focusing on topics related to the needs of new voters, RRI frames the Election not as a complicated process, but as an important part of citizen participation that can be understood by anyone. Goffman states that framing can influence the way the audience assesses and interprets information, and RRI demonstrates this understanding in every program it holds.

Framing in the Election broadcast can also be seen from RRI's collaboration with influencers, where the Election message is delivered through a figure who is familiar and relevant to first-time voters. According to Goffman's theory, using a figure who has a close relationship with the audience will help strengthen the frame or framework of the message, so that the message becomes more acceptable. This collaboration makes the Election an interesting topic for first-time voters, who consider the information to come from a figure who can be trusted. RRI Makassar faces significant challenges in educating the public and increasing the interest of first-time voters ahead of the 2024 election. One of the main obstacles is the shift in media consumption preferences among millennials and first-time voters who are more inclined towards

digital content. This generation tends to be more accustomed to platforms that offer greater flexibility and control over the information they consume, such as social media, podcasts, and video streaming.

Content that is considered relevant and interesting is very important for first-time voters. They are looking for information that is not only informative, but also creative and entertaining. This puts RRI Makassar in a competitive position, because traditional radio is often considered less interactive compared to digital platforms that allow direct participation from listeners. The fast-paced lifestyle of first-time voters also contributes to this challenge. With busy schedules and high mobility, they prefer to access information on-demand via mobile devices. The limited interactivity in traditional radio programs is an obstacle, because this generation prefers content that allows them to contribute and be actively involved. However, there are also supporting factors that can be utilized by RRI Makassar. Rapid technological developments provide opportunities to integrate digital platforms into communication strategies. RRI can utilize social media to increase listener engagement, as well as create more interactive programs that can attract the interest of first-time voters.

In addition, developing educational content that uses an interesting approach, such as panel discussions, interviews with community leaders, and community-based programs, can help convey important messages related to the election. RRI Makassar also has the potential to collaborate with influencers and other digital platforms to reach a wider audience. By utilizing artificial intelligence to recommend content that suits the interests of first-time voters, RRI can increase the relevance and appeal of its programs. By considering innovation in content and the approach to using technology, RRI Makassar can turn challenges into opportunities to educate the public and increase the interest of first-time voters in the 2024 election. Through an effective communication strategy, RRI can play an important role in building public awareness and participation in the democratic process.

CONCLUSION

RRI Makassar implements a structured strategy to educate the public and boost new voter interest in the 2024 election through a series of planned, production, and evaluation processes. During pre-production, they focus on preparing key elements such as resource persons, themes, media platforms, target audiences, and anticipated impacts while addressing potential challenges. Their election broadcasts include public service announcements, fillers, documentaries, and interactive programs like "Gerakan Cerdas Memilih" and "Parlemen Menjawab," delivered through both on-air and off-air hybrid formats. By collaborating with institutions like the KPU, Bawaslu, and the Education Office, RRI Makassar enhances the effectiveness of its programs. Additionally, they extend their reach using social media and the RRI Digital app, broadening access to election education, particularly for new voters. However, RRI Makassar faces challenges such as restrictive central policies and broadcast regulations that limit their reporting flexibility and the scope of election coverage. Their relatively limited presence on social media hinders direct interaction with younger voters who favor influencers and digital platforms for information. Despite these obstacles, RRI Makassar benefits from strong institutional partnerships, wide platform accessibility, and a credible reputation that fosters public trust. Through regular evaluations, they continuously assess the effectiveness of their initiatives, focusing on resource availability, participant engagement, and mission achievement to ensure impactful election education efforts.

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