

The Utilization of Digital Communication Media Genre Radio in Successful BKKBN Programs

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Abstract: *The development of communication technologies has changed people's lives who are now more likely to use Internet-based or digital communication media. BKKBN West Sumatra is a government agency which innovates by using digital media called "GenRe Radio." This study aims to examine the use of the digital radio communication media genre in population programs, family planning, and family development and analyse the communication process performed by genre radio in the content of broadcasting programs. The research method used is a qualitative method based on a case study. The sample collection technique in this study was based on purposive sampling techniques. Informants in this study amounted to six people. This research shows that BKKBN uses digital radio communication media to transmit information about population, family planning, and family development in western Sumatra. The utilization of the digital radio communication media genre can increase the use of birth control and the suitable age to marry. Information and inducements to attract listeners are conveyed through the official Instagram post @genreradio107.9fm. The public can also participate in interactive talk show broadcast programs.*

Keywords: digital communication media, radio streaming, genre radio, BKKBN

INTRODUCTION

The use of communication technology changed the order of people's lives into a digital society. Traditional mass media have long graced our days, ranging from print mass media (newspapers, magazines, tabloids, and books) and electronic mass media (radio, television, and film). All of them must follow the development of technology if they do not want their existence eroded by the times. Conventional mass media that are plural, also called old media, must prepare themselves for media competition. Now, all old media must compete with or utilize new media or new media / digital media. (Permana & Mahameruaji, 2019). Human efforts to communicate with each other to develop their identities and build their societies are carried out relentlessly over time (Alfani, 2020). BKKBN

West Sumatra chose streaming radio as a communication medium because internet-based mass media users are more in demand by the people of Indonesia. Based on the results of a survey conducted by the Indonesian Internet Service Users Association (APJII) in 2019, internet users in Indonesia have reached 171 million people, reported from Katadata.co.id. Therefore, it is recorded that 56% of the population in Indonesia is recorded using the internet (Pratiwi et al., 2020).

Media in today's digital age is highly developed based on the flow of information. The communication revolution gave birth to a new world. The information for human's daily needs can be obtained easily. Anyone can also carry out information creation activities like producing, processing, and distributing information at any time (Datubara &

Irwansyah, 2019). Radio can be enjoyed while doing other jobs such as studying, relaxing, driving a car. (Setiawan & Latifa, 2019). Marshal McLuhan defines internet radio as a rearview mirror with the innovation of audio content through internet technology (Aprilani, 2011). From the media habit data released by Nielsen, it is seen that the trend of listening to radio continues to fall even in 2015 at 15.77%, inversely proportional to the internet trend that broke through at 37.845% (Asy'ari & Luthfi, 2018). Mainstream media companies in Jakarta have adopted a convergence strategy in running their business (Ashari, 2020). The findings of the Nielson Radio Audience Measurement survey of radio sound measurement survey of + 8,400 people aged 11 years and over in 11 cities in Indonesia. Currently, 4 out of 10 radio listeners listen to the radio through a more flexible and personal device, namely mobile phone/streaming (Zainury, 2018). In the digital era, radio enthusiasts are still among millennials who enjoy radio for entertainment and listening to music (Dhamayanti, 2020).

The purpose of this study is to describe in-depth the effectiveness of the use of streaming radio in providing population information, family planning, and family development in BKKBN West Sumatra and see the constraints of spreading information through streaming radio. Previous research discussing the use of conventional media in BKKBN family planning programs was "the influence of television advertising on family planning programs." (Irwansyah, 2017). This research discusses the distribution of family plan ideas (KB) on a large and comprehensive scale, which is done through television advertising. At the same time, this study discusses the effectiveness of streaming radio as a new medium in delivering population information, family planning, and family

development in BKKBN West Sumatra.

METHOD

This study used qualitative research methods. The qualitative research method is a social science research method that collects and analyzes data in words (oral and written) and human actions, not analyzing numbers. According to Sugiyono, qualitative research is a research procedure that produces descriptive data in written or spoken words from people and observed behavior (Safa'atun, 2015).

The informant selection technique in this study used a purposive sampling technique, namely selecting people based on specific criteria considered to represent statistics, the level of meaning, and the procedure did not apply to designs that were not sampling (Pavitasari et al., 2019). The criteria for informants in this study were management and broadcasters members of the West Sumatra BKKBN radio GenRe. The criteria are based on specific considerations related to officials, management staff, and broadcasters of the radio GenRe. Where in this study, the criteria for informants are as follows: (1). Served as the administrator of the West Sumatra BKKBN radio GenRe, (2). West Sumatra BKKBN radio broadcaster. Based on these criteria, the informants in this study amounted to six people consisting of one person in charge of the radio GenRe, one former head of administration, whereas an innovator who initiated the idea of the emergence of the radio GenRe, one recording, two broadcasters, and one technician.

To obtain the data needed in this study, the researchers' techniques are as follows: (1). According to Bungie, observation is a person's ability to use his observations through the work of the five senses of the eye and assisted by other senses. This study uses the type of direct observation. In this case, the researcher in collecting data stated frankly to the

data source that the researcher was conducting research. So those who are being researched know from the beginning to the end about the research activity. Observations were made on the West Sumatra BKKBN Radio GenRe to see the activities of the radio GenRe management team and how broadcasters create messages that attract listeners' attention. (2). Interview, Esterberg defines an interview as a meeting of two people to exchange information and ideas through question and answer to construct meaning in a particular topic. This interview is essential to learn about radio GenRe broadcasts' activities in delivering the city's BKKBN family planning counseling programs.

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Miles and Huberman argue that there are three stages of data analysis in qualitative research: (1). Data reduction,

namely summarizing, choosing the main things, focusing on the essential things, looking for patterns and themes. Thus, the reduced data will provide a clearer picture and make it easier for the researcher to collect further data and search for it if necessary. In this stage, the researchers chose the main things. They grouped them according to the formulation of the research problem, namely how the effectiveness of the use of streaming radio in the success of the West Sumatra BKKBN program and how the obstacles in the use of streaming radio (2). Data Display (Data presentation) After the data is reduced, the next step is to display the data. In qualitative research, data presentation can be done through short descriptions, graphs, relationships between categories, flowcharts, and the like. The second analysis carried out was to display the data in the form of a brief description of the researchers' findings from the results of interviews, observations, and literature related to the research focus, namely the use of streaming radio in the success of the West Sumatra BKKBN programs. (3). Conclusion drawing/verification: The third step in analyzing qualitative data, according to Miles and Huberman, is drawing conclusions and data verification. The final analysis stage in this research is to conclude from the research results.

RESULTS AND DISCUSSION

Radio genre as BKKBN West Sumatra streaming radio

Based on the findings, the National Population and Family Planning Agency (BKKBN) is a Non-Ministry of Indonesia Government Agency tasked with conducting duties in Population and Family Planning and Family Development (KKBP) to disseminate the information to couples of childbearing age and the wider community. One of the ways that BKKBN established a medium

of delivery of KKBPK messages through streaming radio is called the radio genre. The choice of streaming radio media with the reason and consideration that radio can target millennials who actively use internet-based electronic media.

Media communication such as digital radio is an innovation made by BKKBN West Sumatra to achieve the success of the population, family planning, and family development programs. According to Rodger, innovation-based diffusion is when innovation is communicated and disseminated through specific channels to engage in social systems. The dissemination of innovation consists of 4 components: innovation, communication channels, time, and social systems (Budd, 2016).

The process of innovation in the diffusion of communication is the convergence between two or more persons who exchange information. As it is two-way communication, each participant can create and share information to gain general perception, understanding, or understanding. With this general understanding, it is expected that these innovations will be adopted, although, in the end, all innovations do not have to end with the adoption process (Ramayadi & Sariningsih, 2020). The digital radio communication media genre is used as an innovation by representatives of the BKKBN West Sumatra Province, especially the field of AKIE who wants to disseminate *Bangga Kencana* programs by establishing a streaming radio. It started from TV tools available in the MPC room that is not used, then made concepts/proposals about streaming radio. Moreover, three weeks proposed as head of BKKBN Sumbar were finally approved and launched in April 2016. The following year, innovation turned TV Streaming into a joint venture with local television. Then, the following year, continuous radio was transformed into

community radio. Radio streaming also started from the idea of Dra. Deswita. At the time, Deswita was the head of ADPIN and worked with radio professionals contracted to work for BKKBN.

One of the reasons for the emergence of the idea of using streaming radio is because of the delivery of information about population, family planning, and family development and advertisements of BKKBN programs, which were conducted through private radio and private television in the city of Padang need much money. Finally, another way to do it with fewer funds was found with the appearance of the first BKKBN streaming radio named radio genre. This streaming radio is also a tool to speed up broadcasting or disseminating information to the general public because it does not take long. The process is also fast, only requiring an internet network, computer devices, and some tools to broadcast, such as a broadcast mixer & microphone. The vision of the radio genre is to be a reliable media in realizing the population grows balanced and quality. Disseminating Family Planning and Family Development Population (KKBPK) programs and general information through radio streaming media, conveying information and education about Family Planning and Family Development Population (KKBPK) programs and general, helping to foster interest in listening to the radio.

Based on the organizational structure of BKKBN streaming radio representative (radio genre), the head of BKKBN representative of West Sumatra as an advisor in running the radio genre, the head of ADPIN, and the head of AKIE Sub-Section as a supervisor for the radio genre airs, program manager/studio head is Rasmadeni who was chosen based on his many experiences as a radio announcer and understood on the internet of streaming radio. Meanwhile, the

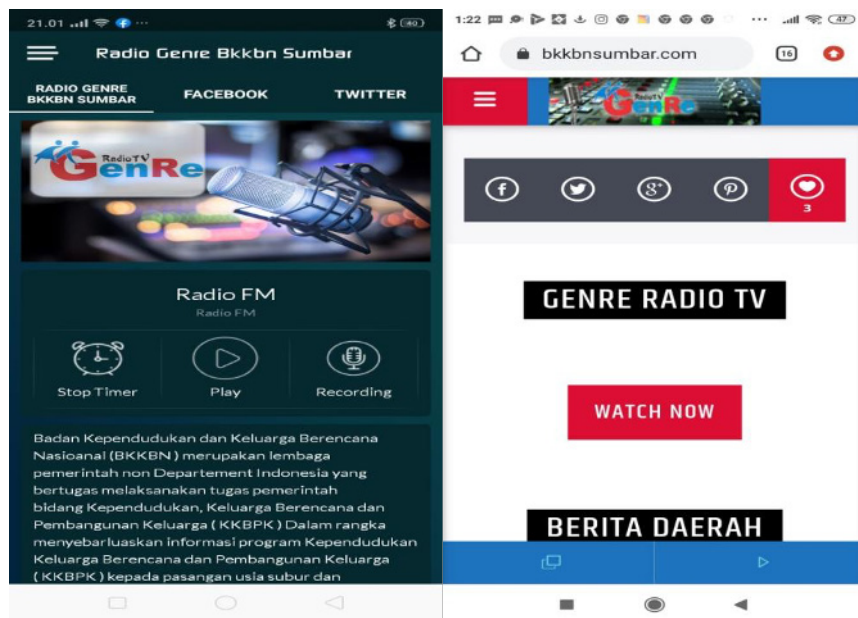


FIGURE 1. Genre Radio App

cameramen/editing section, recording/MD, as broadcasters and technicians are selected based on the selection stages of BKKBN west Sumatra contract employees who also have experience in the world of radio.

West Sumatra BKKBN streaming radio is one of the non-ministerial government institutions that use internet-based media, unlike the mass media companies or individuals who have been converging from conventional mass media to online BKKBN radio streaming is present as online-based radio mass media. Conventional radios that usually need transmitters and frequencies now only require an internet network to work and reach their listeners. Technology has two components, namely hardware aspects, including technology components as physical objects, and software aspects, consisting of instructions, guides, and other aspects of information that allow us to carry out specific tasks (Don et al., 2017). In BKKBN Streaming Radio Consists Of Hardware In The Form Of Computer Equipment, Audio Mixer, And An Internet Connection. The Software Consists Of, Microphone, And A Guide To Using The Audio Mixer.

BKKBN streaming radio can be accessed by downloading the application in the play store and app store on the phone, or people can also access the www.bkkbnsumbar.go.id website and click directly on the radio genre. The radio genre streaming application is connected to the West Sumatra BKKBN Website, as shown in FIGURE 1. BKKBN streaming radio can easily convey information and present music entertainment for listeners in West Sumatra and nationally and internationally. The streaming nature of the radio genre can reach millennials who are more active in using internet-based media than conventional media. Therefore, the purpose of BKKBN can reach the target and reduce the number of underage marriages, casual/free sex, extramarital pregnancy, drugs that are usually close to the lives of teenagers.

Effectiveness of the existence of streaming radio in the dissemination of information

Utilizing internet-based technology such as streaming radio is needed by BKKBN Representatives of West Sumatra Province. They are responsible for succeeding KB (Family Planning)

programs that penetrate the dissemination of information through audio media. This streaming radio is an initiative of BKKBN of West Sumatra Province, which wants to form a *Bangga Kencana* (Family Development, Population and Family Planning) program to be in demand by the community and can be accessed directly through streaming.

Nowadays, most of the general public still tends to have inaccurate assumptions about family planning programs. The existence of streaming radio is also an excuse to speed up broadcasting or disseminating information to the general public because it does not take long. The process is also fast, only requires internet networks, computer devices, and some tools to broadcast, such as audio mixers and microphones. To facilitate informing/disseminating BKKBN programs to the public and collaborate with affiliated radio and private radio. Increasing active KB users and increasing people's knowledge of family planning is one of the BKKBN programs that has been successfully implemented since using streaming radio

as a communication medium, such as TABLE 1.

From the results of west Sumatra BKKBN SKAP data in table 1, the percentage of modern contraceptive use (CPR) has increased from 61.1% in 2018 to 61.3% in 2019. The percentage of active birth control participants also increased from 2018 22.3 to 23.5 in 2019. Then the percentage of knowledge about all modern birth control tools/ways also increased in 2018 to 50 in 2019 increased to 70. From this data, it can be seen that since the radio genre aired in 2018 can increase the active use of birth control, increasing the knowledge of the people of West Sumatra about kb. The use of radio streaming is quite effective in the success of BKKBN programs.

In the communication process, communicators are one of the factors that determine the effectiveness of communication activity (Juanda, 2017). Some components must exist in the communicator, including the source's credibility as having expertise and trust. Broadcasters need to have expertise in

TABLE 1. Program Targets for Population and Family Planning RPJMN 2015-2019 and Achievements of the 2019 RPJMN

indicator	2015	2016	2017	2018	2019	achievements (skap results 2018)
TFR (every woman's child)	2,37	2,36	2,33	2,31	2,28	2,45
ASFR 15-19 Years	46	44	42	40	38	33
Percentage of Modern Contraceptive Use (CPR)	60,5	60,7	60,9	61,1	61,3	54,94
Percentage of Active Family Planning Participants (PA) MKJP	20,5	21,1	21,7	22,3	23,5	24,6
unmet need for family planning (unmet need) PUS (%)	10,6	10,5	10,3	10,1	9,9	12,1
contraceptive dropout rate	26,0	25,7	25,3	25,0	24,6	29,0
percentage of knowledge about all modern family planning tools/ methods	16	21	31	50	70	13,6

(source: West Sumatra BKKBN)

influencing listeners to enter and stay in the broadcast. The more expert and trusted the source of information, the more influential the message is conveyed. In broadcast content that is interactive dialogue, streaming radio invites experts in their field to discuss the topics. The attractiveness of a communicator can occur due to his physical appearance, speech style, personality, nature, familiarity, performance, communication skills, and behavior. People listen to streaming radio because of their need for information about population, family planning, and family development. Streaming radio broadcasters are selected from the recruitment process with the criteria of having experience in the broadcast world and being interested in the world of broadcasting so that they have credibility in the world of broadcasting. Characteristics of Radio Media, namely, Theater of Mind, Personal, Sound Only, At Once, Heard Once, Secondary Medium Half Ears Media, Mobile / Portable, Local, and Linear (Indriyawati & Suprayogi, 2011). Some of the characteristics of streaming radio can reach the target of BKKBN, namely teenagers who are generally familiar with internet-based media, so that BKKBN is very easy to reach them with population, family planning, and family development programs.

BKKBN streaming radio proved effective as a means of mass communication that can reach all levels of society and penetrate the boundaries, especially with streaming facilities (internet). A message delivery process that can achieve the purpose of the content of the message and provide feedback (feedback) or reaction so that the message is successfully conveyed and gives rise to effective communication. Effects can occur at a level, that is, Cognitive Effects, if there is a change in what is known, understood, and perceived by the

audience. This effect is concerned with the transmission of knowledge, trust, or information. From the SKAP BKKBN West Sumatra in TABLE 2, the knowledge index of the fertile period increased from 16.8 in 2016 to 24.9 in 2018, and the age knowledge index should be married and give birth at 42.6 in 2016 to 69.5 in 2018. The anemia and HIV/AIDS knowledge index was estimated at 70.5 in 2016 to 83.3 in 2018, and the drug knowledge index was estimated at 89.4 in 2016 to increase to 97.9 in 2018. At last, the KRR knowledge index also increased from 43.3 in 2016 to 45.9 in 2018. However, unlike the case, the index of listening/seeing/reading information related to the genre (adolescent generation) decreased from 34.7 to 26.6 in 2018. This proves that the existence of BKKBN streaming radio is quite effective in increasing public knowledge about the fertile period, age knowledge should be married and giving birth, knowledge of anemia and HIV / AIDS, drug knowledge, and KRR knowledge. The practical effect arises if the audience changes what is felt, liked, or hated, including everything related to emotions, attitudes, and values. After listening to streaming radio, the broadcaster is interested in accessing BKKBN streaming radio periodically because of the content of broadcasts that are not only about BKKBN programs but also music broadcasts and artists/influencers interviews.

Radio streaming as the media for information presenting

Mass media works as an educative medium, informative media, entertainment media, and social control. Online-based mass media also has a function as a medium of information dissemination. BKKBN streaming radio is considered an effective way of providing information about population programs, family planning, and family

TABLE 2. West Sumatra BKKBN Data

Indicator	2015	2016	2017	2018	2019	Information
Average Age of Marriage Plan		20.4			24.6	National
		21			25.5	West Sumatra
TFR		2.34	2.4	2.38	2.45	National
		2.03	2.42	2.51	2.68	West Sumatra
Mcpr		59.5	57.6	57	54.97	National
		59.5	52.3	48.3	47.97	West Sumatra
MKJP		12.8	21.5	23.1	25.6	National
		15.9	23.1	28.8	29.26	West Sumatra
Unmet need		15.8	17.5	12.4	12.1	National
		18.1	20.8	14.7	10.8	West Sumatra
ASFR 15-19	48	38	33	30	33	National
		13.06	22	18	18	West Sumatra
KTD		9.2	10.3	19.7	17.5	National
		9.9	10.6	11.7	11.6	West Sumatra
Average Age of Marriage Plan		20.4			24.6	National
		21			25.5	West Sumatra
Fertility Knowledge Index		21.8		21.7		National
		16.8		24.9		West Sumatra
Knowledge Index Age Should Marry And Give Birth		52.1		62.9		National
		42.6		69.5		West Sumatra
Knowledge Index of Anemia and HIV/AIDS		77.9		80.7		National
		70.5		83.3		West Sumatra
Drug Knowledge Index		90.7		96.9		National
		89.4		97.9		West Sumatra
KRR Knowledge Index		51		57.1		National
		43.3		61.6		West Sumatra
Ever Heard/Viewed/Read/Related Information GENRE		32.2		45.9		National
		34.7		26.2		West Sumatra

(source: West Sumatra BKKBN)

development. Starting from the extension of family planning, age is enough to get married, about sex, and pregnancy. The information is very detailed, ranging from pre-marital, post-nuptial, and pregnancy information for married mothers. Nevertheless, the information provided is

not only about the West Sumatra BKKBN programs; the information also contains the latest news.

BKKBN streaming radio also has a function as an educative media by providing messages that include listener's knowledge about what family

planning is, how to use birth control, how to use contraceptives and more messages that contain knowledge for the people of West Sumatra in particular and communities throughout Indonesia in general. BKKBN streaming radio is also a means of entertainment by providing music content that listeners can enjoy. Another basic need in humans is entertainment. Entertainment can be obtained through stimulation, the quest to reduce boredom or escape from routine activities, relaxation or escape from stress and problems, and the emotional release of pent-up feelings and energies, social utility (social importance) (Kurniawati, 2019). The public can use BKKBN streaming radio to reduce boredom and get away from routine activities, relaxation, emotional release, and can be used for social utility by listening to songs played by BKKBN streaming radio, interactive dialogue that discusses population, family planning, and family building, and also the broadcast of artist/influencer interviews. BKKBN streaming radio gets various comments from listeners who state that the radio is very informative, educative, and interactive. The radio genre application has a rating of 4.9, which is considered relatively

high, as shown in FIGURE 2.

BKKBN streaming radio also serves as an educative medium. Providing knowledge to the public about BKKBN programs, one of which is the content of broadcasts about the dangers of free sex for teenagers, the age of marriage for teenagers, and the dangers of drugs. Broadcasting from streaming radio is also interactive by bringing experts in their fields to discuss a current topic needed by the community. BKKBN is very concerned about increasing K users, which is the main task of creating a quality family by planning every phase and stage of life, from the womb to the teenagers to the elderly. For this reason, it is necessary to develop information such as radio streaming as a gate for information to educate the public. Listeners can also participate in interactive live programs by phone by asking directly and discussing related topics raised such as FIGURE 3.

From FIGURE 4, it can be seen that one of the broadcast programs is called Bingkai (Inclusive Talk) in BKKBN radio streaming. This interactive dialogue invites the speaker to discuss the topics raised. BKKBN streaming radio is also a medium of entertainment by presenting music broadcasts, song requests, and artist interview programs conducted online through video calls or by phone applications live. There are even listeners who do interactive services by calling to request songs and greetings from Jakarta, Manado, even Papua, as FIGURE 5.

The characteristic of BKKBN streaming radio is that it uses the internet and online to reach national and even international listeners. BKKBN is very concerned about increasing KB users, which is the main task of creating a quality family by planning every phase and stage of life, from the womb to the teenagers to the elderly. The information development of streaming radio needs to perform as a funnel and gate of information

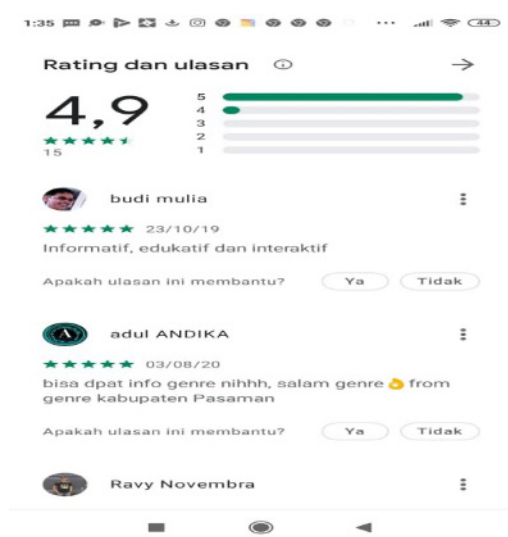


FIGURE 2. Ratings and reviews of Radio Streaming BKKBN



FIGURE 3. BKKBN Streaming Radio entertainment program

to educate the public. The BKKBN streaming radio also comes as a social control tool; streaming radio also has news content criticizing the government, seeing the extent of performance of BKKBN, presenting the latest, updated, and objective news. Streaming radio is not entirely for government agencies. However, it received criticism and advice from the public about the phenomenon that occurred. It bridged two-way communication between the BKKBN government and the people of West Sumatra and even nationally. The communication media used to inform and persuade the public needs to be made attractive and easily understood by the community for the information (Putra et al., 2021). The content of BKKBN

streaming radio is exciting and easy to understand for listeners; BKKBN Sumatra Barat hopes that listening to the broadcast can change attitudes and increase the number of listeners. Therefore, the content of BKKBN streaming radio is not entirely about population programs, family planning, and family development (KKBPK) only. The composition base is 15% news, 5% religious broadcast, 50% around BKKBN programs, 15% education, and 15% music. This division is because the target of this streaming radio listener is 60% teenagers and 40% adults, according to the name of the radio genre (teen generation).

The broadcasts from streaming radio include interactive live events and song requests using light and simple language



FIGURE 4. BKKBN Streaming Radio Interactive Program

for teenagers. This is inseparable from how radio streaming packages interesting messages with the nature of persuading the public to use birth control. Ads that become streaming radio content are produced by the Sumatra Barat BKKBN and delivered directly by streaming radio broadcasters with material or broadcast content of 60% family and BKKBN programs, 40% available content. Creating broadcast content ranges from the radio manager designing the message and directing the theme to be raised, then voice over direct broadcaster and the last process editing by the editing division. Target listeners are also crucial in creating a program and conveying information. The target audience of BKKBN streaming radio ranged from teenagers to older adults because BKKBN has programs ranging for teenagers, families, to the elderly. BKKBN only does live radio streaming during office hours because GenRe Radio Streaming is located in the office of the BKKBN Representative of West Sumatra Province. The allocation of broadcast hours from BKKBN live streaming radio ranged from 7.00 - 19.00 WIB where a broadcaster is doing a live broadcast and from 19.00 -06.59 only playlists that have been compiled (songs and advertisements) were streamed, so GenRe Radio streaming on 24 hours.”

Constraints on the dissemination of information through streaming radio

The genre of digital radio communication media is a form of internet-based media that is quite successful in conveying messages about population, family planning, and family building, the nature of audio can be heard anywhere at any time using the application, the internet package of these messages reaches the listener in real-time. Based on the theory of diffusion of innovation, genre radio is an innovation that is an idea that is considered new by people

who previously did not know and could not even apply genre radio as a medium of digital communication. Secondly, the existence of gender radio is promoted by certain digital media, namely Instagram, and applied to a certain period when the radio genre broadcasts from 2018 and still exists today. Next, it is delivered to the West Sumatran people with a background in Minangkabau culture in the Minangkabau regional language and the Indonesian language. Digital radio communication genre media is a medium that plays an essential role in achieving the goals of BKKBN. This is adopted by people who have higher education and literacy of technology than opinion leaders or indigenous leaders who have a significant influence in the community, especially in remote or isolated areas. The process of introducing digital radio communication media genre in the regions of West Sumatra through wali nagari as opinion leader who was then gathered the community to listen to BKKBN streaming radio jointly. Nevertheless, constrained by the difficulty of the internet network so that the radio is intermittent, other obstacles people are not interested in listening to streaming radio because of the background of work as a farmer so do not have time to listen to genre radio.

The obstacle of the radio genre from the launching process until now is that there is no specific budget for the operation of the radio genre. BKKBN streaming radio is government-owned, so there are no commercial ads. Another problem is that online streaming radio must use the internet network making remote areas unable to access the radio genre. However, BKKBN streaming radio makes the program listen together to streaming radio in the office of the guardian of Nagari every area in West Sumatra. However, it is constrained by internet network difficulties, and most citizens cannot use applications from

streaming radio. In addition to other internet networks, the obstacle is internet quota. To apply streaming, radio must have many quotas to be smooth when listening to broadcasts.

Another obstacle is the education level of the West Sumatran, which is still low. There are still many who are not technologically literate. Nevertheless, BKKBN still exists to air online since launching in 2018 until now and optimistically can be heard by people in remote west Sumatra. BKKBN also cooperates with conventional radios located in areas of West Sumatra where the online radio is connected to conventional radios in the region.

One of the BKKBN West Sumatra streaming radio targets is the millennials. The current internet barrier is that, with a slow connection, transmissions may shake when hearing a word or musical tone, high treble tones and low bass reduced as data slips into the available bandwidth. Sound quality is often moderate without external computer speakers, like listening to AM radio or FM radio mono. A high-speed modem direct internet access cable is required or the increased bandwidth required to hear the stereo audio quality. FM and even CD quality, there are delays when audio files, many online radio stations, and Audio sites cannot load more than a few hundred simultaneously (Harliantara, 2019). BKKBN radio streaming is a government-owned radio that has just aired, so there are obstacles in terms of internet connection. The internet connection is still not stable when they broadcast when so many people access it simultaneously. Equipment from radio streaming broadcasts is also limited. Moreover, the live broadcast hours are limited to their office hours.

Knowing the number of radio listeners, especially streaming radio that has existed for four years, requires a little effort by doing research or surveying

listeners. One of them is by visiting affiliated radios and asking directly to the team, such as broadcasters and broadcast programmers. In addition, how to find out the number of listeners who listen to GenRe Radio broadcasts can also be done through the SAM Cast application that can bring up the number of listeners who access the website www.bkkbnsumbar.com and can be used as a benchmark to see if GenRe Radio is in demand by listeners. GenRe Radio Program Manager mentioned that the most listeners in a broadcast are about 100 listeners, and the lowest is three listeners. In the last data obtained in December 2020, there were 112 listeners in a broadcast time of 7 hours 21 minutes 34 seconds, as seen in figure 5:

Judging from FIGURE 5, the number of listeners from the radio genre is still relatively small even though the use of streaming radio is quite effective as a medium of communication in the current digital era. The number of listeners who are still small is also an obstacle in conveying population information, family planning, and family development.

Promoting BKKBN West Sumatra streaming radio

BKKBN West Sumatra conducted an intensive promotion about the existence of BKKBN streaming radio by informing the general public about the existence of GenRe Radio as a streaming radio under the auspices of BKKBN Representatives of West Sumatra

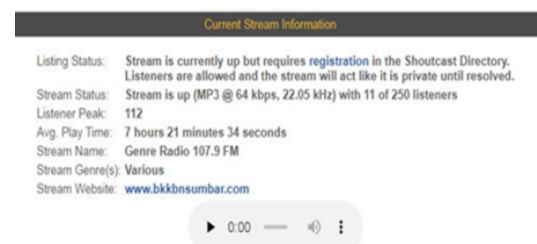


FIGURE 5. Current Stream Information

Province, like a radio that has just emerged in private radio and government radio genre shows its existence to be calculated in the world of Indonesian broadcasting. Some of the steps described by GenRe Radio Program Manager, promotion is carried out on one of the conventional private television called Padang TV every time there is a talk show or interactive dialogue that invites BKKBN member as a source person, they always showed ads running in the TV field about the existence of BKKBN streaming radio. The promotion is also carried out at every event conducted by BKKBN in the form of banners and direct communication. In addition, the promotion is also carried out in the form of brochures, running text on local TV that has collaborated with BKKBN Streaming. BKKBN streaming radio targets young people in West Sumatra who are commonly called millennials who are active in the social world. BKKBN also uses Instagram as a medium to promote the existence of its streaming radio.

The Instagram account @generadio107.9fm looks to have a considerable following of 1,355 followers. BKKBN streaming radio periodically informs the series of broadcast events every day. Broadcast program shows vary, ranging from dialogue with sources discussing family planning, getting married to be old, and programs from the population, family planning, and family development. BKKBN also has an interactive event program with listeners ranging from song requests to greetings. The radio genre's existence was also promoted through banners when BKKBN West Sumatra conducted a special banner-made event about the existence of the radio genre and how to access the radio genre. BKKBN West Sumatra also works with several radios in the areas of West Sumatra to promote and connect with FM radio in the west. BKKBN also promotes

the existence of the radio genre when socializing directly to schools in West Sumatra.

CONCLUSION

Based on the purpose of this research, it can be concluded that the West Sumatra BKKBN uses the radio genre digital communication media as an innovation in providing information, education, and entertainment about population, family planning, and family development. According to Rogers' innovation diffusion theory, innovation is conveyed through specific media, in certain times, and in particular social systems. Innovation in the use of digital communication media is delivered through the radio genre, which began to be used in 2018 and still maintains its existence to this day, the target of the radio genre is the people of West Sumatra with the Minangkabau social system

Information is conveyed in an attractive language to be understood and attract listeners to use digital radio genre communication media. From what has been done by the BKKBN in the implementation of digital communication media as a medium of information, education, and entertainment, the research findings show that the people of West Sumatra have not fully understood and used digital communication media because their educational background is not yet literate with digital communication media. In today's digital era, digital communication media is critical to use because it can influence and shape public understanding of government programs. A persuasive communication strategy in attracting public attention to using digital communication media is an exciting study for further research.

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