

Convergence of Radio Republik Indonesia (RRI) to Reach Millennial Generation

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Abstract

Radio is a conventional mass media, which today is less familiar to the millennial generation. This is because millennials prefer digital devices. In order to attract millennials, RRI converged its media. RRI, which was originally only auditive, turned into a multimedia, multichannel, and multiplatform mass media. With multimedia, RRI broadcasts in the form of RRI Net, RRI Playgo, RRI Beyoung, and RRI co.id; with multichannel. RRI can broadcast audio, text, video, and graphic messages; multiplatform RRI broadcasts via YouTube, applications, websites, and streaming. With the variety of RRI broadcasts, there are many choices of access by the public, especially the millennial generation. Thus, the number of people who access RRI is increasing. Therefore, Law No. 32 of 2002 on Broadcasting has made RRI an independent, neutral, and non-commercial Public Broadcasting Organization. RRI's task is to provide information broadcast services, cultural preservation, education, entertainment and maintain a positive image of the nation in the international world. The target to be achieved by RRI is to become a radio that has the widest network, builds national character and is world-class.

Keywords: Radio, Convergence, Media, Millennial, RRI

Introduction

Radio is a conventional auditive mass media where listeners can enjoy entertainment and information through their hearing and can encourage many people to like radio as a medium of communication due to the ease of receiving information. Along with the times, radio has changed its function, so that the function of radio is to convey messages in the form of news, information and entertainment for its listeners. Currently, radio is widely used for entertainment purposes such as listening to songs and music and getting the latest and updated information related to various matters (Anindhita & Rahmawati, 2019).

Today, with a large area like Indonesia, radio is the answer to being a medium that is able to deliver information simultaneously and widely (Romli, 2017). Radio is a mass media for delivering information that is favored by the Indonesian people because the level of lies or hoaxes related to information conveyed by radio is very low when compared to other media such as television and social media, which is around 0.2% (Maharani, 2022). However, the development of technology and information has changed people's lifestyles in obtaining information and entertainment. The emergence of online media began to reduce public interest in conventional media such as radio. Based on the results of the Socio-Cultural Indicators survey of the Indonesian Central Bureau of Statistics (BSI), Indonesians who listened to radio every week in 2018 were only 12.73% (Widi, 2022). This figure decreased

dramatically where in 2009 the number of Indonesians over the age of 10 who listened to radio in one week reached 22.13%. The decline in the number of radio listeners continues until 2021 where the number of listeners is only around 9.85%.

According to Widi (2022), the age proportion of the Indonesian population who listen to radio is dominated by older people with a percentage of 15.50%. The percentage decreases as the population gets younger. Based on a survey conducted by the Center for Strategic and International Studies (CSIS), the millennial generation listens to radio only 9.5% every day (Wardani, 2017). The millennial generation is experiencing a shift from conventional media to online media. Millennials or generation Y according to experts are those born in 1980-1990 or in early 2000 onwards. Based on Ericsson's report that one of the behaviors of the millennial generation is streaming native. Thus, which allows the millennial generation to be familiar with the internet so that they spend time in front of a mobile device screen for approximately three hours a day. Kominfo (2017) explains that over four years the data has increased by 20%, this shows and proves that the behavior of the millennial generation cannot be separated from the internet and activities related to online. Therefore, the nature of the millennial generation that relies heavily on the internet is not only auditive but also presents information through visuals and multimedia in contrast to radio usage activities that only rely on auditive aspects.

This made RRI begin to equalize the development of radio with the growing information and communication technology. The presence of the internet is one of the factors for radio to transform through media convergence, which unites several media to conduct a broadcast. The presence of media convergence allows listeners to enjoy radio not only through satellites but also through the internet as digital media. Thus, it is easier for the millennial generation to access the radio. Fikri (2018) explains in general that media convergence is a combination of various forms of media so that multi platform media is produced. Through convergence, radio seeks to maintain and adapt audiences in today's digital era (Maharani, 2022). One of the longstanding radio broadcasters in Indonesia is Radio Republik Indonesia (RRI), which is independent, neutral and non-commercial. This broadcasting institution has the duty and responsibility to provide access and information services, preserve culture, educate, entertain and maintain a positive image of the country in the international world. RRI's goal is to be the station with the widest network, create national character and reach out to the world (Pusdatin, 2023).

RRI has now grown with the times by incorporating information and communication technology into several features such as RRI Play Go. The RRI Play Go application is available for download from the Google Play Store and has several features that allow users to more easily watch their favorite shows live, then there are 188 live streaming radio channels and more than 500,000 song collections, a wide variety of the latest news and podcasts, set the desired playlist and connect with Parliament TV and RRI Net. This application can make it easier for users to listen to RRI broadcasts from across the archipelago (Effendy, 2020). RRI also has a website rri.co.id containing radio streaming and also information on various news that is always updated every day which makes it easy to access RRI broadcasts.

Youtube as a media to search, view and share video results through the web that presents written and video content, is able to provide information from various fields (Budiargo, 2015). RRI uses Youtube to interact with its listeners. RRI Net is an illustrated

radio whose broadcasts still refer to the characteristics of radio media, but the announcer's activities in the studio can be seen visually and with the help of the internet. In addition, RRI has prepared a special youth channel called Be Young. This program covers youth communities such as indie band communities, lifestyles in the form of tourism, culinary, sports, technology and culture for youth communities throughout Indonesia. (Maharani, 2021). However, these updates are not widely known by the millennial generation. So that every year RRI always tries to improve its performance and services in providing unique information in an interesting way so that it can attract the attention of millennials who tend to depend on the internet for information and entertainment. This makes researchers interested in knowing more about the convergence carried out by RRI in an effort to attract listeners from the millennial generation. The purpose of this research is to find out how RRI Convergence to Reach the Millennial Generation.

The literature review of previous research includes: first, Shafa Salsabila Gusna, Alvian Maulana Fatih and Talitha Salsabila (2022) in their research entitled "Digital Convergence of Radio Republik Indonesia Yogyakarta during the Covid-19 Pandemic". The focus of the study is to find out how the practice of continuum convergence at Radio Republik Indonesia (RRI) Yogyakarta in the era of digital convergence. This research uses qualitative research methods with the results of the study showing that Covid-19 is present to change the structure in human life where activities tend to be carried out from home. One of those affected by the presence of the plague is radio. The media convergence carried out by RRI Yogyakarta is to expand RRI radio listeners by utilizing the official RRI website through rri.co.id and also the RRI Play application. Through this media convergence, RRI listeners provide good responses and feedback and make the communication patterns of broadcasters and listeners become more active and grow.

Second, Anindita Trinoviana (2017) in her research entitled "Radio Convergence Strategy as an Effort to Expand Market Audience and Advertising". The focus of the study is to find out how the radio convergence strategy to expand the audience market and also the advertisements used. The research method used is qualitative research using interview data collection techniques. The results of the study can be concluded that the strategies and efforts made by the three radios in Yogyakarta are branding, promotion, positioning, research and utilizing existing technology in the digital era. The presence of convergence affects the three radios in their development by using social media as the main media. The results of the branding made the three radios obtained data experienced an increase in the number of listeners.

Third, Khasna, Lathifah, and Ismandianto (2021) in their research entitled "Radio Convergence in Maintaining Existence in the Digital and Covid-19 Era". The focus of the study is to see how RRI Pekanbaru has an existence after radio convergence and how it impacts it. This research uses a descriptive qualitative method where the research results describe in narrative and detail with the results showing that initially the strategy, segmentation and listeners of RRI Pekanbaru were not many because people tended to choose to listen to a broadcast via social media. Therefore, RRI Pekanbaru was moved to maintain the existence of RRI Pekanbaru through digital. After the convergence, it can be seen that communication with listeners through social media makes the interaction more attractive.

Fourth, Mutiara Rizqa Chairunnisa (2022) in her research entitled "Digital Convergence of Radio Arbes FM Padang in Broadcasting the Magrib Mengaji Program". The focus of the study is to find out how the practice of digital convergence is carried out by Arbes FM in an effort to broadcast its program, namely da'wah programs. This research was conducted using descriptive qualitative methods with the results of this study it can be seen that the Magrib Mengaji program was carried out by Arbes FM using live streaming online media, social media Facebook, Instagram to Twitter. The efforts made affect the existence of Arbes FM as the oldest radio in Padang. However, the use of other social media such as Youtube and Twitter is still not well utilized because Arbes FM has not been consistent in uploading Arbes FM content.

Fifth, Mochamad Ridwan Hoerudin, Ridha Abdullah, and Enjang Muhaemin (2018) in their research entitled "Live Visual Convergence on Radio Pro 93.10 FM Purwakarta". The focus of the study is to find out how the concept carried by Radio Pro 93.10 FM in implementing live visual radio convergence. This research uses a descriptive method with a qualitative approach with the results showing that the live visual concept carried out by Radio Pro 93.10 FM is one of the well-known trends among employees where live visual also presents live video images of what the announcer is doing. This feature can be accessed by listeners through radio applications or web. The live visual radio convergence promoted by Radio Pro 93.10 FM is multimedia-based, multichannel, and multiplatform. This allows listeners to access the radio according to their needs. Despite using live visuals in the process, Radio Pro 93.10 FM does not eliminate the essence and characteristics of radio.

Based on the background above, the researcher is interested in conducting research with the title Convergence of Radio Republik Indonesia (RRI) to Reach the Millennial Generation. The main thing that is the similarity between this research and previous research is that it lies in the theme of the research conducted where the main discussion is related to media convergence, especially radio. In addition, the similarity lies in the qualitative research method. While the differences that look significant are in the subject, object and also the focus of research in this study using millennial generation subjects and the object of research is RRI. This research is also focused on knowing the form of convergence of RRI that can reach the millennial generation.

Method

In this study, a descriptive qualitative research method was used which aims to gain a deeper understanding of the phenomenon under study. In this method, the research describes the results of the research using words derived from the results of in-depth interviews with research subjects. Qualitative research methods serve to study the state of natural objects, making the researcher the key instrument.

Data collection techniques are carried out by triangulation, namely by observation, interview and documentation. The data obtained is in the form of qualitative data and inductive data analysis. Data analysis is a process of searching for information collected through observation, interviews and documentation and condensing it systematically so that it is easy to understand and the results can then be informed to others (Sugiyono, 2021). The steps of the data analysis technique used are in accordance with Miles and Huberman, including: data collection, data reduction, data presentation and conclusion drawing. The

results of the research obtained in the form of problem findings, object uniqueness, meaning of events, social processes and interactions, construction of phenomena and hypothesis findings.

This research was conducted at the RRI Studio on Jalan Merdeka Barat No. 4-5, Central Jakarta. The selection of RRI as a research site was considered because the results of the research revealed that RRI's convergence process was struggling to reach the millennial generation. The subject of this research is Radio Republik Indonesia (RRI).

Results and Discussion

Radio Republik Indonesia (RRI) is a national radio station established on September 11, 1945. RRI was founded by several figures who were active in operating Japanese radio stations in six cities. At that time, the six radio stations dispatched several people to Adang Kadarusman's house, Jalan Menteng Dalam, Jakarta. After holding a meeting that resulted in the decision to establish Radio Republik Indonesia, Doctor Abdulrahman Saleh was elected as the first general manager of RRI. The meeting conducted by several representatives resulted in a declaration decision as the September 11, 1945 Charter in which there were three points of commitment to the duties and functions of RRI known as Tri Prasetya RRI (ppid.rri.co.id).

new instrument by the government during the Indonesian National Revolution. However, RRI's path to becoming a leading radio station in Indonesia was blocked when it was taken over by the September 30th Movement in 1965. As one of the vital objects of Jakarta, RRI was seized by the September 30 Movement on October 1, 1965, which was aimed at high-ranking officers of the Council of Generals who were organizing a coup. At that time, RRI also provided information that a Revolutionary Council was formed, led by Lieutenant Colonel Untung Sutopo.

In 2000, Radio Republik Indonesia had the status of a Company Jawatan (Perjan), a State-Owned Enterprise (SOE) that did not seek profit from its radio management. At that time, RRI applied the principle of independent radio. It can be said that the transition from Government Broadcasting Institution to Public Broadcasting Institution during the reformation period. With the development of time and technology in Indonesia, it is required that all media, especially radio, can keep up with these technological developments. In 2016, RRI officially released the first digital broadcast program dedicated to the Jakarta area, Indonesia. RRI's digital broadcast uses the Digital Audio Broadcast+ (DAB+) system, which provides four radio channels.

The development of information and communication technology requires every conventional media to keep up with the times and adapt to it. This can be experienced by conventional radio media to switch to follow the technology that has developed. This is because people are familiar with the internet and social media for their daily needs. Radio Republik Indonesia (RRI) as the first national radio in Indonesia is also required to follow the development of technology today. Seeing the development of media today makes RRI not only have to develop following the country but also develop following the current times.

RRI as a radio funded through the state budget makes RRI must develop in accordance with the mandate and message conveyed by the state. Through this, RRI uses various media including video, text, audio, and graphics to develop the radio industry in Indonesia. The development of the times from time to time demands the presence of all broadcast lines.

Keeping up with the rapid development of the times is not an easy thing. Radio Republik Indonesia often faces significant challenges in the new media era.

The presence of new media today makes every media industry experience changes and must face challenges. The biggest challenge faced by RRI in developing the radio industry today is changing the mindset of the public and workers that RRI does not only work solely for radio broadcasts. Through the new media era, RRI must keep up with the times where all activities carried out rely on the internet. As a conventional media, RRI must change the old face of RRI related to the conventional media. RRI must prove to every community that RRI is not just a media that is only intended for the elderly or people of mature age. However, RRI is a national media that can keep up with the times and continue to be a radio that can be relied upon by many people, both young and old. Therefore, RRI requires all its workers or employees to be able to master various broadcast platforms ranging from text, graphics, audio to video. This is the biggest challenge for RRI because it takes a long time to make its employees adjust to the new face of RRI.

Every media in Indonesia, especially radio, is required to keep up with the times where they can use media convergence as one of the technologies. Media convergence is one of the efforts made by the media in changing the information elements they use from conventional to digital. This media convergence is done by combining several communication elements such as text, audio and video in one media.

Media convergence is something that cannot be avoided. This is what requires Radio Republik Indonesia to do its media convergence, it can be seen that this media convergence must be undertaken for every conventional media in Indonesia. Thus, every media is not only required to support media convergence, but also to run it to the fullest which can help conventional media that have faded and have extinguished their existence to be increasingly recognized by the public and can maintain their presence. When utilizing media convergence, all conventional media will find it easier to carry out all series of activities owned by the media. It will also open up more new jobs in various new fields that utilize digital technology.

In 2014, Radio Republik Indonesia began to keep up with the times through media convergence. RRI began publishing various digital media that can help people receive information by choosing which media they want to use. Some of these media include RRI Play, which contains RRI Net, radio streaming and a website with articles on it.

RRI began to utilize various other media such as social media to reach a wider millennial generation. It also sees the large number of young people who are no longer interested in listening to radio and prefer to receive information through online media. Therefore, RRI is still conducting media convergence to follow which media or platform is most widely used by the millennial generation. Slowly, RRI will keep up with the times and adjust continuously in order to reach more young listeners. After converging, RRI now has several advantages that it did not have before when it was still using conventional media only.

After conducting media convergence by utilizing various online media to broadcast and share information, RRI is now more accessible to anyone at any time. People who want to access RRI's programs can listen to them practically and easily by only needing an electronic device and internet connection. After convergence, the information obtained by the public is now also faster and more flexible and not limited by time. This is because any information disseminated in addition to being packaged quickly will also be disseminated quickly through

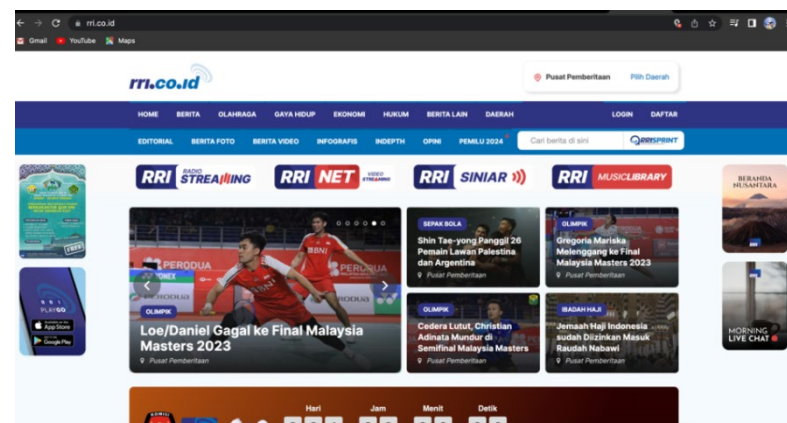
online media so there is no need to wait for news programs or information to air. Through the existing online media, people can easily interact with each other between communities and communities with broadcasters directly. In fact, RRI can now not only be heard by the public but also seen and enjoyed the storyline directly through the incorporation of multimedia elements in it.

Media convergence carried out by RRI with the aim of reaching the millennial generation was carried out in 2020. This is done by adjusting the media used by RRI to the media used by young listeners. Media convergence is a form of effort made by RRI to open up opportunities to reach millennials by presenting information on various media or platforms commonly used by millennials when connected via the internet.

Media convergence is a change in the media used by RRI, so that it only uses conventional media in the form of radio waves, which causes only people who have radios to be able to listen to RRI broadcasts. After converging the media, RRI began to provide convenience to its listeners to be able to access various information from the rri.co.id website, RRI Play Go application, RRI Net, Instagram.

a. RRI website

RRI has a website available at rri.co.id where the website becomes a news channel that allows millennials to access news easily and quickly. There are various channels on the RRI website such as news, sports, lifestyle, economy, law and so on. Through the website, RRI presents various programs that can be used by readers and listeners, namely RRI Radio Streaming, RRI Net Video Streaming, RRI Siniar, and also RRI Music Library.



Source: rri.co.id

Figure 1. RRI website display

b. RRI PlayGo App

The RRI Play Go application provides various features in it such as streaming broadcasts from various channels throughout Indonesia. In addition, this application allows users to create music playlists according to their wishes. In addition to listening to broadcasts online, the public can watch a variety of favorite event programs broadcast live in one application. Currently, there are 188 live streaming radio channels, 500 thousand songs, the latest news, and are directly connected to RRI Net Parliament TV (ppid.rri.co.id).

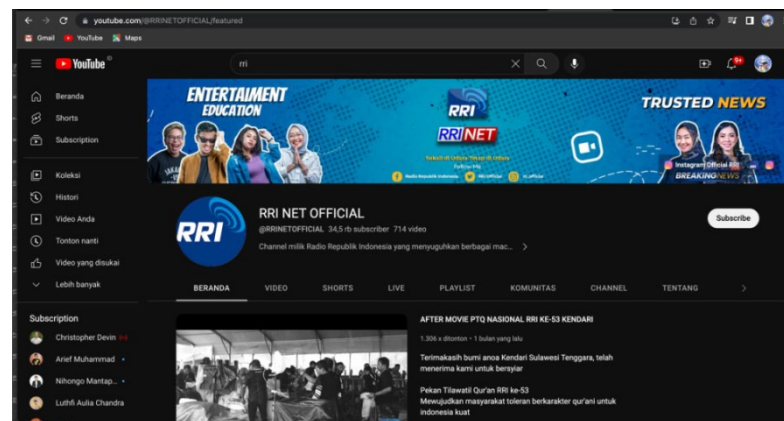


Source: Personal Documentation

Figure 2. Display of the RRI PlayGo application

c. Youtube RRI Net Official

The content presented by RRI through Youtube is content about live streaming that has been carried out, Islamic videos, and the latest information about Indonesia. In addition to making long-duration videos, RRI often uses and utilizes features presented by Youtube, namely Youtube Short and also Live.



Source: Youtube.com/@rrinetofficial

Figure 3. RRI Youtube display

d. RRI Instagram @rri_official

The content uploaded by RRI through its Instagram social media account is related to holiday greetings, live streaming with live sources, and other information about RRI and about Indonesia.



Source: [Instagram.com/@rri_official](https://www.instagram.com/@rri_official)

Figure 4. Instagram view

RRI always provides a variety of information and creates content that suits its target audience, the millennial generation. The content designed by RRI is tailored to the tastes of young people such as today's lifestyle, today's information, and other information that suits their lives.

The presence of media convergence implemented by RRI makes the entire RRI team must pay attention to content packaging from various aspects, especially in the visual aspect because people who use this new media will pay attention and be more interested in content that prioritizes visualization. Any content or information delivered by RRI through its broadcasts and through other media is first collected. The sources of information used are generally still the same as when RRI had not yet converged the media.

The source of information obtained by RRI in designing a content is usually conducting research to obtain the information. The RRI team will look for an issue that is hotly debated by the public and the information comes from various aspects of life, from health to infotainment.

Based on some of these explanations, it can be seen that the media convergence carried out by RRI is related to the production of content disseminated through new media. The content presented is aimed at young or millennial audiences where RRI's goal is to attract millennials to listen to RRI. The content is obtained from the media team's research on current trends that suit millennial styles. After implementing media convergence, the content designed by RRI must now pay attention to various aspects of multimedia. Not only audio, but also visuals.

Media Convergence Stages Radio Republik Indonesia (RRI) according to Dailey (2005) explains that media convergence is divided into five stages. These stages are carried out as a process of a media convergence based on the level of participation, which is

commonly known as the convergence continuum. Some of the processes or stages of media convergence are as follows:

1. Cross Promotion

Cross promotion is one of the media convergence processes where the media uses sentences and illustrative elements to promote or introduce a content displayed in various media. Cross promotion is a content promotion activity carried out by displaying logos regularly.

2. Cloning

In addition to cross promotion, cloning is also a stage of media convergence where at this stage the content on one media will be reloaded in another media. This cloning stage is used by RRI to make cooperation between media better and also shorten the production time of content in each media. Cloning is a reflection of RRI's cooperation in producing news.

3. Competition

Competition is one of the stages of media convergence which explains that converged media coordinate and compete with each other at the same time or can be called collaboration. Usually, media convergence at this stage is marked by an activity that illustrates that the administrators of each media compete to make the media they manage become the most favorite media and media that are liked by the public.

4. Content sharing

Content sharing is a stage where each media manager conducts regular meetings or meetings to exchange thoughts and ideas and disseminate content or information on the agreement that has been made. The division and cooperation between teams in this media makes the content or information presented more effective and creative so that one media with other media both have the aim of making the resulting content better.

5. Fullconvergence

Fullconvergence is a stage where each media has an editor, administrator or manager assigned to manage the media with storyplanning. In this step, the media work together to create content and topics collaboratively by using the advantages of each media. This stage is also carried out by RRI where each social media used has a team to manage the media. The team is formed to be responsible for each media so that the media runs more effectively.

The impact of RRI Convergence on the Millennial Generation is that the presence of media convergence brings considerable influence and impact from various aspects of life. This media convergence has changed every element of communication information in electronic or printed form into digital form. This can be experienced when converging RRI media, namely the positive response given by the millennial generation. The impact is said to be a positive impact because many millennials are now interested in listening to RRI broadcasts and often give positive responses to the content presented through various media. The media convergence implemented by RRI has a major impact on RRI's financial system where finances have increased from before. This is because RRI's main focus now is not only on broadcasts carried out through radio waves but also focuses on the application of social

media content that it uses. The increased finances are due to the fact that advertisements in collaboration with RRI are becoming more and more diverse, especially products related to millennial audiences. These advertisements are not only promoted through radio wave broadcasts but also promoted through websites, applications and media used by RRI. Thus, through some of these media, advertisements are more interested in cooperating and placing advertisements at RRI.

The obstacles faced by RRI in converging Radio Republik Indonesia are required to be able to present diverse information and topics that are in accordance with what is currently being discussed. Therefore, more employees or human resources are needed by RRI than before. These resources are needed in accordance with expertise in the digital field. One of the obstacles to media convergence carried out by RRI is the lack of Human Resources (HR).

RRI has limited human resources who can operate the social media used. Instagram as the main media used by RRI sometimes experiences obstacles to attend the office, this makes RRI Instagram neglected and there are no resources to operate it. This is because each RRI employee has their own duties and responsibilities. So, for each job can only be done by one person according to their skills. If one of the employees is sick or unable to attend, then the employee's duties cannot be replaced by other employees who do not have expertise in their field. Therefore, RRI employees are required to understand all forms of social media or digital media that exist today. Employees are only required to understand the media but are not required to master it to proficiency.

Conclusion

Based on the research that has been conducted, several conclusions are obtained related to the convergence carried out by RRI to increase the millennial generation. The conclusion is that RRI conducts convergence in two forms, namely technological convergence and media convergence. Technological convergence by trying various media that are familiar with young listeners such as Instagram, Youtube, Television, Website and applications. RRI media that are most widely used by young listeners are Instagram and Youtube because they are practical and attractive in terms of appearance. Social media convergence carried out by RRI by presenting content that is currently being discussed on social media. The music presented also follows the listeners' playlist. RRI has reached the full convergence stage where each media owned by RRI has been able to work together from the pre-production stage to the content dissemination stage. Each media also has a person in charge of managing the media.

After convergence, RRI received a good response from the millennial generation. This can be seen from the listeners who began to actively provide responses in the various media used. When live streaming is carried out, many millennials give responses when a discussion is held or simply ask to play a song. During convergence, the obstacles experienced by RRI came from limited human resources. This is because each media used by RRI is managed by one human resource. So that when the HR is absent, other HR will have difficulty due to limited knowledge to manage it.

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