



WOMEN'S EMPOWERMENT THROUGH RADIO BROADCAST PROGRAM STRATEGY

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Abstract

The radio broadcasting strategy is carried out by Beautiful Radio 95.6 FM on the broadcast program Ruang Perempuan. This research aims to discover the radio broadcasting strategy process with Ruang Perempuan program using the concept of Peter K Pringle. This research uses a qualitative approach with a case study research design. The technique of determining informants using a purposive sampling technique. The research data was obtained from observation, interviews, and documentation. The research results on the planning stage of Ruang Perempuan broadcasts are based on the selection of themes, program formats, production teams and broadcasters, program objectives, and routine evaluation. The production stage begins with making a list of questions, preparing equipment, making digital posters, and branding; then, the production stage is followed. The post-production stage involved handing over the inspirational women's charter and editing the aftermovie video. Execution stage by determining broadcast hours based on planning and target listeners. The monitoring and evaluation stage is carried out continuously, once a month. Ruang Perempuan is present to optimize the broadcast program with the target audience of adult women aged 30-45 years regarding information, inspiration, and motivation regarding finance, career, profession, and business through female speakers. The implication is that radio broadcast programs specifically designed to encourage women's empowerment can be one of the effective instruments in overcoming gender inequality and increasing women's participation in various aspects of life.

		Abstrak
Kata kunci:	Kunci:	Strategi penyiaran radio dilakukan oleh Beautiful Radio 95.6 FM pada program siaran Ruang Perempuan. Penelitian ini bertujuan untuk mengetahui proses strategi penyiaran radio dengan acara Ruang Perempuan menggunakan konsep dari Peter K Pringle. Penelitian ini menggunakan pendekatan kualitatif dengan desain penelitian studi kasus. Teknik penentuan informan menggunakan teknik purposive sampling. Perolehan data penelitian mendapatkan hasil dari observasi, wawancara, dan dokumentasi. Hasil penelitian pada tahap perencanaan siaran Ruang Perempuan yaitu melalui pemilihan tema, format acara, tim produksi dan penyiar, tujuan program dan evaluasi rutin. Tahap produksi dimulai dengan membuat <i>question list</i> , persiapan peralatan, membuat poster digital dan brifieng; lalu disusul dengan tahap produksi. Tahap pasca produksi melakukan penyerahan piagam perempuan inspiratif dan edit video <i>aftermovie</i> . Tahap eksekusi dengan melakukan penentuan jam siaran berdasarkan perencanaan dan target pendengar. Tahap pengawasan dan evaluasi dilakukan secara berjalan dan setiap satu bulan sekali. Adapun Ruang Perempuan hadir untuk mengoptimalkan program siaran dengan target pendengar perempuan dewasa usia 30-45 tahun dari segi informasi, inspirasi, dan motivasi mengenai finansial, karir, profesi, bisnis melalui narasumber perempuan. Implikasinya adalah bahwa program siaran radio yang dirancang khusus untuk mendorong pemberdayaan perempuan dapat menjadi salah satu instrumen yang efektif dalam mengatasi ketidaksetaraan gender dan meningkatkan partisipasi perempuan dalam berbagai aspek kehidupan.
Beautiful Radio;	Radio;	
strategi siaran	siaran	
Peter K. Pringle;	Pringle;	
pemberdayaan	pemberdayaan	
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INTRODUCTION

Background Of The Study

Women are a group of people who are often neglected. Whereas, women are the most important resource for the nation's development. Women have a significant role in educating their children as the nation's next generation. Gender discrimination in science and innovation is not a unique thing. However, historically, it reflects the exclusion of women and discriminatory practices in general, both in political life and the

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broader economic life (Dahlum, Knutsen, & Mechkova, 2022). Reporting from Mediana (2021) that currently, there is a phenomenon called “manel”. A phenomenon related to the dominance of male speakers (all male panels) in various seminars, webinars, discussions, and media reports. The manel phenomenon causes the male perspective to dominate knowledge production. Manel is an example of how the prioritization of women occurs. Furthermore, according to Sunarto (2021) both national and local media believe that women are a minority group. This is shown by the small number of female news sources used by national and local media as the objects of study.

Research Gap

Many mass media outlets only emphasize the role of women in the domestic sphere, such as through ad shows, soap operas, or articles. Therefore, efforts are needed to increase the proportion of women at the editorial table and provide gender news training to both male and female journalists (Kominfo, 2020). Current facts show that in Indonesia, there is still gender inequality. Indonesia’s Gender Inequality Index for 2022 was 0.459, a decrease of 0.006 points from the previous year. Gender inequality has decreased in most of Indonesia’s provinces (BPS, 2022).

Furthermore, based on the 2022 Global Gender Gap Report, Indonesia is ranked 92nd out of 146 countries with The Global Gender Gap Index, 0.697 (score range 0-1) World Economic Forum (Larashati, 2022). Most of the mass media think that women are commodities that can be exploited, marked by the presence of women’s sexuality and sensuality content (Miranti & Sudiana, 2020). Based on the explanation about women and the mass media, researchers assess that women’s empowerment (equal rights) is increasingly being expressed more strongly. The main idea is to demand equal rights for women compared to men in all aspects of life.

In activities to express women’s rights, a medium is needed to tell their message so that a broad audience can hear it. One of the mass media used is radio, through its broadcast programs, messages, and also the information it conveys. While the use of social media such as YouTube continues to increase, the content and language of radio is able to adapt better to local contexts. Additionally, radio often creates a sense of intimacy and trust between broadcasters and listeners. So, the messages are delivered better via radio broadcasts than other anonymous social media platforms to have a

greater emotional impact. Radio is also predicted to be abandoned by the development of digital technology, but Nielsen Radio Audience Measurement in the third quarter of 2016 shows that 57% of radio listeners come from Generation Z and millennials (Kustiawan et al., 2022). With the existence of various programs specifically for women, such as talk show programs, news, and features related to the role of women, women's rights, and health issues, it can become a space for women to develop their skills as well as providing different insights and points of view. Radio is a mass media outlet that expresses women's rights and raises gender equality issues. This is because the use of mass media as a forum for women's empowerment cannot be separated from the issue of gender inequality (Hamid, Mulyana, & Bassar, 2016).

The presence of women's radio is a form of women's empowerment. The first women's radio station in Indonesia appeared in 1989 under the name Female Radio. Located in Jakarta, Female Radio exists to fulfill the needs of its listeners, especially adult women, through a selection of music, entertainment, actual information, and business. In Indonesia, there is still a lot of gender discrimination that requires more attention, one of which is in the mass media. Therefore, women's empowerment programs on the radio can provide enlightenment about the position of women in society. Through radio broadcast programs specifically for women, such as talk show programs, it is hoped that they can provide different insights and points of view for women (Dewi & Aminulloh, 2016). Women's empowerment aims to increase women's ability and leadership to participate actively, bargain, organize small, medium, or large businesses, create employment opportunities, and change the role and function of local-level women's organizations. The media can support women in becoming active participants in their local programs (Suwana & Lily, 2017).

According to the Deputy Chair of the Regional Indonesian Broadcasting Commission (Komisi Penyiaran Islam Daerah/KPID) West Java, as reported Sutrisno (2021), the number of radio listeners in West Java, especially in Bandung, is still high. According to him, from data collected by the West Java KPID, the number of residents who listen to the radio is 80 percent. The number of radio stations that exist in Bandung has never decreased. Because the existence of radio in Bandung is very popular, the local Government even created a radio park on Ir. H. Djuanda and Ranggagading Street. Beautiful Radio 95.6 FM is a radio that was established since 2003 and, in 2019, re-

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branded its segmentation from initially for adults to a radio for women listeners. As summarized in their tagline “Radionya Wanita Bandung”, Beautiful Radio 95.6 FM wants to be the most suitable radio for women in Bandung. One of their broadcast programs with a concept for women is the “Ruang Perempuan” program. Determining listener segmentation is one of the strategic efforts that radio managers can make to remain competitive with others (Sylvatri, Safitri, Safitri, & Wulandari, 2019).

The Ruang Perempuan segment presents women who have various achievements in their life journeys and share their stories with other women, especially the listeners of the Ruang Perempuan segment. A male publisher guides the program to ensure that the ongoing talk show runs dynamically or in balance from the perspective of women and men. Women-based radio broadcast programs can provide a space and process to express ideas and issues regarding women’s unique experiences (Bassar, Abdullah, & Wahyuni, 2015).

The results of pre-observation by researchers with the Program Manager of Beautiful Radio 95.6 FM, explained that the Ruang Perempuan is a radio broadcast program created as a place to gather great and inspiring women. The program aims to segment listeners for female audiences in Bandung of various ages to empower women. In essence, empowerment is the process of increasing the capacity of individuals or groups to make the right decisions and actualizing these decisions into real action, in this case carried out by a woman. The main purpose of this process is to increase individual and societal resources while increasing the effectiveness and equity of the organizational and institutional frameworks that govern those resources (Rahman, Haque, Afrad, Hasan, & Rahman, 2023).

Pringle & Starr (2006) stated that there are four categories in broadcast program strategy: 1) broadcast program planning includes activities to prepare short, medium, and long-term plans carried out by broadcasting stations to achieve program and financial goals; 2) program production consisting of pre-production-production-post-production stages; 3) program execution or program broadcasting includes the activity of broadcasting programs by a predetermined plan; 4) the last is program evaluation and monitoring. The monitoring and evaluation stage aims to see how far a plan and goal can be achieved by the radio station, departments, and employees (Morissan, 2020).

With the presence of the Ruang Perempuan Program and all its broadcast strategies, it

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is hoped that it can minimize the level of inequality among women. Ration of the study is important to carry out to make a lot of mass media aware of gender equality, as well as inspiring female listeners to become great women.

Based on the explanation above, this is the reason researchers chose Beautiful Radio 95.6 FM as a research location: because it is interesting compared to other radio stations. Beautiful Radio 95.6 FM is the only women's radio station in Bandung, so it is unique in itself. It's dominated by female listeners, starting from the female song playlist, and so many female broadcasters, presenting things that women like and relate to, such as beauty, discount info, things about parenting, and social media accounts with pink themes. Even though the main segmentation is women, all broadcast programs on this radio can also be heard by men because not all segments and information are aimed only at female listeners but also at listeners in general.

Novelty Of The Study

In Indonesia, similar research has been done in different contexts, such as the research object and focus. For example, the research object of Hamid et al.'s (2016) research is only limited to the role of Pekka Jaya community radio in Subang, West Java, in empowering women. So, the reach of radio listeners is still minimal compared to the research conducted by local radio researchers. Furthermore, research of Sylvatri et al. (2019) only focuses on radio marketing strategy theory using STP theory (segmentation, targeting, positioning) and also using SWOT analysis (Strength, Weakness, Opportunity, and Thread). Moreover, there is research regarding the Management Strategy for Broadcasting the Dangdut Karaoke Program (Kadut) on Radio Suara Medan. This research discusses the POAC (Planning, Organizing, Actuating, Controlling) management strategy in broadcast media, which has four basic functions, so the discussion is more about management (Siregar, Hendra, & Novri, 2020).

Meanwhile, research focusing on broadcasting strategies through radio broadcast programs is still a minus. This research proposes a radio broadcasting strategy model using the concept of Peter K. Pringle. This topic is important and a novelty for the research theme because it focuses on mass media regarding women's empowerment, especially radio. No research has discussed the concept of radio research objects in women's segmentation. With the importance and gaps in this research, it is hoped that

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we can understand better how radio broadcasts can be an effective tool for fighting women's rights and promoting gender equality in society through broadcast strategies.

Problem Formulation

Based on the explanation above, researchers have the following problem formulation. First, what is the background to Beautiful Radio 95.6 FM using the Ruang Perempuan segment to fight for gender equality in mass media? Second, what is the broadcast program strategy carried out by Beautiful Radio 95.6 FM in optimizing women's segmented radio programs in the Ruang Perempuan segment?

Purposes Of The Study

This article seeks to uncover the background of Beautiful Radio 95.6 FM using the Ruang Perempuan segment to fight for gender equality in mass media. In addition, this article also aims to explain the broadcast program strategy carried out by Beautiful Radio 95.6 FM in optimizing women's segmented radio programs in the "Ruang Perempuan" segment.

METHODS

This research uses a qualitative research method with a case study approach. Qualitative research is a research process to understand human or social phenomena by creating a comprehensive and complex picture that can be presented in words, reporting detailed views obtained from informant sources, and finishing in a natural setting (Creswell & Creswell, 2017; Denzin & Lincoln, 2000). In this research, researchers used a case study approach. In the case study approach, the research subjects can be individuals, groups, agencies, or society. A case study is a more suitable strategy if the main question of research concerns how or why, if the researcher has little opportunity to control the events to be investigated, and if the focus of the research is on contemporary (present) phenomena in a real-life context (Yin, 2018)

The technique for determining informants used purposive sampling. Purposive sampling is a data collection technique by a group of subject populations who have characteristics similar to those of the research population (Etikan, Musa, & Alkassim, 2016). Meanwhile, according to Dana P. Turner (Turner, 2020), purposive sampling is a

sampling technique used when researchers already have a target individual with characteristics that suit the research. The primary data collection technique used is in-depth interviews. An in-depth interview is a conversation with a specific purpose. Two parties carried out the conversation; the interviewer asked questions and the interviewee gave answers to these questions (Elhami & Khoshnevisan, 2022; Ryan, Coughlan, & Cronin, 2009).

Based on this explanation, researchers will conduct in-depth interviews with selected informants by asking questions about this research. So that researchers can get the information and data needed. In this in-depth interview activity, researchers interviewed parties related to the Ruang Perempuan segment. Among them are interviews with Program Managers, Producers, and Broadcasters. Furthermore, secondary data collection techniques include observation, book references, the internet, and documentation.

Researchers have determined that the informants will fulfill the data for this research. They are people involved in managing the Ruang Perempuan segment on Beautiful Radio 95.6 FM. This study selected several subjects, including program managers, producers, broadcasters, and listeners who attended the Ruang Perempuan segment. Therefore, the following are the informants chosen by the researcher:

Table 1.
Research Informants

No.	Name	Criteria	Information
1.	Harry Prasetya	<i>Program Manager</i>	Main Informant
2.	Frenita	Producer	Main Informant
3.	Andi Dianardi	Broadcaster	Main Informant
4.	Soya	Listener	Supporting Informant
5.	Anggi	Listener	Supporting Informant

In checking the data, researchers used data validity-checking techniques, namely source triangulation. It means testing data from various sources of informants from which data will be taken (Fusch, Fusch, & Ness, 2018; Heale & Forbes, 2013; Mertens & Hesse-Biber, 2012). By using the same technique, researchers can collect data from several informant sources, such as by conducting interviews.

RESULTS AND DISCUSSION

Researchers have determined the informants to fulfill the data for this research. They are people involved in managing the Ruang Perempuan segment on Beautiful Radio 95.6 FM. In this study, several samples were selected as subjects, including program managers, producers, broadcasters, and listeners who attended the Ruang Perempuan segment.

Radio Broadcasting Strategy Process In The “Ruang Perempuan: Inspirational Women” With Targeting Female Listeners On Beautiful Radio 95.6 FM

Pringle & Starr (2006) state that in radio stations, program planning includes selecting program formats and content that can attract and satisfy audience in an audience segment based on certain demographics. Moreover, program planning includes preparing short-term, medium-term, and long-term plans that enable the broadcasting station to achieve program and financial goals (Morissan, 2020). Radio program planning also includes finding broadcasters with a personality and style that fits the chosen format. Well-arranged planning is important for producing quality broadcast output (Saputro, 2020).

Short-term planning in creating a radio broadcast program involves the necessary preparation and arrangement. The theme of the Ruang Perempuan segment in each episode is flexible, depending on who the sources are. The program format for the Ruang Perempuan segment is a one-hour talk show with inspiring women. One one-hour talk show is divided into three cuts for 45 minutes and three breaks filled with songs or advertisements. At the short-term planning stage, the final thing is determining the production team and broadcaster. Sound Designers control the recording and sounds displayed on the radio. Operators control the smoothness of the broadcast and mixing during broadcasts, and Announcers broadcast or guide the broadcast program.

In finding resource persons for the Ruang Perempuan segment, Program Managers and Producers have criteria that are considered inspirational women. The requirements for Ruang Perempuan segment speakers are women with inspiring life stories or achievements so that their stories can be shared with listeners. This is based on the results of an interview with Harry Prasetya as Program Manager:

“Anyway, first of all, she has good achievements as a woman, that’s the most important. Then, is there anything we can share? For example, if she is a businesswoman, how will she build her business? “So the point is that there is something positive that can be shared with listeners, besides the fact that we are looking for those with good achievements.” (Interview with Harry Prasetya (Program Manager), 07/18/2023)

Producer Frenita also conveyed the same thing regarding the criteria for speakers from the Ruang Perempuan segment:

“Most of them seem to have interesting things, for example, there is a woman who works at the fire brigade, and she is the head of the service. I mean, usually, a man is the head of the service.” (Interview with Frenita (Producer), 07/18/2023)

Medium-term planning in creating a radio broadcast program focuses on broader stages and a longer period, usually several months to a year. In finding resource persons for the Ruang Perempuan segment, Program Managers and Producers certainly have suitable criteria. The criteria for speakers in the Ruang Perempuan segment are women with inspirational life stories or achievements so their stories can be shared with the listeners. Of course, when making a broadcast program, you have to consider the program production costs required. Therefore, you have to prepare it beforehand. The Ruang Perempuan segment does not have a budget, such as fees for resource persons, because the system running is barter exposure. The following are the results of the interview with Harry Prasetya as Program Manager:

“What we mean is the system is usually called maybe bartering exposure, right? So, for example, there is a CEO who is a girl, she created a Korean language educational institution at first and then eventually it became multi-language and so on. Well, we don’t give her a fee to come here, but we can barter for promotional exposure. “So we get content and they can increase the exposure of their products because they can share it too.” (Interview with Harry Prasetya (Program Manager), 07/18/2023).

Furthermore, there are two things to consider in long-term planning. It consists of program objectives and routine evaluation. Creating the Ruang Perempuan segment aims to start with Beautiful Radio, which has 70% women listener segmentation. Therefore, the Program Manager creates programs that can fulfill the target audience’s needs (women). The program format for the Ruang Perempuan segment is a one-hour

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talk show with inspiring women. One hour talk show is divided into three cuts for 45 minutes and three breaks filled with songs or advertisements. The talk show took place by asking the speakers questions to explore inspiring stories to share with the listeners. The following are the results of the interview with Harry Prasetya as Program Manager:

“The program format is one hour with a duration from 7 to 8 every Tuesday. Then, divide it into 3 cuts.” (Interview with Harry Prasetya (Program Manager), 07/18/2023)

The Program Manager explained the talk show format in the Ruang Perempuan segment, which is one hour with three cuts. The cuts are advertisements or songs. So the one-hour duration is not filled with talk shows but is divided into three parts. By discussing the source's life stories and inspirational stories, such as telling stories about her childhood, work experiences, and achievements. The producer also said that the format of the Ruang Perempuan program is a talk show with a relaxed feel, such as asking questions about the speakers' daily lives. This was conveyed in an interview by the producer, namely Frenita:

“It's more relaxed, I mean not serious. It's like asking about everyday life, so we can find out what a big person's daily life is really like. “Behind that is her education, her family, until finally she can work or become the owner of the product she is currently building.” (Interview with Frenita (Producer), 07/18/2023)

The regular evaluation aimed to ensure the program is on the right track to achieving its stated goals. Routine evaluations are done once a month. The Program Manager and Producer evaluated by discussing what is the broadcast program deficiency and what will be done in the following month. The three planning stages aim to find out what must be done, when, how, and who is responsible for the plan (Nasution, 2018).

The pre-production or planning stage consists of all activities, from the initial idea discussion process to the implementation of the broadcast. The first thing the program manager conveys at the pre-production stage is to create a list of questions. Questions for talk shows are prepared before the broadcast by the producer. This was conveyed by Frenita, the producer, who said that before the broadcast production was held, the producer had created a script for the broadcaster's needs while guiding the Ruang Perempuan segment. The script created by the producer is a basic question for the

interviewee. Moreover, the ongoing chat can come from the announcer's improvised questions, and the discussions explored depend on the sources. The broadcaster also states this:

"The basic questions are the same. Like when did you start your career, the ups, and downs. What's different is, actually, most of the questionnaires itself. Mas Ifan and I (broadcast partner) do more improvisation. Improvisation, in the sense of the word, is something that isn't on the list of questions, but we can ask, but it's still on the theme. If we talk about the object, and what does it has to do with her career, we deliberately make him feel comfortable. We have made many improvement plans. But as a basic, the producer questions will still be asked." (Interview with Andi Dianardi (Broadcaster, 07/18/2023)

Equipment preparation is also prepared so the On Air broadcasts run smoothly and without disturbance, such as checking the microphone and headphones that will be used. To expand information regarding the presence of the Ruang Perempuan segment, each episode creates an information poster regarding the resource person who will be present at that time. This digital poster was created to be uploaded via social media, Instagram @bradio956fm, and the source's social media account. Radio is required to transform through digital platforms (Maharani, 2021).

So, even in program promotion, Ruang Perempuan uses Instagram to inform its followers about broadcast programs. The next stage before the broadcast takes place is a briefing. The aim is to explain briefly what the segment will be like. The production stage is the entire stage of broadcast activities both inside and outside the studio. The Ruang Perempuan segment broadcast begins with the opening segment. Production of the Ruang Perempuan segment takes 1 hour or at least 45 minutes. In this broadcast, 1 hour is filled with talk shows and several breaks filled with songs or advertisements. The last thing that must not be forgotten during the production process is the technical part, which is audio mixing. The division responsible is the operator. The main goal of audio mixing is to create high-quality and consistent sound.

In this segment, there are three cuts. The first cut contains an introduction about the speakers who were present, asking several questions related to their life background, such as stories of their childhood and school years. The second cut was filled with questions about their hobbies and how they shared their time with their family in the

middle of their busy lives. Finally, in the third cut, there are questions about their activities, such as the profession they are currently pursuing and messages for listeners. This was conveyed during an interview by the producer, namely Frenita:

“Opening. The first cut promotes who will be present today. The second cut is about a flashback of her life. The third cut is about how she divides her time and how she makes ‘me time’ as a busy person. So the last one, the fourth, tells about his activities.”
(Interview with Frenita (Producer), 07/18/2023)

The Program Manager, Harry Prasetya, also conveyed a similar thing:

“Usually we start with something like “In the past, what was this person actually like?” for example, like yesterday, the Head of the Bandung City DPPKB Service, that was how small she was in the past. So let’s discuss it first and ask about her background. Then after that, we get into all kinds of work experiences, what makes her like that. Also, sometimes we like to ask what achievements she has achieved and so on. So we discussed it for an hour.” (Interview with Harry Prasetya (Program Manager), 07/18/2023)

The post-production stage is the final stage of the material that has been produced. After the production process is complete, two things must be done. The first is the handing over of inspirational women award certificates to the resource persons, and the second is after movie video editing for the documentation of the Ruang Perempuan segment, which will be uploaded to social media Instagram @bradio956fm. Making after-movie videos uploaded to social media is Beautiful Radio 95.6 FM’s effort to create customer engagement. Using social media as a strategy to maintain the existence of listeners is an important thing for radio companies to do. If customer engagement is not carried out well, radio listeners will be decreased (Manuella & Rusdi, 2022).

The program execution stage includes broadcasting the planned program. Broadcast hours are determined to attract audiences according to the desired segmentation targets. On-air hours for the Ruang Perempuan segment are 7 p.m. to 8 p.m. This hour is taken from the end of the Evening Show broadcast, which is used as a daily special segment. Moreover, many resource persons work. Therefore, to attend this segment, taking part in normal working hours is necessary. So, there is time for resource persons to go to the studio and rest for a while before the program starts. From the listener’s perspective, 7 p.m. to 8 p.m. is the prime time for broadcasting. During these hours radio broadcasts can be received better than other times.

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The following is a presentation of the results of the interview by the Program Manager, Harry Prasetya:

“7 o’clock is because it’s 7 to 8 at the end of the evening show program, right? So, from the last 4 hours, it’s lively, there are sources, there’s a lot of chatter, etc., that’s one thing. Second, so that people who work can still come, for example, if they come home at 5 to 6, at 6 to 7 they have spare time to eat, come here, rest, and so on.” (Interview with Harry Prasetya (Program Manager), 07/18/2023)

Besides determining the broadcast time, it will determine how the Ruang perempuan segment will be. Things during the execution of broadcast programs must also be noticed. This program is a talk show, where the announcer must be able to present this program like a relaxed but still meaningful chat, not like an interview session. This is about how broadcasters can lighten the atmosphere so that sources not used to broadcasting can be comfortable and open with their life stories, as well as how conversations between men and women can blend well. The following is a presentation results of the interview by the announcer, namely Andi:

“Don’t make the broadcast look like a broadcast, especially when there are guests, don’t think of them as guests, otherwise the guests will become nervous. There are so many cases when we do an interview, they are confused “Oh, what do you want to ask?”, even though we want to broadcast. That’s fun, right? So the point is, how do we make the guest comfortable to get involved in our conversation, so it doesn’t look like an interview session like we’re interrogating, how do we chat casually? Don’t look like you’re interrogating the source.” (Interview with Andi Dianardi (Broadcaster, 07/18/2023)

Based on the presentation of interview results regarding program execution in the Ruang Perempuan segment, the researcher concluded that the program execution part consists of determining the broadcast time, determining the duration of the broadcast for one hour, which consists of three cuts, and finally deciding how the broadcaster behaves during the execution. This program is a talk show, where the announcer must be able to present this program like a relaxed but still meaningful chat, not like an interview session. A radio announcer’s presentation simply and pleasantly can

automatically hypnotize listeners to remain loyal to listening to the radio (Kustiawan, Sitorus, Saidah, Irwanti, & Zulhafiz, 2023).

This is about how broadcasters can lighten the atmosphere so that the sources who are not used to broadcasting can be comfortable and open with their life stories, as well as about how conversations between men and women can blend well. The monitoring and evaluation process determines how far a plan and goal has been achieved or realized. Evaluation activities are done once a month by the Program Manager and Producer. Evaluation can determine the quality and consistency of broadcast programs, which are usually discussed periodically (Lv & Tao, 2022; Shaari, Hassan, & Radzi, 2022). The evaluation addressed the program as a whole, that is the Evening Show program, not just evaluating the Ruang Perempuan segment. Furthermore, if things happen that need to be corrected, the Program Manager will immediately provide direction and suggestions at that time. This was conveyed during an interview by the producer, namely Frenita:

“A month, but sometimes if something is missing, the PM will come, like how come the woman isn’t there, or doesn’t this seem like not enough, if you want to add this, that’s fine, the evaluation is ongoing” (Interview with Frenita (Producer), 07/18/2023)

The consistency of the Ruang Perempuan: Inspirational Women program shows that their goals have been achieved. Creating a program as a medium for inspiring women to share their life stories and spread positive values to other women out there who listen to the program. The following is a presentation of the results of the interview by the listener, namely Soya:

“Yes, Alhamdulillah, it has a positive impact, as long as it still provides enlightening support & and is in accordance with a Muslim woman. The foundation is the women who always learn to become role models for their families to educate the younger generation with good morals. And if women have the opportunity to do activities outside, they have many benefits for the environment.” (Interview with Soya (Listener), 07/24/2023)

The resource person presented is an example of a woman who is being a role model for her family and surrounding environment. In the interview session, Soya also said that from the different backgrounds of the sources, their stories presented

knowledge and advantages. Apart from Soya, there are also listeners from another Ruang Perempuan segment, namely Anggi. The following is a presentation results of the interview by listener Anggi:

“I see that Ruang Perempuan is a very positive program for female listeners because it reveals stories and also interesting stories from inspiring women who are being resource persons in the program.”
(Interview with Anggi (Listener), 07/30/2023)

When the Ruang Perempuan segment cannot be present, the producer will prepare other chat material for broadcasters, such as discussing current news, current popular songs, or events currently being discussed in the community. Program monitoring and evaluation consist of reviews done by the program manager, evaluations carried out once a month, and whether or not the goals created during program planning have been achieved.

The Reasons Of “Ruang Perempuan: Inspirational Women” Segment Become A Program To Optimize Broadcast Programs Targeting Female Listeners On Beautiful Radio 95.6 FM

Beautiful Radio is a radio station, and 70% of its listeners are women. A new program created for the needs of Beautiful Radio listeners is the Ruang Perempuan. The talk show program with inspiring women from various professions and achievements aims to inspire listeners with listener segmentation: adult women aged 30 to 45 years old. This program was created as the main content to spread wellness through Beautiful Radio 95.6 FM broadcast programs. The following is a presentation of the results of the interview by the Program Manager, Harry Prasetya:

“So, Beautiful Radio has several objectives regarding its content. Our content is about spreading wellness, so that’s how it spreads goodness. “Well, one of the needs for women aged 30-45, what are their needs? first, maybe we have to start to care about health, we have to start to care about finances, and so on.” (Interview with Harry Prasetya (Program Manager), 07/18/2023)

Women’s empowerment is a good strategy to increase women’s opportunities to actualize their potential and motivate them to be independent and able to work. In reality, women’s empowerment cannot be separated from mass media because it plays an important role in constructing women’s empowerment (Halwati, 2017). On the other

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hand, the presence of the Ruang Perempuan is a medium for women to speak out. As a woman, there is no limit to having any profession, any high position, and achieving the highest possible achievements. Voicing that women can also become what they want by continuing their efforts and being brave. So, by presenting women with an inspiring life journey, it is hoped that it can inspire and motivate other women to be courageous to achieve their dreams.

“So that there is an image and inspiration that women don’t have to stay at home. I mean, especially those who have graduated from college, or those who have work experience who don’t always have to stay at home. Who knows, maybe this event will inspire you. “There is a stereotype that women just stay at home, and become housewives, but what are we doing after we’re tired of going to high school?” (Interview with Frenita (Producer), 07/18/2023)

Mass media can be interpreted as all forms of media or communication facilities that distribute and publish news to the public or society. The media or journalistic facilities now known consist of print, electronic, and online media (Kipphan, 2001; Qorib & Saragih, 2019). Creating the Ruang Perempuan: Inspirational Women program is also a form of Beautiful Radio becoming a medium close to women. Providing space for women to share their stories provides valuable messages for other women out there. Apart from that, this program also aims to give awards and appreciate great women who have proven that women can also be successful in various fields and achieve their dreams without the limitations of space or gender.

The mass media used in this research is radio. Even though digital media has become a strong competitor in creating a connection with listeners, radio still has the potential to maintain a strong connection with its audience in this digital era. Radio stations can use current technological advances, such as the social media platform (Instagram) to interact with their listeners. This is also done by Beautiful Radio 95.6 FM, which has a social media division, actively shares information, and promotes and interacts with its listeners. Program Managers and Producers stated that the resource person they invited in the Ruang Perempuan segment provided insight from the social media side of Instagram @bradio956fm. To fill society’s urgency regarding information needs, there is a need for innovation in the digital sector on conventional media through convergence, one of which is using Instagram (Putri, Lestari, & Latifah, 2023). This

means by inviting digital influencers who have large followers and are in line with their target audience, and they can expand their scope and introduce Beautiful Radio, especially the Ruang Perempuan program, to new audiences.

From the research results, we know that there are positive impacts from the Ruang Perempuan segment on Beautiful Radio 95.6 FM, such as: 1) The Ruang Perempuan segment, which is dedicated to women's empowerment, can increase women's awareness and knowledge about their rights, health issues, education, economics, and others; 2) Providing skills training and information about economic opportunities to women. This can help women improve their skills, find work, or start their businesses; 3) Help reduce gender gaps in access to information, education, health, and economic opportunities. This will have a positive impact on women and the whole society. Mass media is an agent of gender socialization because it helps spread and perpetuate gender ideology (Rahim, Siswoyo, & Hermawan, 2022).

The deficiency of this research is that it only reveals women's empowerment strategies in mass media, especially radio, which is already conventional media. So, it is hoped that similar research can further explore women's empowerment through social media campaigns. Appropriate evaluation methods are needed to assess the effectiveness of the program in achieving the goals of women's empowerment, including behavior change, increased knowledge, or desired social changes, which also need to be carried out in further research using quantitative methods.

CONCLUSION AND SUGGESTION

Conclusion

This research shows that radio broadcast programs have an important role in increasing women's participation in various sectors. This can reveal the potential of radio media in providing a platform for women to speak and contribute actively to the development of their communities. This research also produces innovations in radio broadcast formats and approaches that can increase program engagement and impact women's empowerment. For example, this research finds that using live interviews or interactive features via Instagram is more effective in achieving women's empowerment goals.

The radio broadcasting strategy process in the Ruang Perempuan segment uses the concept of Peter K Pringle, and several stages start from program planning, short-term, medium-term, and long-term planning. There are 3 main parts of program production, the pre-production stage, making a script (question list), preparing equipment, making a digital poster, and briefing; the production stages: the opening segment, a talk show with a duration of 45 minutes divided into 3 parts, and audio mixing during broadcast; post-production stage: award certificate presentation and after movie video editing. Program execution determines the broadcast time, the 1 hour broadcast duration content, and the announcer's presentation during the talk show. Supervise and evaluate the achievement of program objectives and steps to be taken if no resource persons are present. Resource persons have the same goal: to inspire other women and choose the right announcer.

The reason for the presence of the Ruang Perempuan: Inspirational Women segment is to optimize broadcast programs targeting female listeners. The Program Manager continues to optimize broadcast programs to fulfill listeners' needs. Broadcast programs from an entertainment perspective are Beautiful Weekend and Ngopi Cantik. There is Momspiration for mothers and children. From a health perspective, B Radio Clinic and programs regarding finances, careers, and professions exist. From a women's perspective, there is Ruang Perempuan, who is an inspirational Woman. Inviting sources who are widely known for their achievements can expand the reach of female listeners. Besides that, the Ruang Perempuan is a medium to get closer to women and a form of appreciation that Beautiful Radio wants to give to a great woman.

Suggestion

In research, it is impossible to provide useful suggestions for agencies and various parties related to this research. The suggestions proposed by researchers associated with this research are as follows: First, in future research, it is hoped that they will examine the effectiveness or influence of radio broadcasting strategies on increasing listeners to women's radio using quantitative methods. Second, other related research could be regarding women's radio from the field of feminism with a critical research design to find out more about the role of media in raising issues of gender equality.

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