

Mengoptimalkan Peran Radio Komunitas Sebagai Ruang Publik dan Media Interaksi Komunikasi Lintas Pemangku Kepentingan

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**MENGOPTIMALKAN PERAN RADIO KOMUNITAS SEBAGAI
RUANG PUBLIK & MEDIA INTERAKSI KOMUNIKASI LINTAS
PEMANGKU KEPENTINGAN**

(Studi pada Radio Komunitas Denta FM Sumbermanjing Kulon Kecamatan
Pagak dan Radiolaya FM Mendalan Wangi Kecamatan Wagir
Kabupaten Malang)

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Abstract

Unlike the private radio whose primary interests is reaping economic profit at the expense of organizing other social benefit, community radio is the one that is owned, managed by, from and for the community itself. It is a local, low-power broadcasting specifically designed for serving the entire interest of community members. It puts audiences' cultural identity development at its top priority. Unfortunately, this ideal never materialize due to its poor human resources quality in managing the radio station and producing on-air radio program as well as its broadcaster's inadequate announcing skills especially with regard to broadcasting code of conduct. To make things even worse, its on-air program broadcast operates exclusively for the owner's interest and meeting its restricted fanclub members. As such, its daily on-air radio content program does not take the people's interest into consideration. It does not involve its other stakeholders such as village government apparatus, prominent leaders, and its faithful listeners in both radio management as well as radio program broadcasting development. To help solve the problem, this film project have designed as a series of capacity building methods by mean so in-class training as well as on the job clinic coaching for community radio staffs and practicing ads production at Communication Department Laboratory. The training module covers on-air radio broadcasting code of conduct, announcing skills, spot advertising and radio program production. To facilitate their capacities building, the project has granted use of technical devices such as digital voice recorder and nation transmitter link. Like wise, it trained radio community stakeholders on matters such as the definition, regulation of community radio along with ideal organizational structure which was solely aimed at having them participate in operating radio management. There search found that after capacity building intervention activities, the radio personnel program broadcasting skills has improved significantly. Similarly, the stakeholders' skills have also increased. Seeing from this, radio community cooperate as villagers public sphere: arenas for deliberating on matters on common concerns and then reaching a consensus of the problem for their sole future betterment.

Keywords: Community Radio, Public Sphere, Participation, Radio Program Broadcasting Development Skills, Community Empowerment