

The Role of Giri Swara Radio in Suppressing Covid-19 Rates in Wonogiri Regency

Mami Eva Novayani¹, Pawito², Agung Satyawan³

Sebelas Maret University^{1,2,3}

Surakarta, Indonesia, 57126

Correspondence Email: evanovayani@gmail.com

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ABSTRACT

The Covid-19 pandemic is still threatening all around us. Corona Virus Disease 2019 or COVID-19 is an infectious disease caused by SARS-CoV-2. The government is trying to educate the public to prevent and treat Covid-19 sufferers. One of the mass media to educate the public is through local public broadcasting radio (LPPL). Radio has an important role to convey information, educate, entertain and social control. This study formulates the role of Giri Swara Radio in suppressing Covid-19 in Wonogiri Regency. This research uses a qualitative approach. Researchers obtained primary data through interviews and field observations. While secondary data is collected through books, articles and websites. The results of the study explain that radio as a communication medium has an important role in educating the public through its various programs. These educational efforts also contributed to reducing the number of Covid-19 in Wonogiri. Several programs of Giri Swara Radio to educate the public include Health Talks and Family Talks.

Keywords: Role, Radio, Covid-19, Media

INTRODUCTION

The COVID-19 pandemic has had many impacts on people's lives. All aspects of life are affected. On the official website *www.kemkes.go.id* it is mentioned Coronavirus is a virus that causes disease in humans and animals. This virus in humans usually triggers respiratory tract infections, ranging from the common cold to serious diseases such as Middle East Respiratory Syndrome (MERS) and Severe Acute Respiratory Syndrome (SARS). A new variant of the corona virus found in humans appeared in Wuhan, China, in December 2019. This virus was named Severe Acute Respiratory Syndrome Coronavirus 2 (SARS-COV2), and caused Coronavirus Disease-2019 (COVID-19).

Various ways are used by various parties to inform the public about Covid-19, both ways to prevent and handle it. One of them is through mass media.

Mass media as a tool to convey information to the public. According to Bungin (2006:72) mass media is a means of disseminating information and communication en masse. Mass media can be accessed by many people. In terms of meaning, mass media is a means or tool for conveying news, comments, entertainment, opinions, and so on.

Canggara (2010:123,126) explained that media is a means or tool to convey messages from communicators to audiences. The definition of mass media is a means to convey messages from sources to audiences by using communication tools such as radio, television, newspapers and films.

Dissemination of information to the public develops in accordance with technological advances. The current means of delivering news are not limited to newspapers, radio and television films. The presence of digital information and communication technology also affects the delivery of messages.

LITERATURE REVIEW

In the Big Indonesian Dictionary, the definition of radio is the broadcast (sending) of sound or sound through the air. Radio is an auditive medium (it can only be heard), but it is cheap, popular, and can be brought or listened to anywhere. Radio serves as a medium of expression, communication, information, education and entertainment. Radio has the greatest power as a medium of imagination because as a blind medium, radio stimulates so many sounds and tries to visualize the announcer's voice or factual information through the listener's ear.

Stanley J. Baran and Dennis K. Davis (2010:17) describe normative media theory, namely a theory that explains how a media system should operate in order to follow or realize a set of ideal social values. The theory can be applied to all forms of communication, but is most often applied to mass communication.

Lasswell (in Wahyuni, 2000:10) sees the function of mass media to society at an ideal level as follows:

- a) The mass media functions as environmental observers, providing information about things that are beyond the reach of the wider community's vision.
- b) The mass media function to select, evaluate and interpret information. The mass media selects what is appropriate and needs to be broadcast

- c) Mass media serves as a means of conveying socio-cultural values and heritage from one generation to another

Through the mass media, government policies can be conveyed. During the Covid-19 period, several policies issued by the government included the implementation of distance learning, working from home and a ban on holding activities with large numbers of people.

Researchers use libraries to facilitate research as additional references and comparisons for research to be carried out. The following table 1 contains some of the literature that is used as a reference and related to this research.

Table 1. Summary Literature Review

No	Name and Research Institution	Research Title	Research Objectives	Method	Difference
1.	Khadija, S., Associate Professor, English Department, Faculty of Arts and Humanities, Sais-Fez Sidi Mohamed Ben Abdellah University, Morocco	Educational Radio Broadcasting During the Covid 19 Lockdown: Attitudes and Challenges Faculty of Arts and Humanities Sais-Fez Students as a Case Study	This research examines the attitudes of students from the Department of English from the Faculty of Arts and Humanities, Sais-Fez, Morocco, and examines its impact on them. The majority of students consider that computers and the internet are a necessary part of their lives.	Qualitative research method with descriptive approach	This research emphasizes distance learning through educational radio broadcasting.

No	Name and Research Institution	Research Title	Research Objectives	Method	Difference
2.	Armia, Andy & Herlina, Rita Universitas Adhirajasa Reswara Sanjaya	Peran Radio Belitung Timur [RBT 89,7 fm] sebagai radio net dalam penyebaran informasi virus corona pada program talkshow covid-19	This research aims to determine the role of RBT radio as Radio Net in regulating the Covid-19 talk show program and encourage public participation to take part in discussions during the Covid-19 on air talk show program, increasing public awareness of the Covid-19 virus.	Descriptive qualitative research	This research focuses more on the role of RBT in informing the public through talkshow programs about Covid-19 via the internet
3.	Iwan Ramadhan, Universitas Tanjungpura Indonesia	Radio As An Alternative Solution In Pandemic Covid-19 In The Border Region Of Sanggau District, West Kalimantan	This study aimed to describe radio as an alternative in learning in the border area of Sanggau Regency in collaboration with RRI Station.	Qualitative	This research emphasizes the function of radio Radio As An Alternative Solution In Pandemic Covid-19 In The Border Region

RESEARCH METHOD

According to Bogdan and Taylor in Pawito (2007: 84), the methodology in qualitative research is basically research procedures used to produce descriptive data, namely, written or spoken by people and observable behaviors. Qualitative research to examine in depth and to obtain data (information) that supports) the researchers used in-depth interview techniques to obtain the expected data.

Researchers collect primary data through interviews, observations and documentation. Supporting data were obtained from books and internet sources.

The researcher interviewed the Head of the Wonogiri Communication and Information Office, Heru Nur Iswanto, S.Sos., MM and the Head of the RGS Studio, Kikin Rahayu.

RESULT

Giri Swara Radio (RGS 94, FM) is a local public broadcasting institution (LPPL). Government Broadcasting Radio in Wonogiri Regency was established on September 22, 1969 under the name Radio Suara Perdana FM.

At that time, the government needed communication media to bridge the interests of the government and the community. The government then established RRI and in the district a Regional Government Broadcasting Radio (RSPD) was formed which functioned as a mouthpiece for the government. Wonogiri RSPD operational permit from Laksus Special Region of Yogyakarta. The RSPD is managed by the police and the TNI.

RSPD Wonogiri was included in the Reporting Section of the Public Relations Section around 1970. In accordance with Regional Regulation Number 11 of 2008 concerning the Organization and Work Procedure of the Regional Government of Wonogiri Regency, RSPD Wonogiri became the UPT RSPD of the Department of Transportation, Communication and Information of Wonogiri Regency. Referring to the new SOT, in 2017 he joined the Ministry of Communication and Informatics.

RGS which broadcasts with a frequency of 94 MHz FM. as the only radio belonging to the Wonogiri Regency Government, which used to be popular with the name Radio Giri Swara and broadcasts via AM frequency waves. RGS was broadcast from the studio on Jalan Letjen S Parman Number: 74 Wonokarto Village, Wonogiri District, Wonogiri Regency.

"When an RPPL requires content, this content must be prepared carefully because like it or not, the RPPL is the voice of the government. So that the portion of information that is in the government must be more. Well, but don't deny that there is indeed entertainment or that entertainment in a radio is needed too. Now, this balance in program planning must be careful, so at Kominfo there is a public communication section and there is a statistical field for information and public communication so that we can unify what programs are going forward, what communication is to convey, what innovations to convey, how do we communicate with OPD so that we can fill in content that is useful for the community, and we convey all that information according to the needs of the community." (Interview with the head of Communication and Information Department of Wonogiri District, Heru Nur Iswanto, S.Sos., MM)

RGS as LPPL has made every effort to inform the public about various things about Covid-19. The pandemic has an impact on all aspects of life, from health, economy, education, politics, social, culture and others.

RGS as a means of government communication media to the public has an important task. Citizens need to know important and correct information about Covid-19 so that they become more aware. The hope is that the community will do whatever suggestions or invitations to break the Covid-19 chain.

In accordance with its duties, principals and functions as a local public broadcaster, the role of RGS in suppressing the number of Covid-19 is through Public Service Advertisements and Interactive Dialogue.

1. Interactive dialogue

In the interactive dialogue, RGS in collaboration with the Wonogiri District Health Office (Dinkes), hospitals and private hospitals. As well as inserts containing appeals from community leaders and stakeholders.

In the interactive dialogue, RGS raised themes around the prevention and handling of Covid-19. Selected competent resource persons from the Health Office, regional public hospitals and other private hospitals. The public can be directly involved to ask questions.

The interactive dialogue is packaged in the form of broadcast programs from Dokter Kita, Bincang Parlemen, Bincang Kesehatan dan Bincang Keluarga and Family Talks. Almost every day there are events that involve the community in interactive dialogue. Hopefully the broadcast program is packaged to convey information related to Covid-19 in various ways. Starting from prevention, handling or treatment, the development of the number of Covid cases in Wonogiri, government policies related to Covid-19 and so on.

"In interactive dialogue events, to attract listeners to be involved, there are prizes given for those who ask or can answer questions. Another effort is made by making the top leadership as resource persons and involving those at the bottom so that they inevitably have to be involved. Moreover, the role of DPRD through its constituents."

Picture 1. Flyer Kesehatan



Picture 2. Flyer Bincang Sehat



Picture 3. Flyer Dokter Kita



Picture 4. Flyer Bincang Parlemen



RGS informs the interactive dialogue event through flyers distributed through RGS social media and whatsapp. The hope is that more people will know and be involved in the interactive dialogue.

Each interactive dialogue raises a different theme. These include Preparation for Covid-19 Vaccinations for Children, Regional Level PPKM, Revitalization of Tourism Villages to Support Family Resilience during the Covid-19 Pandemic and Long Covid or Post-Covid.

2. Public Service Advertisement

Various kinds of public service advertisements on Radio Giri Swara

a. Ministry of Health Products

Radio Giri Swara broadcasts a public service advertisement about Covid-19 from the Ministry of Health.

There are several public service advertising jingles produced by the Ministry of Health. The ad is usually inserted between one program and another. The following is an example of a jingle about an invitation to comply with health protocols.

"Mari kita cuci tangan enam langkah berurutan. Basahi dulu dengan air. Beri sabun baru mulai. Tiga kali ratakan. Gosok punggung tangan kiri. Gosok punggung tangan kanan juga dua telapak tangan. Dua tangan kuncikan. Ibu jari kiri bersihkan. Ibu jari kanan bersihkan. Ujung jari putarkan. Jari kanan jari kiri bilas air mengalir. Keringkan dengan sempurna. Bersih kedua tanganku. Dengan rutin melakukan cuci tangan sesuai anjuran Kementerian Kesehatan akan meminimalisir risiko infeksi kuman. Ayo menerapkan kebiasaan hidup bersih dan sehat dalam kehidupan sehari-hari. Pesan ini disampaikan Dinas Kesehatan Kabupaten Wonogiri dan Radio Giri Swara."

b. Statement of Wonogiri Regency public officials

The following is an example of a public service advertisement containing a statement by a public official of Wonogiri Regency.

"Saya Dokter Setyarini Kepala Dinas Kesehatan Kabupaten Wonogiri menyampaikan kepada seluruh warga masyarakat Kabupaten Wonogiri. Pandemi Covid-19 belum berakhir, tingkatkan kewaspadaan kita untuk mengantisipasi gelombang ketiga Covid-19. Protokol kesehatan jangan dilonggarkan. Ayo pakai masker, sering cuci tangan, jaga jarak, hindari keramaian dan kurangi mobilitas."

Segera lakukan vaksinasi jika ada layanan vaksinasi di fasilitas pelayanan kesehatan terdekat dengan rumah Anda. Mari go nyawiji bersama untuk mengatasi pandemi Covid-19. Salam sehat untuk seluruh warga Kabupaten Wonogiri."

c. RGS Products

RGS makes public service advertisements by considering local wisdom. Considering that some listeners of Radio Giri Swara speak Javanese, the content of public service advertisements uses Javanese. The effort is at the same time to preserve the cultural wealth of Indonesia.

"Ngene lho Nduk...dadi bocah kuwi sing resikan. Sejene penak disawang yo ndadekna sehat awake dewek ugo lingkungane. "Seko ngendi Mba Lina." "Biasa Budhe agi olahraga." "Ooh yo bener. Awake dhewe kudu pancen kudu olahraga lan sregep cuci tangan. Ugo awake dhewe iku kudu makan-makanan sing bergizi lan ojo lali berjemur. Berjemur? Astaga lha Pakdemu mau wis berjemur kit mau. Ayo diparani malah gosong mengko kae.

Pak tangi... Pak tangi... Kok malah turu iki. Lho...lho...lho...lha kok malah maskeran wajah ben glowing tho Pak. Sing dimaksud maskeran kuwi masker sing nggo nutupi mulut lan hidung utawa masker kain. Koyo ngene iki lho Pak. Ora kok malah nganggo masker wajah.

Cuci tangan pakai sabun atau handsanitizer, jaga jarak dan pakai masker. Jangan lupa olahraga dan berjemur demi kebaikan bersama ayo saling mengingatkan dan tetap patuhi protokol kesehatan."

Javanese advertisements will attract more listeners' attention. Especially considering that most of the listeners of RGS are Javanese who use Javanese language a lot everyday

RGS expands broadcast reach through social media and radio streaming.

1. Social Media

Social media is a means for Giri Swara Radio to reach the wider Wonogiri community. Radio Giri Swara has four social media used to convey information. The four social media are Facebook (@rspdwng, Instagram (@rgswonogiri/Radio Giri Swara), Youtube (Radio Giri Swara) and Twitter (Radio Giri Swara).

There are many advantages to using social media. In addition to a wider audience, content on social media will last longer. The public can access it at any time.

2. Streaming radio

Radio Giri Swara also broadcasts its programs via internet radio. This radio is better known as streaming radio, net radio, web radio or e-radio. <http://rgs.wonogirikab.go.id/>

"The conditions of Wonogiri is hilly. There are several blank spots so that streaming radio will be able to reach almost all levels of society."

(interview head of studio RGS, Kikin)

Radio streaming RGS makes listener coverage even wider. Listeners are not only from Wonogiri. Wonogiri residents who are outside the city or outside the island can also access RGS broadcasts

RGS as LPPL has shown its strategic and important role in communicating messages about Covid-19. The government's goal to reduce the number of Covid-19 sufferers and stop the spread has been conveyed. The government's collaboration with RGS and all stakeholders is packaged in hard and smart work. So, people can adjust to various new habits after Covid-19 in all aspects of life.

DISCUSSION

The supporting factor for RGS in suppressing the Covid-19 number in Wonogiri is the existence of an circular letter (SE) from the Regency Government with a ban or the existence of PPKM. The *jogo tonggo* program and the Covid-19 handling task force. The inhibiting factor for RGS in controlling the Covid-19 number is the distrust of some people in the existence of Covid-19 or things that are spread through hoax news spread through WA Groups.

RGS seeks to convey information about Covid-19 to all levels of society in Wonogiri Regency. Although it has targeted the community, it is not yet 100 percent. However, at least there have been concrete actions taken by some parties and they have had an impact.

CONCLUSION

RGS 94, FM has attempted to carry out its duties and functions as mandated in the Decree of the Regent of Wonogiri Number 213 of 2006 concerning the Designation of the Regional Government Broadcasting Radio (RSPD) of Wonogiri Regency as a Local Public Broadcasting Institution, as well as the regulation of the Regent of Wonogiri Number 6 of 2006. 2008 concerning the Elaboration of the Main Duties, Functions and Work Procedures of the Wonogiri Regency Transportation, Communication and Information Office Article 35.

The purpose and objective of the establishment of the Wonogiri Regency LPPL is to provide a balance in obtaining healthy information, education, culture and entertainment for the community, as well as as a social control and adhesive by always being oriented to the interests of the entire community.

RGS has an important and strategic role to reduce the number of Covid-19 in Wonogiri. RGS broadcasts socialization about Covid-19 both prevention, handling and various related matters through interactive dialogues and public service advertisements. this information is not only broadcast via 94 FM, RGS also uses social media (Facebook, Instagram, Twitter, Youtube) and radio streaming.

This research is limited to the role of RGS in suppressing Covid-19 in Wonogiri Regency. Other researchers can develop it in other forms of research.

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