

Literature Review: The Role of Radio During Pandemic for Socialization Efforts in New Normal Era

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ARTICLE INFORMATION

Publication information

Research article

HOW TO CITE

Bethy, R., Pawito., & Utari, P. (2023). Literature Review: The Role of Radio During Pandemic for Socialization Efforts in New Normal Era. *Journal of International Conference Proceedings*, 6(1), 139-152.

DOI:

<https://doi.org/10.32535/jicp.v6i1.2227>

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Received: 20 February 2023

Accepted: 20 March 2023

Published: 27 March 2023

ABSTRACT

The government has prepared all levels of society to face the new normal era. Then forwarded by each local government by issuing policies and appeals related to health protocols in the new normal era. In this case, the public must also receive accurate and correct information from the government. Radio as one of the mass media, has an important role in supporting the dissemination of information about some of the new normal protocol policies. The purpose of this article is how the role of radio in socializing the new normal to the community. Radio as an extension of the government's arm to provide information whose accuracy can be accounted for and is expected to provide education to the public to implement health protocols in the new normal era. This paper use literature review method and also use qualitative description as a theory to explain. The value of this paper is used as a reference or reference material in conducting various fields of research or scientific writing.

Keywords: New Normal Era, Pandemic, Role of Radio

INTRODUCTION

In the academic literature, radio is usually defined as a form of electronic communication that uses radio waves to transmit sound, usually music, speech, or other audio content, from a broadcast station to audience receivers. Radio broadcasting is one of the oldest forms of mass communication and has had a significant impact on society and culture throughout the 20th and 21st centuries.

Newspaper articles often discuss radio in terms of its historical and cultural significance, its role as a source of information and entertainment, and its impact on society and the media landscape. Researchers can also study the technical aspects of radio broadcasting, including the technology used to transmit and receive radio signals and the ways in which radio programs are produced and distributed.

Radio can also be studied in the context of other forms of media, such as television, the Internet, and mobile media, and the interaction and competition between these different forms of media.

In short, the definition of radio in the academic literature depends on the context and focus of the study, but usually emphasizes its role as a form of electronic communication that uses radio waves to transmit sound, and its impact on society and culture.

In addition to its historical and cultural significance, radio is often studied in relation to media economics, media policy, and media regulation. Researchers can study the business models used by radio companies, the ways in which government regulations and policies affect the radio industry, and the role of radio in the wider media ecosystem.

Another area of research related to radio is audience research. Researchers can study the demographics of radio listeners, the motivations and behaviors of radio listeners, and the ways in which radio programs and content can influence listeners' attitudes and opinions.

The impact of radio on politics and social life can also be studied. Researchers may study the role of radio in political campaigns and elections, the ways in which radio can influence public opinion and political debate, and the relationship between radio and political institutions such as government agencies and political parties.

In general, radio is a complex and diverse medium that is studied in the academic literature from many different perspectives, including its historical and cultural significance, its role as a source of information and entertainment, its impact on society and the media landscape, its connections with other media, its business models and regulatory environment, audiences and its impact on politics and civic life.

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The implementation of the New Normal in Indonesia is also often referred to as a transition-lockdown, which is where some activities are limited, and others are allowed on condition that the health protocol is implemented (Nusantara, 2021). Radio has also played a role in keeping people entertained during the pandemic. Many radio stations are providing music and other forms of entertainment to help people find a sense of normality in their daily lives away from the pandemic. Radio is an important source of information, connection, support, and entertainment during the pandemic, helping people stay informed and connected during this difficult time.

During the pandemic, people are still using radio for various reasons. First, accessibility for using the radio is a widely accessible medium that can be listened to on a wide variety of devices, including radios, smartphones, and other portable devices. This makes it an ideal source of information and entertainment for people who may not have access to other media. Next, reliability: radio is often seen as a reliable source of information, especially in crisis situations like pandemics. Radio stations are often staffed with trained journalists who can provide accurate and timely information about the crisis. Then, comfort and community: radio can bring reassurance and community to listeners in times of crisis. Radio hosts and shows can serve as a source of support and connection for listeners who may be feeling isolated and anxious during the pandemic. Radio as a source of information and education: radio can serve as a source of pandemic information and education, including updates on the spread of the virus, public health information, and advice on how to stay safe and healthy. Radio can also provide listeners with a source of entertainment during the pandemic, including music, comedy and other forms of programming that can relieve stress and provide much-needed relief from the crisis. These are just a few of the reasons why people are still listening to radio during the pandemic. By providing reliable information, convenience, community, entertainment and education, radio can play a vital role in pandemic response and mitigation.

The role of radio in today's digital era has indeed shifted a lot. The presence of new media (new media) will shift the role of conventional media, if in ancient times people still relied on conventional media as information, now its role has been shifted by the presence of new media (Sugihartati, 2014). Even though radio is categorized as a new media, now there is something newer with all its convenience and practicality thanks to

the internet and its development in the digital era. However, radio still has room in the hearts of its fans, who are still loyal and dominated by people who are no longer young. From this it can be seen that radio is still considered as entertainment as well as a source of information for the community.

The development of radio, which has started to move towards digital, has also received attention from some young people to millennials with a new packaging which is certainly interesting to watch.

During the current pandemic, many radio stations are still surviving by updating a number of things, such as programs that have specific benefits, such as focusing on conveying information about Covid-19. This is proven by the increasing number of listeners who are educated from broadcasts delivered by radio. Especially seen from the domination of the elderly who seem to trust radio more than other media. Most of the elderly listen to radio for entertainment in their old age as well as a source of information they trust. Some of them have a sense of sight that is starting to weaken as well as other senses including hearing, but with the radio, they can still be heard by turning the volume up. Radio is also a media industry that provides imaginative experiences for its loyal listeners to freely imagine visualizations in their minds through sound or audio that is broadcast from the radio. Furthermore, radio takes advantage of this to reach the elderly so they are more aware of the impact of Covid-19, especially since this age is considered vulnerable to being affected during this pandemic. For this reason, radio is here to provide accurate information and educate all levels of society, including the elderly, to be able to implement a new order of life in the new normal era, such as the importance of wearing masks, washing hands, and avoiding the crowds. Until the time this article was written, the government was still implementing restrictions regarding crowds and visits to public places for certain ages.

To realize the new normal scenario that has been set, the government is collaborating with all relevant parties to ensure that the community really has the right and complete information so that community activities can resume but remain safe from Covid-19 (Dewanti, 2020). Radio as an information medium has a big role in socializing related to the new normal adaptation. This paper will examine the role of radio in socializing information regarding the new normal in dealing with Corona Virus Disease-19 in Indonesia.

LITERATURE REVIEW

In general, radio is a complex and diverse medium that is studied in the academic literature from many different perspectives, including its historical and cultural significance, its role as a source of information and entertainment, its impact on society and the media landscape, its connections with other media, its business models and regulatory environment, audiences and its impact on politics and civic life. Radio has played an important role during the pandemic. Radio is able to provide reliable information. Radio stations have helped provide listeners with timely and reliable information about the pandemic. It serves as a source of information for people without internet access or access to news. Radio also able to connect your community by served as a medium for people to stay connected and informed during the pandemic, especially for those isolated or in quarantine. People listen to radio stations to receive information, music, and other programming that helps them stay connected with their communities. Radio can be a mental health support, it has been a source of comfort and mental health support for many people during the pandemic. It's especially important in helping you get through the challenges posed.

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RESEARCH METHOD

The method that the author uses in writing this article is literature review: which is a literature search both international and national which is carried out by collecting data from various journal sources by searching for it through the internet. A literature review is a systematic and comprehensive summary of previous research on a particular topic. The purpose of a literature review is to provide an overview of existing research on a particular topic, identify gaps in existing research, and provide context for new research. Literature reviews are commonly used in the field of scholarship and research to inform the development of new theories, identify areas of further research, and support the conclusions and recommendations of research studies.

A literature review typically involves finding and reviewing relevant scholarly articles, books, and other sources of information published on the subject. The authors of the literature review synthesize and summarize results from these sources to provide a comprehensive overview of existing research. Authors can also critically assess the quality and relevance of sources and identify areas for further research.

This Literature Review is synthesized using the narrative method by grouping similar extracted data. Research journals that fit the later criteria collected and made a journal summary including the name of the researcher, year published journal, research title, method and summary of results or findings. The summary of the research journal is entered into the appropriate table with formats. To further clarify the analysis, the abstract and full text of the journal are read and observed. The summary of the journal is then analyzed of the content contained in the discussion.

Qualitative method according to Bogdan and Taylor Pawito (2007). Research studies are essentially research methods to obtain descriptive data written or spoken and observable behavior of people. Qualitative research to explore thoroughly and obtain support (information) which the researchers used thoroughly interview techniques to obtain the expected information.

In addition, qualitative description helps researchers create new theories or develop existing theories in communication science. By collecting detailed and comprehensive data and analyzing the data, researchers can discover patterns, relationships, and themes that can help enrich existing theories or generate new ones. In addition, qualitative description can also help industry players in various communication fields, for example in designing more effective communication messages, developing targeted communication programs or evaluating the effects of political or communication activities.

In addition, literature review analysis can help researchers assess the quality of past research methodologies and gain insight into the latest research developments in the

field under study. Through a comprehensive literature review analysis, researchers can identify similarities and differences between the results of existing studies, assess the strengths and weaknesses of previous studies, and develop new ideas and approaches that can enrich future research. Literature review analysis can also help identify important questions and current trends related to a particular research topic that can be the focus of further research.

Qualitative descriptive is a research method or approach that aims to describe or explain the characteristics, nature or quality of the observed phenomenon or object in detail, but without quantitative analysis or numerical measurement. This method focuses more on the interpretation of the meaning and subjectivity of the collected data and can be used in various disciplines such as anthropology, psychology, sociology, etc.

Qualitative description is closely related to communication science, especially to the study of communication phenomena. This method is often used to describe or explain communication processes, social relations, culture, behavior and many other phenomena related to communication. Examples of its use in communication science include the analysis of audience views in advertising messages, communication patterns between certain social groups, and political debate. Qualitative description helps researchers understand and offer a deeper interpretation of communication phenomena holistically and contextually.

Literature reviews can be qualitative, with an emphasis on understanding and investigating the topic, or quantitative, with an emphasis on quantifying and summarizing research findings. Literature reviews can be structured in a variety of ways, but often include an introduction that provides background to the topic and outlines the purpose of the review, a discussion of the main findings from the sources reviewed, and the main findings. and conclusions that summarize the main findings. It provides suggestions for future research. A search for journal articles initially obtained many articles from 2015 to 2022 using the keyword "radio's role during a pandemic" which is related to existing communication theory. The researcher conducts a review by looking for similarities between several literatures and draws simple conclusions.

RESULTS

Table 1. Journal Review

Title	Author	Year	Journal	Review
Utilization of the Role of Radio in the Midst of the COVID-19 Pandemic in Surakarta.	Amiliani, Pawito, & Soedarmo	2020	Prosiding Seminar Nasional UNIMUS	This research was conducted to know the role of radio during the Covid-19 pandemic in dealing with the Covid-19 pandemic situation in Surakarta. This study shows as a broadcasting medium, radio continues to play a strategic role in dealing with the Co-19 pandemic. Radio plays a role in accurately conveying information about the new coronavirus through

				various programs. Distance learning media for students.
The Role of Public Broadcasting Institutions in New Normal Socialization.	Dewanti	2020	Brief Info Research Center	Governments are preparing for the new normal by issuing guidelines and appeals related to the new normal protocol through several departments. Its purpose is to ensure that the public receives complete and accurate information. Public Broadcasters (LPP), which have a role to play in socializing the new policy, should ensure that all ministries are willing to produce socialization materials and that they have limited budgets to produce programs related to the new normalcy. LPPs are faced with various problems such as being overcrowded and the limited capacity of staff owned by LPPs. Given the potential the LPP has as a public institution, the DPR RI, through its task force (Satgas) and his Covid-19 monitoring team, is working to optimize his LPP's socialization role as a public service broadcast medium. to exercise its oversight and budget role. The new normal of society. BKD Research Center
Radio Convergence Strategy as an Effort to Expand Audience and Advertising Markets (Case Study on Swaragama Fm (101.7 Fm), Geronimo Fm	Trinoviana	2017	Journal of Communication	The results of this study show that the three radios follow the same strategy for expanding their audience: branding, promotion, positioning, research and using current technology. On the advertiser side, three radio stations offer

(106.1 Fm), and Prambors Radio (102.2 FM/95.8 FM).				advertising packages in the media. Social and on-air called bundling. The Convergence affected these three radios by extending their reach abroad. As such, the results achieved by the three radios—increase in the number of listeners and advertisers in the current era of media convergence—have an impact on the revenue streams of the three radios.
Radio Convergence in Maintaining Existence in the Digital and Covid-19 Era.	Khasna	2021	Journal of Communication Research	The purpose of this study is to confirm the presence of RRI pekanbaru after the implementation of media convergence and to confirm the effects of media convergence perceived both inside the RRI pekanbaru and by listeners. The research shows that the audience or audience he segmentation is not large as they seek information and entertainment through social media. RRI Pekanbaru's move to continue in the digital age is to follow technological developments, especially in his Covid era. Associated convergence increasingly creates interactive characters that can have a direct impact on the messages sent.
Analysis of the Role of the Media in Preventing the Spread of the Corona Virus (Covid-19) in Indonesia.	Adawiyah & Kadir	2020	Mediakita	This article discusses the role of media in society in relation to the topic of coronavirus. The study used a mixed method of Google Forms distribution and telephone interviews. Survey results show that the media has a huge

				impact on people's lives. Internet media, in particular, are most widely used to find information about the coronavirus and to educate the public about physical distancing and solutions to prevent offerings.
Effectiveness of Communication Media in the Midst of a Pandemic: Response of the Task Force for the Acceleration of Handling Covid-19 in Tulungagung Regency.	Syaipudin	2019	Kalijaga Journal of Communication	This study aims to determine the importance of messages conveyed through communication media during a pandemic. Choosing the mass media as a strategic medium to respond to a range of existing issues can serve as an alternative means of early education that directly targets the wider community in an effective and efficient manner. A major discussion of the research relates to the critical role of mass communication within the COVID-19 pandemic. The study found that mass communication played a central role in his response to the COVID-19 pandemic. This role shapes a new social order and new behaviors resulting from the restructuring to cope with a social order more adapted to the pandemic situation. Creating such a situation requires close communication between stakeholders and communities to address this issue.

DISCUSSION

Based on the results of the articles that have been collected and the author's analysis, it is found that there are several similarities, namely the role of radio as a source of information. According to Law no. 32 of 2002 concerning Broadcasting, LPP is a broadcasting institution in the form of a legal entity established by the state, is independent, neutral, non-commercial, and functions to provide services for the benefit of the community (BPK.go.id, 2022). LPP in Government Regulation Number 11 of 2005 concerning Broadcasting Implementation Public Broadcasting (BPK.go.id, 2005), Institutions function as a medium of information, education and healthy entertainment by always being oriented to the interests of all levels of society (Article 3).

Mass media as a means of communicating information to the public. According to Bungin (2006), mass communication is a means of disseminating information and communicating to the masses. Mass media can be used by many people. In meaning, mass communication is a medium or means of conveying news, comments, entertainment, opinions, etc.

The social role of radio is a task that has been stipulated in the broadcasting law, thus a radio that has a license to broadcast has the obligation to provide time for the benefit of the wider social community, including in the current pandemic conditions. In the mass media, radio is part of it which has the function of providing information, education and also entertainment to the public.

The role of mass communication in crisis situations is part of the urgency of communication in all situations and human circumstances. The media has always been the main choice by stakeholders to provide early information about the crisis situation (Arni, 2008). In times like this pandemic, accurate information is one of the factors in efforts to deal with a pandemic and education on implementing new habits in the new normal era is something that needs attention. Until now, radio is still one of the choices of the public and several parties to obtain information because it is considered an accurate medium amidst the confusion in society and online media which is growing rapidly. So therefore, Radio has an extraordinary role and can influence listeners, as stated by Amiliani, Pawito, and Soedarmo (2020), namely that radio, with its power to reach an area without borders, is a medium with a cheap and close production process. During a pandemic like this, radio is considered effective and efficient in disseminating information about the current situation, and all information regarding the handling of the Covid-19 case which is still rife. Listeners can listen to information from their respective homes, without having to make physical contact with anyone.

The power mentioned above can be the main power of radio in effective mass communication in playing its role. There is a socialization role, an actualization role and an advocacy role. Starting from the socialization role of radio, namely disseminating information and as entertainment that spurs optimism, as well as establishing interaction in the form of dialogue between listeners. In addition, the role of socialization makes radio information function to change perceptions and suspicions that are not needed. The role of actualization conveyed by Masduki (2004) is to make social problems a common issue and concern rather than a personal problem. Radio is considered to be able to provide an understanding of the Covid-19 pandemic as its actualization role so that persuasion from broadcasters is needed to generate everyone's compliance in order to reduce cases of the spread of covid-19. Meanwhile, in the advocacy role, radio is a mass media that can invite sources from the task force for handling the Covid-19 case or related parties who have community participation as survivors.

Various preventive efforts have been made to prevent the spread of Covid-19, the government has used mass communication media, one of which is radio, because it is considered effective in providing early information and education related to the socialization of the new normal era. The challenge faced by radio is a flood of information that has the potential to cause hoaxes, so here the role of radio is needed as an extension of the government to build public trust in the information and education it receives.

Radio 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 (Novayani, Pawito, & Satyawan, 2022). In communication, the famous opinion, there's a phenomenon of communication, namely that who says what in which channel to whom with what effect.

Part of messages that are considered so complex in the community are conveyed just like that because there are still gatekeepers who act as information controllers, so that Radio makes a selection of which information will be conveyed and produced so that it becomes information that is easily understood by the public, especially listeners while maintaining accurate information (Lasswell, 2002).

Message production needs to be considered and made in such a way that it does not cause anxiety among the public or listeners, especially during a pandemic. This is due to situational differences between the pandemic period and the pre-pandemic period.

Radio has an important role in handling Covid-19 with the hope that it will be able to work on the impact of the covid-19 pandemic, so that in the future it will be better. The presence of Covid-19 has become an epidemic for the entire world's population, so it requires a proper communication role in the handling process. This makes all levels of society inevitably have to obey new habit patterns or what is commonly called the new normal era in social interaction. This new habit must continue to be well communicated by many parties, so that the level of vigilance and compliance in the new normal era can be well lived by all levels of society.

Indeed, humans cannot live without being social, but during this time of pandemic everything is limited. Including daily vital activities such as going to the office to work, going to school, going to the market, to visiting health facilities. During the pandemic in 2020, all of these activities were strongly discouraged by the government for health reasons and to prevent the spread of the impact of Covid-19. Then, as time went on and there was no certainty when the Covid-19 pandemic would end, the government made follow-up policies regarding a new or new normal life order. The government has given a little leeway by allowing important meetings for the community to be held with a record of implementing strict health protocols at every big event or celebration. the role of the mass media, In particular, radio also plays a role in providing information to the public regarding the government's follow-up policies regarding the new normal era which must be conveyed equally to all levels of society. Dissemination of information from the government will not be enough to reach all levels of society, especially in the recommended time for it to be disseminated and accepted by the community as soon as possible. The socialization of new policies needs to be continued by radio as a medium that is considered capable of broadcasting information and informing the public, especially radio loyal listeners, to be able to implement the new normal order in every activity in today's general public life. This is the hope of the government to tackle the increase in the number of Covid-19 cases in Indonesia.

CONCLUSION

Radio is one of the electronic mass media which has a strategic role in helping to tackle the spread of Covid-19. Utilizing the role of radio to break the chain of transmission of the Covid-19 virus is one of the ways used by the government and related parties in eradicating Covid-19 to try to convey correct information and persuade the public to move together and work together to end the pandemic. Radio is considered as a personal medium in carrying out its role and function to convey information and education about Covid-19. The three roles of radio, namely the role of outreach, actualization and advocacy for the Covid-19 pandemic, are expected to minimize the impact it has caused, so as to reduce the casualties and losses experienced in the economic perspective of the community. The limitations of this article are only on the role of radio in collaborating with the government and related parties to socialize health protocols during a pandemic as the new normal era and tackling the Covid-19 virus.

ACKNOWLEDGEMENT

N/A

DECLARATION OF CONFLICTING INTERESTS

The authors declared no potential conflicts of interest.

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