

Tanggung Jawab Sosial Radio Komersial Dan Non-Komersial Dalam Menghadapi Tantangan Disrupsi Teknologi Dan Pandemi COVID-19: Aplikasi Social Responsibility Theory = Social Responsibility Of Commercial And Non-Commercial Radio In Facing The Challenges Of Technology Disruption And Covid-19 Pandemic: Applications Of Social Responsibility Theory

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Abstrak

Penelitian ini dimaksudkan untuk mengetahui bagaimana pengaruh disrupsi teknologi dan pandemi COVID-19 terhadap pelaksanaan program dan kegiatan terkait dengan pencapaian strategi kegiatan sosial yang berkelanjutan pada 3 (tiga) jenis radio yaitu Radio Republik Indonesia (RRI), Radio An-Nasihah, dan Radio Gamasi, serta mengetahui bagaimana strategi yang diterapkan oleh ketiga jenis radio tersebut di tengah era disrupsi teknologi dan pandemi COVID-19. Penelitian ini menggunakan metode kualitatif deskriptif melalui wawancara semi terstruktur yang dianalisis menggunakan analisis konten, tematik, dan constant comparative. Penelitian ini dilakukan dengan mengaplikasikan teori Disrupsi Teknologi dan teori Corporate Social Responsibility (CSR). Hasil penelitian menunjukkan bahwa ketiga radio yang diteliti terdampak oleh adanya disrupsi teknologi dan Covid-19. Masing-masing radio tersebut telah melakukan inovasi dalam menghadapi tantangan disrupsi teknologi dan COVID-19 yaitu membuat inovasi dalam menyajikan program broadcast (aplikasi radio) via facebook, instagram, youtube, website dan juga aplikasi di appstore dan playstore, membuat program marketplace di radio lengkap dengan harga (live), merubah pola kerja broadcasting from home, bekerja sama dengan para influencer dalam melakukan siaran serta penyajian konten berita yang informatif terkait COVID-19 dan memanfaatkan media sosial dan meluncurkan aplikasi RRI PLAY GO. Selanjutnya hasil penelitian menunjukkan bahwa, dari ketiga radio yang diobservasi, Gamasi adalah merupakan radio yang paling aktif dalam menjalankan kegiatan CSR nya dalam bentuk “Program Berbagi” dengan melakukan kunjungan dan hiburan ke Panti Asuhan dan Penjara, membagikan paket sembako bagi mereka yang kurang mampu di sekitar studio dan masyarakat di pulau-pulau di wilayah Sulawesi Selatan. Radio Gamasi diklasifikasikan pada tahap 4 dari teori CSR (teori etika) mengingat bahwa Radio Gamasi telah melakukan program berbagi kepada masyarakat.

.....This study is intended to find out how the impact of technological disruption and the COVID-19 pandemic on the implementation of programs and activities related to the achievement of a sustainable social activity strategy on 3 (three) types of radio, namely Radio Republik Indonesia (RRI), An-Nasihah Radio, and Gamasi Radio, and to find out how the strategy implemented by the three types of radio amid the era of technological disruption and the COVID-19 pandemic. This study used descriptive qualitative methods through semi-structured interviews which were analyzed using content, thematic, and constant comparative analysis. This research was conducted by applying the theory of Technology Disruption and the theory of Corporate Social Responsibility (CSR). The results showed that the three radios studied were affected by technological disruption and Covid-19. Each of these radios has made innovations in facing the challenges of technological disruption and COVID-19, namely making innovations in presenting broadcast programs (radio applications) via Facebook, Instagram, YouTube, websites and also applications on the

Appstore and Playstore, creating a complete radio marketplace program. with prices (live), changing the work pattern of broadcasting from home, collaborating with influencers in broadcasting and presenting informative news content related to COVID-19 and utilizing social media and launching the RRI PLAY GO application. Furthermore, the results show that of the three radios observed, Gamasi was the most active radio in carrying out its CSR activities in the form of a “Sharing Program” by visiting and entertaining orphanages and prisons, distributing food packages for the underprivileged around the studio and the community on the islands in the South Sulawesi region. Radio Gamasi is classified in stage 4 of CSR theory (ethical theory) considering that Radio Gamasi has carried out a program of sharing with the community.