

The existence of Suara Waditra in the Knowledge Sharing Framework

Dian Wardiana Sjuchro*, Iriana Bakti, Agus Rahmat, Nuryah Asri Sjaifirah, Isni Nurfauziah

Universitas Padjadjaran, Bandung, Indonesia

*Correspondence Email: d.wardiana@unpad.ac.id

Abstract. Suara Waditra Community Radio is a community radio based in Sukasetia Village, Cisayong District, Tasikmalaya Regency. This radio has a broadcasting permit from the Minister of Communication and Information in 2018. Suara Waditra Community Radio is still continuing to broadcast both to convey information about the village and just for entertainment. The aim of this research is to find out the existence of Suara Waditra Community Radio in the community, especially in context knowledge sharing. This research is a qualitative descriptive study. Research data was collected through interviews and observations. This research shows that Suara Waditra Community Radio faces significant problems related to a lack of human resources. Radio can only broadcast a limited number and quality of programs due to these conditions, often with a focus on entertainment programming rather than educational or awareness programming. The development and success of community radio is also hampered by the lack of community participation in supporting radio operations through funding and active involvement as a broadcasting institution. In addition, this research found that Suara Waditra Community Radio still has loyal listeners, especially among the elderly and those who have not fully used modern technology, despite competition from digital media. The Village Corner program shows how community radio can help empower communities and spread local information that is not reported by mainstream media.

Keywords: Community Radio, Education, Existence, Information Media, Social Communication

1 Introduction

Communication has become something that cannot be separated from everyday life, whether direct or indirect communication. Direct communication is communication carried out directly without media or intermediaries, while indirect communication is communication carried out with intermediary media. The intermediary media in question can be radio, television and/or social media. Talking about radio, there are many types of radio spread throughout society, one of which is community radio. Community radio focuses on groups or associations of listeners who want to help the community grow. Community radio can also be called social radio if it is created for the community and is used for the benefit of the community. Community radio is different from private

radio because community radio is founded by the community and its content and broadcast programs are provided to the community. Private radio is founded based on listener ratings to obtain funding from sponsorships and advertising, while community radio focuses on disseminating information about community needs. Community Radio appears in remote or rural areas to function with the aim of providing information, teaching and entertaining as well as controlling the community. Community radio can meet the needs of nearby communities. The enactment of Law number 32 of 2002 concerning Broadcasting helped strengthen the existence of community radio.

One community radio whose existence still exists amidst the high digital media turmoil is Radio Suara Waditra. Suara Waditra Community Radio is a community radio based in Sukasetia Village, Cisayong District, Tasikmalaya Regency. This radio has a broadcasting permit from the Minister of Communication and Information in 2018. Suara Waditra Community Radio is still continuing to broadcast both to convey information about the village and just for entertainment. However, then the question arises whether the existence of Suara Waditra Community Radio is still needed by the community, especially in the process knowledge sharing. This is of course a big question which is then discussed in this research. Researchers succeeded in collecting various previous studies that were relevant to this research. First, research conducted by Hastuti (2020) with the title "Optimalisasi Teknologi Informasi dan Komunikasi dalam Penanganan Pandemi COVID-19 melalui Radio Komunitas", Hastuti stated that as part of society, community radio can help deal with the COVID-19 pandemic by optimizing information technology and communication. This is demonstrated by the use of various social media in broadcasting broadcast programs and the technology used in long-distance broadcasting which eliminates direct meetings between broadcasters, operators and sources. Second, Mann (2023), their research emphasizes the need to adapt community radio efforts to the individual needs of its target audience. Mann's research enriches the discussion of the efficacy of community radio. This lays the foundation for increasing the reach and effect of community radio as a catalyst for good change in diverse and dynamic communities. Based on the things mentioned above, the researcher then conducted research on the existence of one of the Community Radios, namely Suara Waditra Community Radio with the aim of finding out how the existence of Suara Waditra Community Radio exists in the community, especially in the context of knowledge sharing.

2 Method

This research is a qualitative descriptive study. According to Erro-Garcés and Alfaro-Tanco (2020), the qualitative descriptive research method is a method used by researchers to discover knowledge or theories regarding research at a certain time. This is in accordance with Lexy J. Moleong's statement that qualitative research data consists of words and images rather than numbers [4]. Qualitative research uses qualitative evidence rather than statistical work. In another article, it is explained that the qualitative approach is based on field realities and respondents' experiences as a theoretical reference. A qualitative approach is a type of research that involves an assessment process that produces descriptive data in the form of behavior and written or spoken words from the individuals being observed. In this case, researchers interpret and explain the

information they obtain from observations, interviews, and documentation to obtain complete and clear answers about the problem. This research data was collected through an in-depth interview and observation process. In-depth interviews were conducted with various sources who had previously been sorted based on research needs. The sources for this research include the administrators of Radio Suara Waditra Cisa-yong, listeners of Radio Suara Waditra, and the local community, in April 2024. In this research, data collected from interviews, field data, and other literature are categorized and analyzed based on the problems discussed. These data are then explained and being validated using triangulation method. Denzin states that triangulation is a combination of various methods used to study interrelated phenomena from various points of view and perspectives, including four things: methods, inter-researchers, data sources, and theory [5].

3 Result and discussion

Community radio began to be officially recognized in Indonesia since its existence was regulated in Broadcasting Law Number 1. Since then, the development of community radio began. The development of community radio has always been linked to the results of the 1998 reform. This reform was marked by the dissolution of the Ministry of Information as the sole media management authority in the hands of the government. According to Broadcasting Law Number 32 of 2002, community radio is included in community broadcasting institutions, and the explanation in Article 21 paragraph (1) states that community broadcasting institutions are broadcasting stations in the form of Indonesian legal entities. They are founded by certain communities, are independent, non-profit, have low broadcasting capacity, limited area coverage, and serve the interests of the community [6,7]. Currently, the development of community radio in Indonesia is increasingly rapid, in line with increasingly open access to information, technological advances, opportunities and the public's desire to use media to solve community problems [8]. The Indonesian Community Radio Network (JRKI) states that there are approximately 700 community radio stations spread across 20 provinces in Indonesia [9]. Some of these community radio stations have organized the Indonesian Community Radio Network (JRKI), Independent Community Radio Network (JIRAK Celebes), Bandung Campus Radio Forum, etc. As part of the Indonesian broadcasting system [10], community radio is community radio which is structured based on community needs, both regarding the aspirations of community members and programs implemented by the government to jointly research problems and develop the existing supporting environment. actually participate in the transmission of information [11].

One of the reasons for the existence of community radio is to create good governance and pay attention to principles such as human rights. In the context of human rights, freedom of expression and receiving information through broadcasting is a manifestation of social and national human rights [12,13]. Indonesian national life is carried out responsibly, in harmony and balance between freedom and equality in the implementation of rights between elements [14]. The characteristics of community radio in its social context [15], namely: (1) local level, limited to certain communities; (2) The event development process, from leadership to ownership, is essentially participatory or provides opportunities for each community member's initiative to develop and appear

equal. (3) broadcasting technology is appropriate to the community's economic performance and does not depend on third party support; (4) motivated by ideals of the common good of society and not by the achievement of commercial goals; (5) Apart from promoting common critical issues, the community radio broadcast process must encourage active community participation in finding solutions. On the other hand, according to Pavarala & Malik (2021), in the context of democratization, community radio originates from a process of diversity, ownership and control of frequencies, diversity of broadcast formats and content, as well as localization or audience autonomy. Because community radio focuses on realizing community aspirations, there is an opportunity to encourage local democratic processes. The goals of community media are to providing information services about topics and multidisciplinary issues, development of a pluralistic culture of exchange, strengthening society, and form that facilitates problem solving process from a local perspective [17,18]. In an archipelagic country like Indonesia, radio is seen as the greatest opportunity to achieve all these goals [19]. According to Tabling, the urgency of establishing community radio must be linked to two aspects. Firstly, ensuring the permanent existence of communities that actively participate in radio management within certain geographical boundaries. Second, there is equal opportunity for all individuals in society to participate, both in ownership, broadcast production, and as listeners, whose rights and interests must be protected [20]. Radio stations that have a wide reach tend to be elitist, making it increasingly difficult to control individual listeners.

3.1 Human Resources Suara Waditra Community Radio

Human Resources (HR) at Suara Waditra Community Radio voluntarily carry out their work to achieve broadcasting goals, namely conveying information to the public, especially the community. Yanti, a resource person and administrator of Suara Waditra Community Radio, said that the people who had been working as broadcasters were not paid, they volunteered to be volunteer and part of Community Radio. This human resource condition then became an obstacle to the broadcasting process, Yanti stated that the limitations of radio broadcasters made the process difficult shifting it only happens twice a day or sometimes not at all.

" Karena kita kekurangan penyiar, jadi kalau pagi sampai jam 2 siang itu gaada yang siaran, dari jam 2 sampai jam 11 malam itu ada. Tapi itu juga gantian.

-----Because we lack broadcasters, so if there is no broadcast from morning to 2 in the afternoon, from 2 to 11 at night there is. But that's also a substitute."

It turns out that this condition of shortage of human resources does not only occur at Suara Waditra Community Radio, but generally occurs at almost all community radio stations. In her research, Juditha (2015) stated that a lack of human resources hinders radio stations from achieving their goals in promoting women's empowerment. The low quality of talent causes radio to broadcast more entertainment programs than other more useful programs. In fact, the existence of community radio is an effort to empower local

communities, even though it is difficult. This is certainly something that needs to be put into extraordinary focus, however, the success of a community radio is based on public or community participation in various forms, from funding to volunteering to broadcast. Gustavito and Nasdian (2021) in their research explaining the relationship between participation and success of community radio show that the relationship between the level of community participation and the success of community radio shows a real, moderate relationship. This relationship has a positive direction, which means the higher the level of participation, the higher the success of community radio. According to Nurmayanti (2011), community radio must be owned, controlled, used, pioneered and established by the community because community radio has a role in helping meet the community's information needs. In the context of Suara Waditra Community Radio, it will be difficult to make this happen because the contribution from the community is still small, even when this research was carried out, sources said that up to now there are only no more than three broadcasters whose broadcast filling process is based on the broadcaster's empty schedule, not a fixed schedule announcer.

3.2 Suara Waditra Community Radio Broadcast Content

Community radio is a means of information and communication. All information and communication media have the same task, namely collecting, processing and disseminating information to various parties and locations. Community radio functions as a source of information, education and entertainment because it is created by and for the community. In this case, Suara Waditra Community Radio is present as an information and communication medium for various information needed by the community, especially the people of Sukasetia Village. Yanti explained that Suara Community Radio has two main broadcasts, namely entertainment and village corners.

"..... setiap hari jadwalnya sama jam 2 sampai jam 5 itu acara karaoke, jam 5 sampai jam 7 break pakai lagu qasidah, jam 7 sampai jam 9 itu pojok desa diselingi lagu sunda, nah jam 9 sampai jam 11 itu kalau penyiaranya ada berarti siaran kalau gaada paling kayak pengantar tidur kayak lagu pop, lagu nostalgia jadi bermacam-macam tiap hari berbeda.

..... every day the schedule is the same from 2 to 5 o'clock it's a karaoke event, from 5 to 7 o'clock there is a break with qasidah songs, from 7 to 9 o'clock it's a corner of the village interspersed with Sundanese songs, Well, from 9 to 11 o'clock, if the broadcaster is there, it means that the broadcasts are mostly like lullabies like pop songs, nostalgic songs, so there is a variety every day."

The village corner itself is a program initiated by the management of Suara Waditra Community Radio to convey information from village administrators. The information conveyed in this program includes related to disaster mitigation, Covid-19, and national news from ANTARA and AMAK. The village corner itself is broadcast from 7 to 9 pm, according to Yanti, during this time many people listen to Suara Waditra Community Radio so that the delivery of information will be more effective.

".... karena itu waktu efektifnya. Jadi kan misalnya kayak orang-orang di sini kalau sore ibaratnya baru pulang dari sawah, mereka mendengarkan radio pun sambil memasak atau apa. Tapi kalau jam 7-9 berdasarkan survei yang dilakukan itu sambil buat kerajinan mereka sambil mendengarkan radio.

.... because that's the effective time. So, for example, people here in the afternoon, it's like they've just come back from the rice fields, they listen to the radio while cooking or something. "But at 7-9, based on the survey conducted, they were doing their crafts while listening to the radio."

Non-profit-oriented community radio usually focuses on education and community empowerment programs at the sub-district or village level. Based on research, Suara Waditra Community Radio has also attempted to answer community needs. This situation should increase community participation to meet their needs, even though in reality this is not the case. Dissemination of local content on community radio is very important for the development of local communities, especially in areas where access to technology is still limited because not all community members can access information about what is happening. Many members of society are disaffected by mass media as a whole, and community radio is expected to provide the information they need. In addition, according to McQuail (Masduki, 2004), the presence of community media is expected to help develop a pluralistic culture of interaction, facilitate the existence of minority groups in society, and provide information services about common problems and issues.

3.3 The existence of Suara Waditra Community Radio in the Framework Knowledge Sharing

According to Masduki (2005), "community radio as a part of the Indonesian broadcasting system practically participates in conveying information needed by its community, both regarding the aspirations of community members and programs carried out by the government to jointly explore problems and develop potential. is in the environment." Based on a survey conducted by the Ministry of Communication and Information (Kemenkominfo) of the Republic of Indonesia together with the Katadata Insight Center (KIC), it shows that of the 10,000 people surveyed, only 4% usually listen to the radio to search for information. The existence of radio in the midst of very rapid technological progress is slowly starting to be eroded [9], coupled with the fact that community radio currently uses a maximum broadcast limit of 2.5 kilometers and the government only provides frequency channels 107.7, 107.8, and 107.9 FM, all of which are barely used [10,21–23]. However, despite these limitations, broadcasts could still be sent, thanks to the persistence of community radio officers, especially Suara Waditra Community Radio. This persistence has paid off, how could it not be in this digital era? Based on the results of an internal survey by Community Radio administrators, around 30% of the population still faithfully listens to the radio, or around a thousand people from one sub-district. Suara Waditra Community Radio with its village corner program has maintained its existence.

"Yaa sekitar 30% dari penduduk yang mendengarkan radio, kalau usia di sini kan bermacam-macam jadi tidak bisa dikalkulasi. Kalau berdasarkan pemilih 5000 kalau 30% berarti sekitar 1000 orang. Iya, banyak, Cuma itu tadi dari umur 40 ke atas radio itu untuk hiburan dan informasi."

Yes, around 30% of the population listens to the radio. The ages here vary so it can't be calculated. Based on 5000 voters, 30% means around 1000 people. Yes, a lot, but that's just from the age of 40 and above, radio is for entertainment and information."

The 30% figure is certainly not a small number, Yanti said that the majority of this percentage are people who do not have the latest technology, especially those aged 40 years and over. Yanti also revealed that even though there were only 30% listeners, because the process of conveying information continued with a direct communication process by word of mouth, the information conveyed via community radio was still conveyed to other listeners. The existence of Suara Waditra Community Radio is maintained as evidenced by the large number of collaborations established with information providers, one of which is the local police. Yanti said that the local police often leave information regarding the socialization of mobile sims which is delivered in the village corner program.

"Ada dari polsek misalnya mau ikut sosialisasi sim keliling, terus misal dari koramil, dan mereka yang mendengarkan itu respek sama radio karena informasi itu. Nah nanti di situ disampaikan dari mulut ke mulut."

There are people from the police station, for example, who want to take part in the socialization of mobile sims, and for example from the Koramil, and those who listen respect the radio because of that information. So, it will be passed on there by word of mouth."

This collaboration with information providers in the village corner program is what ultimately ensures that Suara Waditra Community Radio maintains its existence. Yanti also said that the village corner program apart from disseminating information of a notification nature also broadcasts information of a knowledge nature. For example, the example given by Yanti was socialization about the process of planting organic rice.

"Kalau diajak pernah, tapi kan kalau orang desa banyak malunya gitu ya Pak, jadi lebih ke kalau tanya ke rumah gapapa tapi kalau di rakom ngga mau karena malu. Ada sih dulu dari pegiat padi organik, nah itu ada 2 bulan yang lalu lah. Kalau orang desa kan kita tidak bisa memaksa, ibaratnya misalnya kita mau buat kerajinan A nah inikan ada prosesnya nah itu tuh bisa dijelaskan dibalasnya malah kumaha ya saya ga bisa. Kalau begitu saya gabisa memaksa kan ya. Jadi paling kita sampaikan menurut Bapak A proses pembuatan besek ini dari bambu segini, kemudian segini. Jadi dari hasil wawancara kita jelaskan sendiri, Begitu sih kebanyakan."

I've been invited, but people in the village are a lot shy like that, sir, so it's more like asking at home, it's okay, but if you're in the rakom, you don't want to because you're embarrassed. There used to be organic rice activists, well that was there 2 months ago. For village people, we can't force them, for example, for example, if we want to make crafts, well, there's a process, well, that can be explained, but the reply is that I can't do it. Then I can't force it, can I? So, according to Mr. A, the process of making this basket from bamboo is this, then this. So from the results of the interview we explained it ourselves, that's how most of it is."

Knowledge about this organic rice planting model was of course welcomed by people who listened to the radio. According to Yanti, after the broadcast, many local residents started planting organic rice. This is certainly something that is meaningful for the community and Suara Waditra Community Radio, for the community as a form of increasing knowledge and for Community Radio this can be used as proof that the existence of Community Radio in this era of increasingly sophisticated technology has not had a significant shift, especially in communities or villages whose people have not fully touched technology. This also shows that community radio can function well as a source of information for village communities if their existence is well maintained and continuously optimized by avoiding problems such as financial, infrastructure and human resource problems. According to Backhaus (2019), community radio facilitates the exchange of technical information and innovation and contributes to strengthening existing knowledge communication systems. Backhaus also states that a focus on existing local systems of communication and knowledge transfer can contribute to achieving broader development outcomes and further situate the role of community radio in development initiatives and social change.

Community radio faces competition from increasingly dominant digital media. Young listeners, who represent an important demographic for the sustainability of community radio, are likely to turn to digital platforms that offer more interactive and accessible content. Community radio stations must integrate digital strategies into their operations to address these issues, including podcasting, streaming online, and the use of social media to interact with listeners. It is very important to pay special attention to this issue. It is important to work to improve the capabilities of the Community Radio workforce through training and professional development. Additionally, collaborating with educational institutions and non-governmental organizations can provide additional needed resources. Therefore, community radio can continue to serve as a useful tool to support local communities, despite facing many complex challenges.

4 Conclusion

This research shows that Suara Waditra Community Radio, like many other community radio stations, faces significant problems related to a lack of human resources. Suara Waditra Community Radio Station works voluntarily and without compensation, which has an impact on operational problems and broadcast flexibility. Radio can only broadcast a limited number and quality of programs due to these conditions, often with a focus on entertainment programming rather than educational or awareness

programming. The development and success of community radio is also hampered by the lack of community participation in supporting radio operations through funding and active involvement as a broadcasting institution. This research shows that community participation is critical to the success of community radio, and a lack of participation has a negative impact on the quality of program broadcasts. In addition, this research found that Suara Waditra Community Radio still has loyal listeners, especially among the elderly and those who have not fully used modern technology, despite competition from digital media. The Village Corner program shows how community radio can help empower communities and spread local information that is not reported by mainstream media. However, community radio must innovate by incorporating digital technology into its operations and improving the quality and quantity of human resources through training and collaboration with external organizations.

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