



**SAMARA FM TULUNGAGUNG RADIO MARKETING  
COMMUNICATION STRATEGY IN ATTRACTING ADVERTISERS**

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**Abstract**

*Radio is a mass media that has existed for a long time and survived until now. Although many other information and entertainment media appear along with the times, radio still has its fans. To find out the marketing communication strategy implemented by Radio Samara FM Tulungagung in increasing the interest of advertisers. To find out the obstacles faced by Radio Samara FM Tulungagung in implementing marketing communication strategies to increase the interest of installers. To find out the solution from the head of Radio Samara FM Tulungagung in implementing a marketing communication strategy. This research uses a qualitative research approach. Based on the level of explanation, this research is called descriptive research. The data in this study consists of two types, namely primary data and secondary data. In this study, the primary data source was an employee of Samara FM Tulungagung Radio. The result of the study is that Samara FM Tulungagung radio uses a marketing communication strategy that includes special events and experiences, direct marketing, interactive marketing, personal sales. Obstacles include advertising rates, illegal radio, and clients. The solution is to improve the program to make it more informative, educative, and marketable, and give bonuses to clients.*

**Keywords:** *Strategy, Marketing Communication, Radio, Advertiser*

**Introduction**

Modern times make mass media a very important thing to expanding information. Massa media is a tool to convey information in which it contains messages that are to be conveyed to the community, one of which is radio. Radio is a mass media that has a role in the delivery of information through voice. Radio

relies on communication as a means of supporting the creation of a relationship between the listener and the media itself in conveying an informant or message<sup>1</sup>.

Radio is one of the electronic media that still exists in society despite many new media that are growing rapidly such as television and the internet, but the existence of radio is still recognized and continues to develop. Radio is also personal, meaning radio listeners can listen to the radio anytime and anywhere. Even when driving the listener can while listening to the radio without fear of breaking the law. In addition, the information provided by the radio is considered more concise and efficient<sup>2</sup>. Because radio provides news proportionally without being more like other media.

Radio can present information that is fast, actual, and reliable so that it is favored by the public until now. Radio is a means of information and communication that is favored by the public because it has an important role in the distribution of information that is balanced and appropriate in society, has freedom and responsibility in carrying out its function as a medium of information, entertainment, and social adhesive that results in radio getting the nickname of the fifth power or the fifth estate<sup>3</sup>.

Radio stations usually have 3 main divisions namely program division, technical division, and marketing division. Marketing foreign exchange is very important in terms of success in getting advertising. Radio stations get opinions or profits from money paid by marketers/advertisers. The more advertising marketers on these radio stations, the more profits are obtained by radio companies. The marketing manager will implement strategies to attract advertisers. Usually, marketing managers maintain good relationships with institutions that have the potential to become advertisers or supporters of broadcast programs.

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<sup>1</sup> Ria Yunita, "marketing communication strategy in maintaining the existence of leading dangdut radio in jakarta (case study of the existence of cbb105.4 frn radio," *Communication Journal* 8, no. 1 (t.t.): 2017.

<sup>2</sup> Anindita Trinoviana, "Radio Convergence Strategy As An Effort to Expand Audience and Advertising Market (Case Study on Swaragama Fm (101.7 Fm), Geronimo Fm (106.1 Fm), And Radio Prambors (102.2 FM/95.8 FM)).," *Communication Journal* 12, no. 1 (October 25, 2017): 35–50, <https://doi.org/10.20885/komunikasi.vol12.iss1.art3>.

<sup>3</sup> Ardianto, Elvinaro Dkk. *Mass Communiqué an Introduction* (Bandung: Simbiosis RekatamaMedia,2017),p.23.

Strategy is the conclusion of tactics in the need for how the desired goal can be produced. Therefore, the strategy consists of two or more tactics, assuming one more than the other. Thus, strategy is a collection of tactics to convey the goals and objectives of a company, institution, or body.

In 2010, 50% of Indonesians listened to the radio to get news, the figure plummeted to 31% in 2011 and continued to decline to only 24% in 2012. This habit is carried out by 15% of the population over the age of 30 years, and 30% of young age (15-24 years). The survey also showed a decrease in the number of radio listeners, where currently only 24% of the Indonesian population uses radio to get information.

The author of Samara FM Tulungagung radio as a case study because Samara FM radio tulungagung there is a Radio Dakwah Keluarga which has a mission to form a Muslim family sakinah, mawadah, wa rohmah. Entrusted using a frequency of 96.2 Mhz cover area Kabupaten Tulungagung, Trenggalek, Belitar and Kediri. Broadcast Islamic Songs, Islamic Info, and Islamic Lectures.

In the process of transactions in the radio business, there is an exchange of value between advertisers and radio companies. This value will later create a symbiosis of mutualism or mutually beneficial relations for both parties. Businesses have products/services that must be sold to the community. Then the easiest way is to promote or advertise, while radio companies have a wide audience and network, and radio needs advertisers to fill paid advertising slots that will later become gasoline in running the company's wheels.

Marketing communication is also called the promotional mix which is an effective tool for communicating with customers (either consumers or intermediary). Communication originating from the company occurs in the form of promotions and all marketing communications, meaning that the company is trying to communicate its company's products to the wider community. This research aims to find out the marketing communication strategies implemented by Radio Samara FM Tulungagung in increasing the interest of advertisers. To find out the obstacles faced by Radio Samara FM Tulungagung in implementing marketing communication strategies to increase the interest of installers. To find

out the solution from the head of Radio Samara FM Tulungagung in implementing a marketing communication strategy.

## **Literature Review**

### **Marketing Management**

Marketing is a total system of business activities in creating, communicating, and creating value for consumers, customers, partners, and society designed to plan, determine prices, promote and distribute goods that can satisfy desires and achieve the target market and goals of the company<sup>4</sup>.

Marketing management is the most important part of industrial activities, no matter how small the scale of the industry. Even among academics, there is a growing understanding that no matter how difficult and difficult the production process is, there are still many ways to overcome it<sup>5</sup>. Management of corporate communication can be considered the key of managerial strategy, because its role implies the selection of messages related to the company's goals, various points of view, and then sending them to interested parties<sup>6</sup>.

### **Marketing Communications**

Marketing communication is a two-way exchange of information between parties or institutions involved in marketing. All parties involved in the marketing communication process do the same way, which is to listen, react, and talk until a satisfactory exchange is created. The exchange of information, cajoling explanations, and negotiations are the whole part<sup>7</sup> of the relationship process<sup>8</sup>.

In the process of communicating products to the target market, it is very necessary to pay attention to marketers, namely the theme and content of the

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<sup>4</sup> Apri Budianto, Revised Edition Marketing Management, (Yogyakarta:Ombak Publisher,2015), p.15

<sup>5</sup> Raynesa Noor Emiliasari et al., "ASSISTING IN THE IMPLEMENTATION OF MARKETING MANAGEMENT OF CIKADU VILLAGE HOME INDUSTRIAL PRODUCTS," 2020, 10.

<sup>6</sup> Dedi Sahputra, "Communication Management of a Communication Approach," *JURNAL SIMBOLIKA: Research and Learning in Communication Study* 6, no. 2 (October 30, 2020): 152–62, <https://doi.org/10.31289/simbollika.v6i2.4069>.

<sup>7</sup> Redi Panuju, "Convergence of Da'wah Media: Case Study of Ma'dinul Ulum Tulungagung Community Radio," *Journal of Islamic Communication* 7, no. 1 (June 8, 2018): 87–107, <https://doi.org/10.15642/jki.2017.7.1.87-107>.

<sup>8</sup> "marketing communication strategy in maintaining the existence of leading dangdut radio injakarta (case study of the existence of cbb105.4 frn radio."

message that must be equalized. This process becomes very important because it is related to how to position the product in the eyes of consumers<sup>9</sup>.

Marketing activities can be interpreted as a social activity in the form of managerial activities between several parties, both individuals and groups, who are expected to get their needs or desires by exchanging with other parties and developing mutually beneficial exchanges between each other. Marketing communication can be concluded as an activity where communication is carried out by a company to convey a message to consumers and customers.<sup>1011</sup> Marketing communication about understanding and shaping consumer behavior, marketers must also understand very well about the current market conditions that can be said to have entered the era of transition from traditional to the digital era<sup>12</sup>.

Marketing *communication* is a means by which companies try to inform, persuade, and remind consumers directly or indirectly about the products and brands sold. Marketing communication also performs many functions for consumers. Marketing communications can tell or show consumers how and why the product is used, as well as where and when. Marketing communications of people, venues, events, brands, experiences, feelings, and other things. Brands can contribute to brand equity, by embedding brands in memory and creating their image, as well as driving sales, and even influencing the value of shares<sup>13</sup>.

The strategy in the Indonesian big dictionary is a careful plan of activities to achieve specific goals. Strategy is planning (*planning*) and management (*management*) to achieve a goal but, to achieve these goals, the strategy does not

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<sup>9</sup> Kotler, Philip & Garry Armstrong, *Pemasaran Basics*, (Jakarta: PT Indeks, 2004) p.124.

<sup>10</sup> Sarifudin Sarifudin and Rahendra Maya, "IMPLEMENTATION OF MARKETING MANAGEMENT OF EDUCATIONAL SERVICES IN IMPROVING CUSTOMER SATISFACTION AT MADRASAH ALIYAH TERPADU (MAT) DARUL FALLAH BOGOR," *Islamic Management: Journal of Islamic Education Management* 2, no. 02 (July 31, 2019): 133, <https://doi.org/10.30868/im.v2i02.513>.

<sup>11</sup> Nurul Rizky and Sri Dewi Setiawati, "Use of Haloa Cafe Instagram Social Media as Online Marketing Communication," *Journal of Communication Science* 10, no. 2 (September 25, 2020): 177–90, <https://doi.org/10.15642/jik.2020.10.2.177-190>.

<sup>12</sup> Dea Farahdiba, "CONCEPTS AND STRATEGIES OF MARKETING COMMUNICATION: CHANGES IN CONSUMER BEHAVIOR TOWARDS THE ERA OF DISRUPTION," *Scientific Journal of Communication Meaning* 8, no. 1 (April 29, 2020): 22, <https://doi.org/10.30659/jikm.v8i1.7992>.

<sup>13</sup> Leni Cahyani, "THE INFLUENCE OF MARKETING COMMUNICATIONS VIA TV COMMERCE AND RADIO ADVERTISING ON PRODUCT PURCHASE DECISIONS ON OLX" 3 (2018): 7.

function as a roadmap that only shows the direction, but must be able to show how operational tactics<sup>14</sup>.

## **Radio**

Radio is a technology used for the transmission of signals by modulation and electromagnetic (electromagnetic waves). These waves pass and propagate through the air and can also propagate through space without air because these waves do not require a snaring medium, (such as air molecules)<sup>15</sup>. Broadcast radio is a radio transmitter that is directly designated to the public in the form of sound and uses radio waves as a medium. Radio is the transmitter of the broadcast area through broadcasting and transmitting suggestions on land, at sea, or in space by using the radio frequency spectrum through air, cable, or other media to be received simultaneously and simultaneously by the public with broadcast devices, which are carried out regularly and continuously<sup>16</sup>.

## **Radio Ads**

Advertising is a form of communication intended to interpret the quality of service products and ideas based on the needs and desires of consumers. Messages are not only conveyed in communication but messages are also conveyed through advertising. Advertising is a form of promotional activities or information from the company. A Public Relations person must be able to design a good advertising message to be noticed by the target public<sup>17</sup>. Advertising is all forms of payoff from non-personal presentations and promotion of ideas, goods, or services through clear sponsorship.<sup>18</sup>

In the world of advertising, the message conveyed in advertising is very important in achieving the intended advertising goals, advertisers must take into account what must be conveyed to get the desired response. The definition of an

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<sup>14</sup> Bambang Subahri, "GLORIA PARAMITA RADIO DA'WAH COMMUNICATION STRATEGY 97.4 FM ON ISLAMIC DIALOGUE SHOW," t.t., 11.

<sup>15</sup> Asep Syamsul and M.Romli, *Basics of Radio Broadcasting*, (Bandung Nuansa, 2009) p12.

<sup>16</sup> Djodi Hendrarto and Poppy Ruliana, "Delta FM Radio's Public Relations Strategy in Maintaining Listeners Through Social Media," *Communication Journal* 4, no. 2 (2019): 13.

<sup>17</sup> Cahyani, "THE INFLUENCE OF MARKETING COMMUNICATIONS VIA TV COMMERCE AND RADIO ADVERTISING ON PRODUCT PURCHASE DECISIONS ON OLX."

<sup>18</sup> Apsari Wahyu Kurnianti, "DIGITAL MARKETING COMMUNICATION STRATEGY AS A DRIVER OF WONOSOBO REGENCY TOURISM VILLAGE OF CENTRAL JAVA PROVINCE," *Communication Research Journal* 1, no. 1 (February 28, 2018): 180–90, <https://doi.org/10.24329/jurkom.v1i1.24>.

advertising message according to Bovee is what the company plans to convey in its advertisements and how it plans to deliver the message verbally and non-verbally. Thus, to show the power of advertising is not only displaying non-verbal messages that support the power of advertising appeal<sup>19</sup>.

Broadcaster on the radio will be more quickly felt the benefits because some of the advantages are fast and easy to carry everywhere. Also according to Effendy, broadcast radio has another advantage, namely its relaxed nature. Therefore radio can be enjoyed while doing other activities. The existence of broadcasting advertisements on the radio is an interesting thing because to be able to be heard an advertisement, must be agreed in advance between the radio party and the advertiser. In this case, the advertiser does not have to be the manufacturer, but it can also be an advertising agency that has been trusted by the manufacturer. Although there has been an agreement in the implementation of the radio advertising agreement which is strengthened by the agreement in writing, it does not rule out the possibility of a problem related to the implementation of the agreement.

#### National Advertising

Advertisers on national advertisements are large companies with products that are spread nationally or in part in a country. In large numbers, national fish generally appear on flagship programs on the radio that have many listeners. The purpose of this national-scale advertiser is to inform and remind consumers of the company or brand advertised as various features or completeness owned and also the benefits, benefits, use, and create or strengthen the image of the product in question so that consumers will tend to buy the advertised product<sup>20</sup>.

#### Local Fish

Advertisers on local advertising are local-level retailers or trading companies. Local advertising aims to encourage consumers to shop at certain stores or use local services or visit a particular place. Local advertising tends to emphasize certain incentives, such as cheaper prices, special services, longer operating times,

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<sup>20</sup> Morissan, Priklanan: Integrated Marketing Communication, (Jakarta: Kencana, 2010), pp18-19.

various types of goods offered. Promotions carried out by local advertisements are often in the form of direct actions designed to make sales fast<sup>21</sup>.

### **Primary Ads and Elective Ads**

Primary advertising is designed to drive demand for a particular type of product or an entire industry. Advertisers will focus more on using primer if the brand of the resulting service product has dominated the market and will benefit the most if the demand for the type of product concerned in general increases.

Selective advertising focuses on creating demand for a particular brand. Most advertising sharing of goods and services that appear in the media is aimed at selectively driving demand for a particular brand of goods or services. Selective advertising places more emphasis on the reasons for acquiring a particular product brand<sup>22</sup>.

Driven from a communication perspective, advertising is considered an effective messaging tactic. Ads can convey the information needed by the audience. The definition of advertising according to palapa and syamsudin is some of the following: advertising or advertising is the dissemination of information about an idea, idea, service, or product that requires someone who does something as intended by the advertiser or places an advertisement. According to Kotler, advertising is defined as a form of presentation and prossciation of nonpersonal ideas, goods, or services by something as large as certain that requires payment.

Advertising purposes, among others:

1. *Informative Advertising*: advertising intended to create awareness and knowledge about a new product or new feature of an existing product.
2. *Perusasif (Persuasive Advertising)* advertising is intended to create favorability, prestige, confidence, and purchase of a product for services.
3. *Reminding Advertising*: ads intended to stimulate the purchase of returning products and services.
4. *Reinforcement advertising*: ads intended to convince buyers now that they have made the right choice.

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<sup>21</sup> Morissan, Priklanan: Integrated Marketing Communication, (Jakarta: Kencana, 2010), p18.

<sup>22</sup> Morissan, Priklanan: Integrated Marketing Communication, (Jakarta: Kencana, 2010), p19.

More clearly, radio is a medium that is everywhere. Radio advertisers are interested in reaching target customers at a reasonable cost while ensuring that the station format matches the advertised brand image and creative messaging strategy. Some considerations influence the choice of a radio station for where to advertise. The format of the station (classic, progressive, conversational, and so on) is a major consideration. Certain formats are only appropriate for certain products and brands. The second consideration is the choice of geographical areas to be reached. National advertisers buy time from stations whose reach corresponds to the area the advertiser needs. This means placing radio stations in selected metropolitan statistical areas or so-called most powerful areas of influence<sup>23</sup>.

Radio advertising is the ability to reach consumers intimately and personally. The radio announcers are sometimes very charming and convincing in their delivery when on air, their messages appear as if they are speaking to khalayak in person. Economics is the third benefit of advertising over the radio. Based on CPM (*Cost Per Mile*) target audience, radio usage is very cheap compared to other mass media.

### **Research Methods**

This research uses qualitative attachment directly to the opinion of information from interviews or informants. Researchers will use this qualitative approach method to parties who are considered relevant as resource persons to provide information related to the research that will be carried out by researchers. This study describes events that are heard, felt, and made in narrative or descriptive statements. This type of research has a natural characteristic or set what is the day of the phenomenon that occurs in the field that focuses on its quality<sup>24</sup>.

This research was on Samara FM Radio Jl Willis Gang Brojo Musti No. 41 Kalangbret Village, Kedungwary District, Tulungagung Regency, East Java. In this study, researchers used the following methods:

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<sup>23</sup> Hariana Anastasia and Sabaruddin Adjie, "Maros FM Radio Marketing Communication Strategy in Increasing Listener Numbers" 2, no. 2 (t.t.): 9.

<sup>24</sup> Rokmat Sbagyo, *Islamic Research Method of Concept and Application* (Jakarta: Alim's Publishing.2017) p. 158

1. An interview is a conversation with a specific purpose conducted by two parties, namely the interviewer who asks the question and the interviewee who answers the question. This method is used to obtain data orally from the samara FM Tulungagung radio manager.
2. Documentation is in the form of additional data in the form of written data, and also documents in the form of photos. A document is a recording of events that is closer to the conversation, concerns personal matters, and contains interpretations that are very closely related to the context of the recorded event<sup>25</sup>.
3. Direct Observation is a technique of collecting data in which researchers observe the symptoms of objects investigated both observations are carried out in artificial situations that are specifically held. This method is used to support the data that has been obtained so that the data is completely accurate.

Qualitative data analysis, qualitative data analysis techniques are also called statistic analysis techniques, which are data analysis techniques used to process data that are not directly related in this research is technical qualitative descriptive data analysis by using inductive thinking processes to overcome data regarding the background of objects. As for the development procedures:<sup>26</sup>

1. Data *collecting*, which is purposes data collection.
2. Data *editing*, which is data cleaning, means checking again the answer whether the answer is correct.
3. Data *reducing*, that is, data that is simplified, scaled-down, spruced up, organized, and discarded incorrectly.
4. Data *display*, which is the presentation of data in the form of descriptive verballity.
5. *Verification data*, which is the recheck of data repetition.
6. *Conclusion data*, namely the formulation of the conclusions of the research results presented, either formulation in general or specifically.

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<sup>25</sup> Burhan Bungin, *Qualitative Research Method*, (Jakarta: PT. Raja Grafindo Persada, 2008), p. 134.

<sup>26</sup> Ahmad Tanzeh, *Practical Research Methods*, (Central Jakarta: PT. Bina Ilmu, 2004), p.

Data analysis in research takes place simultaneously in the process of data collection. Other stages of analysis: data reduction, data presentation, and verification. However, the three taha take place simultaneously.

## **Results and Discussion**

Radio Samara FM tulugagung is a private Islamic radio located in tulungagung. This radio implements a marketing communication strategy because the radio company prioritizes.

### **1. Samara FM Tulungagung Radio Marketing Communication Strategy.**

Researchers interviewed Bapak Didi Syahputra as the manager of Radio Samara FM Tulungagung on February 15, 2021. The manager as the leader of the company manager explains the Marketing Communication Strategy set to get ads:

*"So again, the strategy is a way to achieve the goal, here is applied the distribution communication strategy that we can call, namely On Air, Off Air, Online"*

It turns out that the marketing communication implemented on Radio Samara FM Tulungagung is called which includes On Air, Off Air, Online which are all handled well by the manager of the radio company. Mr. Didi Syahputra explained the differences between the 3 mixes of marketing communication strategies applied on the radio:

*"On Air, a way to make the broadcast listened to by listeners interesting and creative. Off Air by being an organizing events, holding events to serve clients or advertisers. Here are many advertisements that are not expressed on air but off-air by creating events that are by client requests. Usually, Radio Samara FM Establishes partnerships with advertisers to make them able to pursue and achieve KPI targets or Key Performance Indicators. What is KPI? KPI is the target of sales owned by the company's marketing. To achieve that they need the socialization of their products. Then online, Radio Samara FM has various social media because it is currently social media massif and popular. Radio Samara has a website and can be reached by streaming, in addition to having Instagram and Facebook featuring events or events or religious Talim from Radio Samara uploaded. So more and more people are listening to the radio with the ease of access even if they don't listen to analog radio."*

The strategy described by Mr. Didi syahputra as the manager is the marketing communication strategy of Radio Samara FM as a whole. To prove the validity of the data, the interview is continued by interviewing marketing, freelance marketing, advertising admins, and broadcasters.<sup>27</sup> The interview was conducted on February 16, 2021, at the Samara FM Radio office. Samara FM radio marketing named Reno Madiputro who has worked there for more than 7 years. Marketing is the person who most implements marketing communication. The marketing communication strategy at Samara FM Radio is described as follows:

*"The strategy used is how our radio is heard by many people. From 5 a.m. to 11 p.m. there will be a broadcaster guiding the show. But from 11 pm to 5 am will be filled with chants of qur'anic verses. Our strategy in On Air, packing events is liked by the public. Because we are family radio, we take a family segment that includes children and adults."*

Marketing explains also that creating events that have segments makes it easy to offer ads to advertisers. The segments are arranged in such a way as to increase the interest of listeners as well as advertisers.

*"The event is covered by its segment to facilitate client-to-client offers. Our event follows the needs of the tulungagung community because we are stuck in tulungagung. When On Air, ads are broadcast according to the show and its segments."*

However, marketing also explains that clients have different thoughts. As explained by the following marketing:

*"The client we simplify into 2 parts. First, the client who needs the radio and the two clients who do not need the radio. If the client who needs the radio is easy to advertise on the radio. Just offer what broadcasts are suitable and segments of society as needed. But the difficult thing is that clients don't need a radio. Usually, it is because the purchasing power of the community is low. Then we can direct to Off-Air or hold an event outside. Events are intended to introduce or deliver client products to the public. Examples of events held by Radio Samara are going to institutions and schools and holding graphic competitions. Such events can be used for all types of advertising. When it's Off Air, we'll conduct a survey. We formed a survey team to assess how many sales took place and what segments of society were present at the event."*

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<sup>27</sup> Nurhasanah Nasution, "Kiss Fm Private Radio Broadcasting Management Strategy In The Face of Digital Information Competition," *Journal of Interaction 2*, no. 2 (2018): 12.

The time in advertising client products on Samara FM Radio turned out to be divided into 2 kilen. Namely the kilen that continues (bekelanjutan) and the kilen for a while.

*"The time used by kilen in advertising their products becomes 2. Namely kilen that continues (continuous) or loyal advertisements appear in Radio Samara FM broadcasts or kilen loyal to advertise on Radio Samara. Then there are clients who only briefly advertise for example 1 week after it is completed. Usually we come back to advertise on Samara Radio again."*

In addition to clients who have advertised, the marketing also targets clients who have never advertised on Radio Samara FM Tulungagung. Usually, the marketing will send a proposal. The most important thing according to marketing is to maintain a relationship that has been established with old clients.

*"We are making proposals for new clients. Many try to give clients to institutions that are felt potential enough to become partners of Radio Samara. Advertising is dependent on client requests, so maintaining relationships with all partners is important for marketing. Emotional closeness is important. Because it gives us an emotional approach so that they are easy to become advertisers and happy to be loyal to be our partners. Usually once a month in WhatsApp to just ask for news. Those things give a good emotional edge. Even if you haven't advertised for months and then walked on the street, be invited to advertise again on the radio. Usually, they are happy to do it because they have an emotional closeness with us. Wouldn't all things be easy to do if the client was comfortable and close to us? The decision to advertise on Radio Samara is divided into advertisements for broadcasts (On Air) and advertisements for sponsor (Off Air). In approaching new clients, marketing usually gets closer first. For example, if there is a store opening, usually stop by to buy first in person. Prospective clients are busy people, so the way to approach buying their products first, although sometimes they have to use personal money. Then after being close we can test whether the arrangement of the store or others, after that talk about advertising. Only if they start to be interested can we give a hardcopy of the proposal and usually the client will choose according to their wishes."*

The strategy implemented by Freeland Marketing is more or less also as applied by the main Marketing of Radio Samara FM Tulungagung. Reno Mardiputro is the name of a Marketing on Radio Samara FM

Tulungagung. On February 16, 2021 the author conducted an interview with the following results:

*"Marketing is a smart strategy to find opportunities. The programs on the radio become a means of sellers. The current era is different from before. The advertising strategy is many options, for example on social media. So now in addition to Off Air and On Air there is also Online. Entrepreneurs usually also want to be advertised in radio-owned media. We have to be good at picking up the ball. Must convince and make believe that advertising on the radio will definitely sell. So the client will be difficult to escape until the revocation, which can be for many years it benefits both parties. Must maintain good relationships with old clients in addition to smart to find new partners around them have a lot of potential to advertise on the radio."*

The author interviewed the advertising administration staff on February 16, 2021. Mauludiyati as the ad admin said that the Ad Admin does not engage directly with the client. But the ad admin is in charge of arranging the placement of advertisements at the time of broadcast and recording what ads make it to Radio Samara FM Tulungagung.

*"Usually per month there are about 25 clients per month from local advertisers. Data from any year about the number of ads and whichever or company is advertising there is. Advertising broadcasters are always in accordance with client requests. The client will ask for a section when it will be aired and I am in charge of compiling the ad ploy. For example, later this advertisement will be released at prime time between 8 am to 10 am. Usually within 1 hour there will be about 5-10 ads played. Only then draw up a nominal schedule of advertising rates and their serving. Because if on Radio Samara the payment can be in front or back. Rates adjust orders from what date to what date, one week or one month or on a continuing basis. Everything I will recap in big data to report to the boss. Because advertising is the main opinion of this company."*

An announcer is a person who guides a program on the radio. Many broadcasters on Samara FM Radio, some have worked there for a long time. The author interviewed one of the radio announcers as well as the coordinator of the broadcaster on Samara FM Radio, Namely Didi syahputra. Many marketing communication strategies implemented by broadcasters include:

*"The broadcaster is the cutting edge of radio. So later the ad admin will give the broadcaster an ad log or a list of what ads should be broadcast and it is mandatory. Usually later there are also Adlips or advertisements that are read at the time of broadcast and it has*

*been prepared. The problem is that sometimes there is a sudden change in material, the client is fussy. For example, like this, Radio Samara also has a Talk Show such as a hijab fashion store."*

An interview with one of the advertisers was important to know their opinion about the alesan advertising on Radio Samara. By knowing the motivation to advertise, the marketing communication strategy applied can be more effective<sup>28</sup>. Here is the result of an interview with one of the loyal advertisers on Radio Samara FM Tulungagung, Mr. Rio Dimas Erlangga.

*"The product I advertised on Radio Samara FM is hpai herbal medicine products (Herbal Penawara Alwahidah Indonesia). HPAI is one of the Halal Business companies in Indonesia that focuses on Herbal Medicine Products for various diseases. I advertised here a long time ago, since I found out in 2014, it's been almost 7 years."*

The reason Mr. Rio Dimas Erlangga has a radio as a place to advertise for his Medicinal products is explained as follows: *"When it comes to product marketing issues, advertising products then the most important thing is the secretary. The product is needed by what kind of society. HPAI products why choose Radio Samara because the segmentation of radio is more localise, radio is only heard in their respective regions. I advertise on Samara Radio because it's easier to control it. Samara Radio only has the broadcast coverage of Tulungagung, Kediri and surrounding areas. The problem is that for HPAI Products, each city has its own distributor. If you advertise on Facebook, fear it is too everywhere to send it. If other media are more difficult to distribute, although also the times have changed a lot but most people over the age of 40 years are still loyal to radio listeners. Radio is still identical for parents, and for me as a distributor of HPAI Products it is the right segment. Because the hpai product segment is the majority of elderly people who need herbal medicines. The reason I became a loyal advertiser on Radio Samara is because of the right coverage and obviously the distribution is right."*

Mr. Rio Dimas Erlangga also explained about what cooperation was done with Radio Samara FM Tulungagung to streamline the advertising of his HPAI Herbal Medicine products .

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<sup>28</sup> Dian Wardiana Sjucho et al., "Disaster communication of Radio Bunut as a community radio in Sukabumi," *Journal of Communication Studies* 7, no. 2 (December 23, 2019): 145, <https://doi.org/10.24198/jkk.v7i2.20737>.

*"Most often I do is when Radio Samara holds a Talk Show with health consultation speakers. Automatically there will be testimonials that recommend using HPAI Herbal Medicine Products that are obtained directly on Radio Samara Tulungagung. HPAI is a national product, but its marketing uses small distribution in every city that always cooperates with local radio to increase sales. HPAI products are also a platform for radio shows such as pengajian events attended by mothers. The specialty of radio is also because radio is audio only, so it is cheaper to produce than audiovisual. Audiovisuals such as TVs are too expensive for us small distributors. Advertising rates here are relatively cheap compared to other media"*

**1. Obstacles in the Application of Communication on Samara FM Tulungagung Radio**

Mr. Didi Syahputra as Manager of Samara FM Radio also explained about the obstacles faced in implementing a marketing communication strategy to attract advertisers, namely:

*"Most people want something cheap. So the obstacle is that advertising rates for private radio are usually more expensive because there are taxes and levies. Taxes are further divided by frequency tax and income tax. So automatically advertising rates on Samara FM Radio are more expensive than illegal radios that do not have permission. But the advertising rates we apply on Samara FM Radio already use an efficiency and effectiveness approach. Although advertising rates are higher than other radios, especially public radio, community radio, and communication radio, and radio is illegal but more effective because the broadcast reaches itself and its surroundings. In addition, the weak goodwill government in this case kominfo cracked down on illegal radio that roamed Tulungagung. The weak government makes an illegal radio deterrent that does not have a clear permit. Because illegal radio will technically interfere with the radio frequency of Samara FM Tulungagung."*

The obstacles faced by marketing in implementing a marketing communication strategy are briefly explained. For marketing constraints is something natural.

*"The obstacles faced, sometimes clients who are offered to advertise on Samara FM Radio do not want to. Maybe because the product is already known to the public or has really sold. So without the need to advertise people will still look for it. Sometimes it's because there is no money or budget to advertise."*

Obstacles faced by broadcasters in implementing marketing communication strategies, namely:

*"The problem is usually that the material is not in accordance with the source when it has been told in advance what the question is and the material is also from the source. But sometimes some speak when the broadcast does not match the initial estimates. So you have to be smart to adjust."*

#### **1. Solutions of Obstacles in Implementing Marketing Communication on Radio Samara FM Tulungagung.**

Although it has obstacles, Samara FM Radio also has a solution. The solutions undertaken by radio management managers are the following:

*"Improve the program so that it is more informational, educational and marketable, sponsored, and worth selling. Then still hope to the government to put in order illegal radio."*

#### **Conclusion**

From the results of research conducted by researchers, it can be concluded that:

1. Marketing communication strategies carried out include special *events and experiences (events and experiences)*, direct marketing (*direct marketing*), interactive marketing (*interactive marketing*), and personal selling (personal *selling*).
2. The obstacle is that private radio advertising rates are usually more expensive because there are taxes and levies. Taxes are still further divided into frequency taxes and income taxes. The weak *goodwel* government (Kominfo) is cracking down on illegal radio. The government is very weak to make illegal radio deterrents that do not have a clear permit. Sometimes clients who are offered to advertise on the radio do not want to. Maybe because the product is already known to the public or has really sold. Sometimes it is also because there is no money or budget to advertise. Sometimes there is a sudden change in material, there are clients who are fussy.
3. The solution is to improve the program to make it more informative, educative and *markatable*, sponsored, and worth selling. Expect the government to bring order to illegal radio. Give bonuses to clients. Setipa 2 times create a tabloid and then give to advertising partners who have

advertised on the radio for 1 semester. Always maintain a good relationship with the client. Advertising rates on radio are relatively cheap compared to other media.

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