

HISTORY OF RADIO BROADCASTING DEVELOPMENT IN BANYUWANGI 1966-2022

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Abstract

This study has several objectives, including: (1) to describe the History of the Development of Radio Broadcasting in Banyuwangi, (2) to find out the efforts of radio broadcasting in Banyuwangi in maintaining its existence in 1966-2022, (3) to find out the impact of the influence of the existence of radio broadcasting in Banyuwangi on society. In its development, radio experienced unstable dynamics, even many radios were no longer operating. This research was conducted on three radio stations. The first was Radio Mandala FM, the second was Radio VIS FM, and the third was Radio Raya FM. The method used in compiling this research used a qualitative approach with a type of Historical research. Data collected through observation, interviews, documentation and literature studies. The results of this study show that radio broadcasting in Banyuwangi emerged in 1966, with advances in technology and government regulations making radio in Banyuwangi increasingly shrink, but in maintaining its existence, radio broadcasting in Banyuwangi began to adapt to the digital era by including Social media in it. However, there are also radios that cannot maintain their existence such as Radio Raya FM which is a private radio in Banyuwangi that has stopped operating. In addition, radio also has positive and negative impacts in terms of social, cultural, political, educational and economic.

Keywords: History, Radio, Banyuwangi

INTRODUCTION

Radio is one of the mass communication media, such as television, newspapers, magazines. In general, it has the same character as other media, such as publicity (can be accessed or consumed by the public), universality (its messages are general), and continuity (continuous or continuous), and actuality (contains new things, such as information or reports of the latest events). (Syamsul & Romli, 2017:14).

Radio, which was discovered by Guglielmo Marconi a century ago and entered Indonesia in the pre-independence era, in its contemporary form is actually relatively new in Indonesia. What is meant by contemporary here is that radio adopts the *networking model* and digital realm and is freely used for *social empowerment* without control and control from the authorities. (Masduki, 2003: x).

During the Dutch era, the first broadcast radio in Indonesia was *Bataviase Radio Vereniging* in Batavia (old Jakarta). Then during the Japanese era, when the Dutch surrendered to Japan on March 8, 1942, the broadcast radio which was previously a private association was deactivated and managed by a special office with *Hoso Kanri Kyoku* in Bandung, Purwakarta, Yogyakarta, Surakarta, Semarang, Surabaya, and Malang. Then during the independence era, the proclamation of independence by Bung Karno and Bung Hatta could not be broadcast by radio because it was still controlled by

Japan. Until finally the New Order era in 1966 was the only broadcast radio in Indonesia that was controlled and owned by the government. Private commercial radio and so on are required to *relay* news every hour through RRI (Radio Republik Indonesia). If during the New Order era there was a requirement for private radio *to relay* news from RRI, in the Reformation era this did not happen again. Important note for electronic media today, regulation of the media does not only rely on the government but also on the community through the establishment of the Indonesian Broadcasting Commission (KPI). The task of KPI is to organize broadcasting infrastructure by issuing Broadcasting Organization permits (IPP). Serving public complaints in the broadcasting sector that refer to the Broadcasting Behavior Guidelines and Broadcast Program Standards (P3SPS). Broadcast institutions served by KPI are Private Broadcasting Institutions (LPS), Public Broadcasting Institutions (LPP), Subscription Broadcasting Institutions (LPB) and Community Broadcasting Institutions (LPK) (*Interview with resource person Mr. Jaka (50 years old) , on January 5, 2022 on Radio VIS FM*) .

The spread of radio broadcasting media is not only at the provincial level, but also wider and more comprehensive to the district level, one of which is Banyuwangi Regency. Banyuwangi Regency is one of the regencies in East Java Province, Indonesia. This regency is located at the easternmost tip of Java Island. Astronomically located at 7° 43'-8°46' South Latitude and 113° 53'-114°38' East Longitude, bordering Situbondo Regency to the north, the Bali Strait to the east, the Indian Ocean to the south and Jember Regency and Bondowoso Regency to the west (Central Statistics Agency of Banyuwangi Regency 2021:3) Media and society are two inseparable parts, because the media grows and develops along with the emergence of public awareness of the importance of information. Talking about information media and the development of Banyuwangi, it cannot be separated from the role of Radio, an information media that existed long before Indonesia's independence.

The existence of radio in Banyuwangi Regency is spread across various regions. Almost in every sub-district there are private, government, and community radio stations. some of them are the government radio RKPD which has now changed to Radio Blambangan FM which is located in Banyuwangi District, Radio Mandala which is also located in Banyuwagi District, Tawangalun radio which is located in Genteng District, and Sweet FM Radio which is located in Muncar District. Over time, radio began to develop until in 2004 the official radio in Banyuwangi reached 22 radio stations. (*interview with resource person Mr. Jaka (50 years old) , on January 5, 2022 on Radio VIS FM*) .

Then from year to year radio began to decline in popularity due to the rapid development of communication media, especially in the digital era . Until 2022 many radios were no longer on the air , such as Radio Akasia, Radio Suara Banyuwangi, Radio Sw it , Radio Raka , Radio Tawangalun , Radio GUT , Radio SIMA , Radio Gandrung , Radio Ken Dedes , Radio CBA , Radio Merpati , Radio KIT , Radio Metro , Radio Banyuwangi , Radio Raya FM . And there are still 9 (nine) radio stations that can still survive in Banyuwangi, namely, Radio Blambangan FM located in Giri District , Radio Mandala FM located in Banyuwangi District , Radio VIS FM Banyuwangi located in Banyuwangi District , Radio Sritanjung located in Rogojampi District , Radio GBS located in Banjarsari District , Radio Fajar FM Banyuwangi located in Banyuwangi District , Radio Bintang Tenggara located in Jajag District , Radio Habibullah located in Giri District , Radio MC FM located in Genteng District .

Based on the background above, the Banyuwangi radio world has experienced ups and downs . On this basis, researchers are interested in conducting research entitled "*History of the Development of Radio Broadcasting in Banyuwangi 1966-2022*".

METHOD

In the study entitled " History of Development Radio Broadcasting in Banyuwangi Know 1966-2022 " uses a *Historical Approach*, with a qualitative research type. Use method this is because the researcher wants to provide a detailed description of the background and can reconstruct the history of the development of radio broadcasting in Banyuwangi with a temporal of 1966-2022. Descriptive qualitative research itself is a study that attempts to describe a symptom, incident, event that occurs in the present. In this study, the researcher tries to photograph the events and incidents that are the center of his attention, to then be described as they are (Nana Sudjana, 2009).

DISCUSSION

History of Development Radio Broadcasting in Banyuwangi 1966-2022

The history development radio broadcasting no let go from the first radio station that was established especially in Indonesia. The first radio broadcast in Indonesia was RRI (Radio Republik Indonesia) which was founded on September 11 , 1945. RRI was founded by figures who had previously operate a number of Japanese radio stations in 6 cities . Previously held meeting of figures on Jalan Menteng In , Jakarta. Meeting the produce decision established Radio Republik Indonesia. Leader RRI's first public broadcast is Doctor Abdulrahman Saleh (Masduki, 2003).

Beginning the emergence of radio in Banyuwangi namely in 1966 , the development of radio at that time called RADAM (Radio Amateur). There are so many voices via radio broadcast with wave short . *Short Wave* wave used (SW), which is only armed with bamboo and cable fiber not enough more 62 meters stretch as well as simple equipment Already Can make a sound For broadcast (Interview Results, Mr. Jaka, January 05, 2022: 5) .

From the results of interviews with several sources, one of whom is Mr. Jaka who is a senior radio activist in Banyuwangi, he said that broadcast radio was originally a beginner Amateur Radio in 1966, then was subject to regulation in 1967-1968. In 1970 RADAM (Amateur Radio) began to change into Broadcast Radio but had to meet special requirements . In the end, of the many amateur radios that existed, only Radio Mandala and Radio Birawa were previously in England. Where Radio Birawa belongs to the TNI and the frequency used is *Short Wave* (SW). 1970 was the year of regulation of radio waves or the use of broadcast radio frequencies. In 1973 in Banyuwangi there were 2 radios left that passed the requirements for establishing a broadcast radio. namely Radio Mandala which had to move Frequency/wave from SW (*Short Wave*) to MW (*Medium Wave*). While the other is RKPD radio which is still on the air and still uses SW waves because of its agreement with the Public Relations of the East Java Provincial Government. Private radio is referred to as Non-Governmental Radio, and Radio Blambangan Radio which is now the Regional Government Special Radio (RKPD). (Notes from Mr. Jaka, 2023)

In 1980-1990 during that period in the Banyuwangi area there was an increase in interest in establishing commercial radio. Then Radio Tawangalun was established in Genteng, and Radio Sritanjung in Rogojampi. Both operated on AM/MW frequencies. In 1990-2000, one twelfth of the area of Banyuwangi from the East Java Province, it was

still feasible to add broadcast radios spread across the Eastern Tip of Java Island. Another broadcast radio appeared operating on AM frequencies such as Radio Swara Wangi Timur (Swit FM) in Muncar, Radio Akasia which is now Radio VIS Banyuwangi with FM frequency, Radio GBS in Glagah with FM frequency, Radio Ken Dedes in Bangorejo with FM frequency, and Radio Habibulloh FM in Giri Banyuwangi. Radio broadcasting in 1998-1999 had temporarily stopped its activities with the policy of the Department of Information to implement PELITA (Five-Year Development) during the reformation. General policies, including:

1. Lighting Equalization
2. Application of Social Communication, and
3. Rural Communication Forum.

December 28, 2002 Law 32/2002, concerning Broadcasting was ratified, March and November 2005, 7 PP (seven Government Regulations) concerning broadcasting were ratified and March 6, 2006 Circular Letter of KOMINFO concerning Reporting the existence of LPP, LPS, LPK and LPB was signed". (Mr. Jaka's Notes, 2023).

The seven contents of PP, Law Number 32 of 2002 (Law of the Republic of Indonesia Concerning Broadcasting, 2002):

1. No. 11/2005 – Concerning the Implementation of Broadcasting Institutions (LPP)
2. No. 12/2005 – Concerning the Implementation of Broadcasting Institutions (LPP)
3. No. 13/2005 – Concerning the Implementation of the Broadcasting Institution (LPP) TVRI
4. No. 50/2005 – Concerning Guidelines for Coverage of Foreign Broadcasting Institutions
5. No.51/2005 – Concerning the Implementation of Private Broadcasting (LPS)
6. No.51/2005 – Concerning the Implementation of Community Broadcasting (LPK)
7. No. 52/2005 – Concerning the Implementation of Subscription Broadcasting Institutions (LPB) Broadcasting.

From the results of the Decree of the Director General of Post and Telecommunications Number 15A/2004 concerning the Provisions and Implementation of Radio Channel/Frequency Transfers for FM radio providers which were implemented simultaneously on May 13, 2004, at 00.00:

No	Radio Name	Area	Initial frequency	Redirection frequency
1.	Radio Mandala	Banyuwangi	96.70	96.40
2.	Radio VIS	Banyuwangi	102.65	101.50
3.	Radio Fajar	Banyuwangi	82.85	92.90
4.	Radio Akasia	Banyuwangi	99.60	-
5.	Radio HabBulloh	Giri	99.50	94.80
6.	Radio GBS	Glagah	107.55	103.10
7.	Radio Suara BWI	Glagah	90.40	89.70
8.	Radio Sritanjung	Rogojampi	93.20	102.30
9.	Radio Swit	Muncar	92.80	95.60
10	Radio RAka	Purwoharjo	88.90	-
11	Radio Tawangalun	Genteng	-	92.10
12	Radio MC	Genteng	100.55	97.20
13	Radio GUT	Gambiran	89.70	90.50
14	Radio Sima	Gambiran	105.45	105.50
15	Radio Gama	Cluring	98.80	98.80

16	Radio Gandrung	Tegalsari	106.50	103.90
17	Radio Kendedes	Bangorejo	96.35	91.30
18	Radio CBA	Pesanggaran	104.76	104.70
19	Radio Merpati	Kalibaru	101.25	98.00
20	Radio KIT	Kalibaru	-	-
21	Radio Metro	Glenmore	-	-
22	RKPD Blambangan	Giri	88.10	-

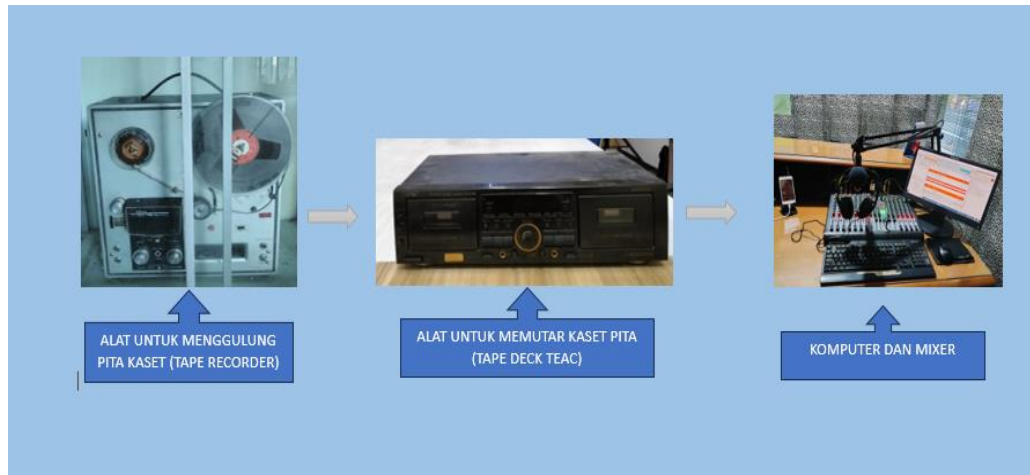
The number of broadcast radio stations in Banyuwangi as of May 7, 2024, namely 9 official radio stations that are still on the air, 1 LPPL (Local Government Broadcasting Institution) namely Radio Blambangan FM, and 8 LPS (Private Broadcasting Institutions) namely Radio Mandala, Radio VIS, Radio Fajar, Radio GBS, Radio Habibulloh, Radio Sritanjung, Radio Bintang Tenggara, and Radio Swit FM. (Mr. Jaka's Notebook, 2023).

The dynamics of radio broadcasting development are not only from changes in frequency. The development of radio broadcasting in Banyuwangi will always be related to the development of communication technology. According to the results of the interview with Mr. Arif, the transition of technology to the digital era is the same as the frequency transition from AM (Amplitude Modulation) to FM (Frequency Modulation). What distinguishes AM and FM is their very different quality and range. AM has a long range but poor quality, and FM has a short range but has very good quality. Not only that, the results of the interview also explained that LPK (Community Broadcasting Institution) is only allowed to have a range of around three to five kilometers.

In addition, if we talk about the development of technology, it will be related to the radio broadcasting technique itself. According to the results of the interview with Mr. Rudi, he explained that in terms of technical aspects as a broadcaster in the 1990s, the broadcaster would play his songs using vinyl records, cassette tapes, then *Compact Disks* (CDs). Then the increasingly sophisticated technology in 2000 switched to computers. In addition, in terms of technical aspects, Mr. Nanda explained that there was one person who helped the broadcaster in broadcasting in the 1990s, namely the operator, where the operator was tasked with sorting the tape tapes or records to be played.



The picture above explains the development of radio broadcasting in playing music with vinyl records then switching to cassette tapes and developing again using *Compact Disks* (CDs). In addition, in playing vinyl records, cassette tapes and CDs, there are tools so that music can be played such as *tape players*.



Then in 2000 when technology had developed and introduced computers, all the songs played were programmed using computers. In the 1990s, radio stations sold coupons to listeners with a certain value, then on the coupons they could write their names and messages they wanted to convey via radio such as greetings, or *request materials* for certain songs to the announcer. Then in the early 2000s, communication between announcers and listeners no longer used coupons but switched to SMS and now it has changed to the *Whatsapp application*.

Not far from the development of communication technology, from the results of the interview with Mr. Arif, it was stated that the decline of radio broadcasting was due to the development of technology where in the past radio was the only media for information and entertainment for the community. However, after the internet, the interest of radio listeners has decreased, this is because many applications that are more sophisticated than radio such as *Youtube*, *Google*, and other applications such as social media have resulted in a drastic decrease in interest in radio. However, in addition to technological developments, the existence of community radio or RADAM (Radio Amatur) which is not licensed can also interfere with official radio frequencies.

Effort Radio Broadcasting In Maintain Its Existence in 1966-2022

The world of radio broadcasting has develop rapid along with level civilization Humans and Progress technology information communication . Radio broadcasting as a distribution medium information and entertainment media society . Development current technology getting more modern little by little replace radio position because the existence of television and internet media which are considered Far more interesting (Selviana, 2020:).

Existence has four meanings, the first is existence is what is, the second is existence is what actuality has. The third is existence is everything that is experienced and emphasizes that something exists. And the fourth is perfection. The existence referred to in this study is a condition where an institution has an active role in people's lives. One of them is as a communication medium. Radio which is a broadcast service for information, communication, education, healthy entertainment and social control, as well as maintaining a positive image of the nation and not being eroded in the era of digitalization (Kustiawan, Padang, et al., 2022)

However, in an effort to maintain the existence of radio in Banyuwangi, each radio has different ways in terms of programs and radio broadcasting techniques, especially

Mandala radio and VIS FM radio which still exist today, but not so with Radio Raya FM which has stopped operating or stopped broadcasting. As done by several radios in Banyuwangi:

A. Radio Mandala

Radio Mandala is one of the radio the oldest in Banyuwangi, the efforts made For maintain The existence of Radio Mandala is own account social media such as *Instagram* with Name *mandala964fm* and account *Facebook* with Name account that is *Radio Mandala Banyuwangi*. Besides that radio must be own method or innovation. According to Mr. Rudi, innovation can done by radio is follow channel development technology what society fond of. Radio innovation No just heard but also can seen and read. No only follow development technology, Radio Mandala also relies on programs created such that in a way that attracts listeners such as Ngumandang programs and dangdut programs. Announcer will follow listeners' tastes and plays song most popular.

B. Radio VIS FM

Radio VIS FM is one of the radio stations that is quite popular young compared to with Mandala, success a radio depends how is the radio make the program as interesting as possible maybe. Radio VIS FM has many event programs in every every day and almost every day the event own sufficient listener Lots a number of among them such as the *Frame* event program *morning* that serves about information around Banyuwangi interspersed with relaxed pop music, and the *Garus* program (Gendinge Lare Osing) which is a program with theme culture and language Using, in this program the listeners more Lots do interaction together broadcaster. Apart from *on air* programs, Radio Vis also does *Off Air* or through events outside the studio. In addition *on air* and *off air*, VIS radio also follows development of the times with own various social media like *Facebook* which is named *Visfmradio* Then *Instagram* with Name his account that is *visfmradio101.5* and still many social media others. No only that's so that Radio VIS can reachable until to outside city even outside island, VIS also has a *streaming* radio that can listened to using the internet.

C. Radio Raya FM

Radio Raya is a radio that already exists stop operate since in 2023, Radio Raya will experience quite a journey long with changed hands several times. From the beginning named Radio Raka FM which is located in Purwoharjo Then change hands and move place to Rogojampi, and the last one acquired by one of the House The illness that is in Banyuwangi and has changed Name become Radio Raya FM. In maintaining its existence, Radio Raya also has very interesting programs such as Pelangi Raya, which contains content about *lifestyle*, then the *Pesona Banyuwangi* program, this program contains information about Banyuwangi tourism, because Banyuwangi is a tourism city, so with this program, listeners are more interested in listening to it. In addition, Radio Raya also follows technological developments by having an *Instagram social media account* with the name *rayafm*. Radio Raya stopped broadcasting due to administrative problems, where the administrative constraints were due to the ISR (Radio Broadcasting License) which had expired and was not extended.

In addition to the internal factors of radio in maintaining its existence through *on-air* and *off-air programs*, it turns out that there are also external factors that also support it, namely the involvement of local governments in the development of radio broadcasting in their regions. The Banyuwangi Government through the KOMINFO Service accommodates official private radios in Banyuwangi by forming JRSB (Banyuwangi Broadcast Radio Network). JRSB is the only forum for private radios to work together in

maintaining each other's radio, from JRSB various information about radio is obtained. From here it can be seen that through JRSB we can also establish cooperation with government agencies, especially in terms of advertising such as socialization or appeals to the wider community through these advertisements.

Impact Influence Existence Radio Broadcasting in Banyuwangi

It is undeniable that radio has become one of the most popular media in the world. With all the technological advances that exist, radio is still a loyal friend that provides entertainment, information, and various interesting content. However, radio also has positive and negative impacts that we need to consider, here are the positive and negative impacts of radio:

1. Impact Positive

When talking about radio, there will always be an impact on the wider community, the positive impact of radio can be felt from various fields, from social, economic, cultural, and political aspects. According to the results of an interview with Mr. Rudi, the positive impact of radio in the social field is quite visible from what has been done by Radio Mandala which provides basic food assistance to local residents in the context of Radio Mandala's birthday almost every year. And when the radio environment holds activities on big days such as August 17 or activities on other big days that require funds or presenters, Radio Mandala will help so that social interaction is guaranteed properly with the surrounding community. The existence of these activities is a positive impact of radio broadcasting in the social field, besides the social field, there is also a positive impact of radio broadcasting in the religious field such as what happens on Radio Raya FM with its preaching content that can bring listeners into the Islamic world.

In addition, in terms of education, radio is also one of the channels of information about education such as schools from Kindergarten to High School, for example information about PPDB (New Student Admissions) and even information about universities through advertisements. As done by VIS FM radio which had a talk show with Jember University on March 25, 2021, and was also broadcast via social media Facebook . In its talk show, VIS FM Radio discussed the readiness of the 2021 Joint Selection for State Universities (SBMPTN). In addition to education, radio broadcasting is also a forum for the public to convey criticism and suggestions to the local government and the police. Can provide information about job vacancies, lost items, local and national events, government events. Can educate the public with programs on the radio.

2. Impact Negative

In radio broadcasting, in addition to positive impacts, there are also negative impacts, but not as many as other media, because in radio broadcasting there are Broadcasting Behavior Guidelines (P3) and Broadcast Program Standards (SPS) made by the Indonesian Broadcasting Commission (KPI) with number 01/P/KPI/03/2012 concerning Broadcasting Behavior Guidelines, which serves as a reference that radio broadcasting also has rules or legal basis so as not to violate the values and norms that exist in society. However, in its implementation, there are several radio stations that still ignore the rules that have been made by the KPI. For example, the statement from Mr. Arif who said that there are still radio stations in Banyuwangi that violate P3SPS regulations such as showing cigarette and adult drug advertisements at inappropriate times as stated in the P3SPS:

1. Chapter XIV concerning: Broadcast Program Content Related to Cigarettes, Drugs, and Alcoholic Beverages Article 18 which states, "Broadcasting Institutions are required to comply with the provisions on prohibitions and/or

restrictions on programs related to content on Cigarettes, Drugs, Psychotropics, and Addictive Substances, and/or Alcoholic Beverages.

In addition, regarding adult drugs, it is also written in Chapter XII regarding: Broadcast programs with sexual content, Article 16 which states "Broadcasting institutions must comply with the provisions prohibiting and/or limiting broadcast programs with sexual content."

Radio broadcasts not only contain advertisements but also entertainment, one of which is the songs that are played, but not all songs have good titles or lyrics, there are also songs that contain sexual elements because they are not... horses are also available listeners who want played song or *request* to broadcaster less songs pleasing and containing element absence manners Good from lyrics and also the title , and things the stated rules in P3SPS :

1. Chapter V about : Respect Regarding the Values and Norms of Decency and Morality . In Article 9 which contains " Broadcasting institutions must honor values and norms prevailing decency and decency in Society.

So impact negative influence radio broadcasting in Banyuwangi happen if in broadcaster , presenter or broadcaster ignore regulations that have been determined by the Commission Indonesian Broadcasting in Guidelines Behavior Broadcasting (P3) and Broadcast Program Standards (SPS).

CONCLUSION

Based on results research conducted about the History of Development Radio Broadcasting in Banyuwangi 1966-2022 , then can concluded that :

1. History of development radio broadcasting in Banyuwangi It began with the emergence of RADAM (Amateur Radio) in 1966 with *Short wave* (SW) frequency. Then Radio Mandala and Regional Government Special Radio (RKPD) on *Amplitude Modulation* (AM) frequency, both of these radios established in almost the same year. Then other radio stations began to emerge on the *Frequency* Modulation (FM) track such as Radio VIS FM which was established in 2001 and Radio Raya FM which was formerly Radio Raka FM. On December 28, 2002, Law number 32 of 2002 concerning Broadcasting was ratified and 7 PP (Government Regulations) concerning broadcasting were ratified which contained types of Broadcasting Institutions. In its development, radio broadcasting also experienced dynamics, especially in terms of technology. The increasingly rapid development of technology has made radio increasingly marginalized, especially after the entry of the internet, because in the end people are more interested in media that present not only audio but also display visuals such as social media.
2. Efforts to maintain the existence of radio broadcasting in Banyuwangi are by presenting interesting programs to listen to for listeners such as those done by Radio Mandala with its program *Ngumandang* . Then Radio VIS FM with its program *Garus* and Radio Raya with its program *Pelangi Raya*. In addition to the program, broadcasters must also maintain communication with listeners, because the soul of the radio itself comes from the people who listen (Listeners). In addition, because technological developments are increasingly rapid and radio has begun to be abandoned, now radio must also follow technological developments by having social media.
3. The impact of the influence of the existence of radio in Banyuwangi has positive and negative impacts. Where the positive impact can be seen from several aspects such

as socio-cultural, namely by providing assistance for broadcasting services in filling activities on big days such as the August 17th event. From an economic perspective, radio broadcasting provides assistance in the form of materials for the surrounding community. Then in the field of education with the cooperation between radio broadcasting and educational institutions from schools to universities to provide information to the community regarding education. And from the political field, radio broadcasting is also a forum for the community to convey criticism and suggestions to the local government and the police. In addition to the positive impact, there is also a negative impact of radio broadcasting, but this negative impact occurs if radio broadcasters ignore the regulations that have been made by the Indonesian Broadcasting Commission (KPI) which are written in the Broadcasting Behavior Guidelines (P3) and Broadcast Program Standards (SPS)

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