

COMMUNITY RADIO BASED ON LOCAL WISDOM AS INFORMATION MEDIA IN SPECIAL REGION OF YOGYAKARTA

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ABSTRACT

The aim of this research is to analyze and describe the existence of community radio, dissemination of information and structuration. Paworo Radio in Bantul Regency and Trisna Alami Radio in Kulon Progo Regency were known as the community radio in the village. Constructivism paradigm was used to interpret the living world and emphasize the significance of social reality. This qualitative research applied data collection techniques such as interview, observation, focus group discussion, literature review, and documentation. Ethnography of communication has been applied as an attempt to observe the communication pattern which related to local wisdom. Social semiotics method carried out important discourse of radio news. The results showed: Both of the community radios have representation as independence and unprofitable ones, Discourse of the radio news consists of information about disaster mitigation, health, culture, marine and fisheries, and agriculture, the interaction between media actors and structure was built in structuration process.

Keywords: *community radio, development communication, information media, local wisdom, structuration.*

1. INTRODUCTION

Public information sector in Indonesia have been determined by the regulation since the reformation era in 1998. The Government of the Republic of Indonesia (RI) set some policies of broadcasting such as Law No.40 of 1999 on the Press and the Law No. 32 of 2002 on Broadcasting (KPI, 2004). The policies of public communication program in the era of globalization have promoted development programs in various sectors. Related with the development of the communication program, the Ministry of Communication and Information launched Information Village Program. The information programs have been launched for public service such as Desa Dering (village that has a phone), Desa Pinter (village that has internet access), Subdistrict Internet Service Center or Pusat Layanan Internet Kecamatan (PLIK), Mobile-Subdistrict Internet Service Center or Mobil-Pusat Layanan Internet Kecamatan (M-PLIK),

Community Media and Society Information Group (Kemenkominfo, 2010).

In contrast to the commercial mass media, community media is a Community Broadcasting Institution or is called as Lembaga Penyiaran Komunitas (LPK) which established independently by the community. Establishment of community radio as a broadcaster at the local level aims to bridge the fulfillment of information needs in rural and isolated areas.

Results of research on community media shows that the local media in Indonesia tends to be an extension of the authorities at the local level and become a means of political communication (Awaludin, 2011), the public response to Information Village program was not good and the implementation was hampered by inadequate technology facilities (Wahyono, 2011).

Based on the perspective of critical paradigm, some research has been done on community radio as means of democratizing the public in the Cisewu District and Wanayasa West Java Province (Rachmiate, 2005), the resistance of community radio as an alternative media in Timbulharjo Village Yogyakarta Special Region (Maryani, 2007) and the hegemony of the government through community radio in Yogyakarta (Subarkah, 2012). Related with local culture and community media, there were some research that showed some outcomes such as : local knowledge and local identity that viewed from a psychological aspect (Ridwan, 2007), local knowledge and aspects of the anthropological content (Rachmawati *et al.* 2008), exploiting the inheritance model of cultural values to the communications mix (Rahayu *et al.* 2014) and ethnic languages as means of cultural transformation of the media discourse aspects (Liswijayanti, 2005; Johnson, 2001; Deuze, 2006; Georgiou, 2001). Riset meta-analysis has been conducted to analyze the use of communication media and ICTs (Ogan *et al.* 2009).

In this research, there were two community radio stations in the Special Region of Yogyakarta or Daerah Istimewa Yogyakarta (DIY) that meet the criterias of independent, noncommercial, and is located in the village area. Both radios are Paworo FM Radio in Gadingsari Village Sanden District of Bantul Regency Yogyakarta and Trisna Alami FM Radio in Kaliagung Village Sentolo District of Kulon Progo Regency. Those community radios were established by the villagers to published information of culture, weather and disaster mitigation, marine and fisheries, agriculture, health, religion, development information, public service announcements, non-commercial advertising and entertainment. Indonesian Community Radio Network or Jaringan Radio Komunitas Indonesia (JRKI) has supported the organization of community radio in Indonesia such as the Community Radio Network of Yogyakarta. Community Radio Network of Yogyakarta were founded to support the potential of community radio as an independent communication and to serve the interests of the community (CRI, 2009).

The role of community media can be evaluated from the perspective of structuration (Giddens, 2010). Structuration process based on the continuous relationship between agent and structure. Community media has an important role in the formation of social structure in which social practice takes space and long time period. The structure can

be seen in rules and guidelines that exist in social system. Berger and Luckmann (1990) revealed that the realities have been constructed by individuals with different experiences, preferences, level of education, and social environment.

Servaes (2002) explains that the process of perception and interaction were supported by the socio-cultural aspects. Echols and Shadily (1989) pointed out that local means local area, whereas wisdom is equals to wisdom. Local wisdom (local wisdom) can be understood as the ideas of local (local) that are wise, full of wisdom, good value, and followed by members of the community. The Government of Special Region of Yogyakarta established Law No. 14 of 2011 on cultural values of Yogyakarta (Pemprov DIY, 2011). Cultural values Yogyakarta contain some values which are: (1) religio-spiritual (2) moral values (3) societal value (4) the value of the customs and traditions (5) the value of education and knowledge (6) the value of technology (7) the value of the arrangement space and architecture (8) the value of livelihood (9) the value of the arts (10) value of languages (11) the value of objects of cultural heritage and the heritage area (12) the value of leadership and governance (13) the value of struggle and nationality (14) the value of the spirit of Yogyakarta culture.

Radio is a broadcasting medium that has an audio power. Morrisan (2008) explains that the broadcasting media organizations disseminate information in the form of cultural products or messages that reflect the cultures in society. Littlejohn and Foss (2009) suggested the semiotics tradition that provides an understanding of what happened in the message, parts, and how they are arranged.

Arena of community media research has different aspects with the conventional media. Jankowski (2002) points out that the arena of community media research covers organizations, products, users, and the environment in which media operated. Based on the problems outlined, the aims of this study are: (1) to describe and to analyze the existence of community radio as a medium based on local wisdom (2) to analyze the news text of community radio as part of the dissemination of information (3) to analyze the process of interaction of agents and structures within the framework of the process of structuration.

2. METHOD

The study was conducted with a qualitative approach and based on the constructivist paradigm. The locations of the study took two different locations in Special Region of Yogyakarta. Those villages were Desa Gadingsari Sanden District Bantul Regency and Kaliagung Village Sentolo District Kulon Progo Regency. This study was carried out in April-August 2015.

The techniques of data collection used in this research were accordance with method of qualitative research (Creswell, 2010). Those techniques were: text record news, interview with actor of community radio, interview with media community radio listeners, focus group discussion (FGD), and observation against operationalization of community media and communication behaviour. Determination of informants based on criterias such as: have active roles in operationalization of radio, have good knowledge about news text and have good ability in communication. There were twelve informants in Paworo FM Radio. They were radio managers (5 persons), radio broadcasters (4 persons), a doctor of Public Health Centre in Sanden, and listeners of community radio (2 persons). There were eight informants in Trisna Alami FM Radio. They were radio managers and also broadcaster (5 persons), a broadcaster and radio listeners (2 persons). Focus group discussion (FGD) was conducted with the managers and the members of radio community listener group.

Documentation data have been taken from monograph of Gadingsari Village in 2014, monograph of Kaliagung Village in 2014, Catalog of Central Bureau of Statistics Bantul Regency in 2014, a catalog of Central Bureau of Statistics Kulon Progo Regency in 2014, the Association of Legislation in the Field of Broadcasting in 2011, the archives of radio news scripts, the archives of advertising scripts, archives of community media, documentation of Indonesian Broadcasting Commission on the Implementation of Broadcasting Licenses and the mass media. Library studies conducted by searching for journal articles, results of research, text books and scientific references related to the research topic. Triangulation data was done with the process of re-check the data which obtained from interviews with the competent persons as Head of Division of the Ministry of Information Communication and Information Yogyakarta, Head of Village Rural Development, community radio listeners, observers of community media, and

representatives of non-governmental organizations (NGO).

News text analysis has been performed by the method of semiotic analysis Halliday (Sudibyo, 2001). It was applied for analyzing the text news releases as discourse of natural disaster mitigation, fishery, agriculture, health and culture. Ethnography of communication method has been applied by observing the patterns of communication of managers, broadcasters and the community radio listeners. Researchers optimally performed observations for a month at each site for the implementation of the ethnography method. The unit of analysis in research were related to the reality of the news media and the construction process of the radio actors.

3. DISCUSSION

3.1 The existence of Community Radio

Paworo Buana Maha Wira FM Radio was established in 2006 in Gadingsari village with the mission to mitigate natural disasters in the earthquake region. Sanden Sub-District in Bantul regency is the part of Java Island with earthquake prone. Trisna Alami Radio is a Radio of farmer community in Kaliagung Village Kulon Progo Regency that was founded by the farmers and Lestari Mandiri NGO in 2003.

Sanden is a sub-districts in Bantul Regency. It is located in an area of 2316 ha (4.5% of the area of Bantul Regency) and has four administrative village areas (BPS Bantul, 2014). Gadingsari village is located in the southern coastal areas of the Indonesian Ocean. Most of this area is dominated by residential areas and paddy fields. Judging from the extent of rice cultivation, the number of farmer families reach 2,145 families and there are 2,890 families who have agricultural land. Gadingsari village is an area that already has had the infrastructure of transportation, communication and information infrastructure, water and sanitation infrastructure, as well as adequate irrigation infrastructure (Monograph Gadingsari Village in, 2014). The character of coastal communities is open, high tolerance, strong social ties, and upholds the values of Javanese culture.

Sentolo is sub-district of Kulon Progo Regency. It is located in flat area surrounded by mountains in the north. The area is 5265.340 ha and showed the percentage of 8.09% of the total area of the district. The number of population of Sentolo Sub-District reaches 47.926 souls who inhabit 8 villages, namely:

Demangrejo, Sri Kayangan, Tuksono, Sulamrejo, Sukoreno, Kaliagung, Sentolo, and Banguncipto (BPS Kulon Progo, 2014).

Kaliagung village occupies a spacious area with 13.6194 % of the District of Sentolo. Most areas Kaliagung village surrounded by hills with a height of land settlements, rice fields were not flat and limited water resources. The village government of Kaliagung has twelve hamlet areas. The population of the area of Kaliagung village is 6144 people. Professions of villagers are mostly farmers (1.523). In this area, there are several public facilities such as places of worship, educational facilities, sports

facilities, meeting halls, and health infrastructure (Monograph of Kaliagung, 2014). The villagers of Kaliagung have an open character, high tolerance, solidarity and uphold Javanese culture.

It has compiled some aspects that indicate the existence of Paworo FM Radio and Trisna Alami FM in the village as shown in Table 1. From the aspects that have been raised, visible differences in the existence of both community radios in terms of legality, partnership agencies, news discourse, dissemination, the target audience and the use of Information Communication Technology (ICT).

Table 1 Existence Paworo FM Radio and FM Trisna Alami reviewed from several aspects

No	Kategori	Paworo FM	Trisna Alami FM
1	Media organizations	Independent social institutions have been established since 2006	Independent Social institutions have been established since in 2003.
2	Legality	Preparation of submission of the broadcasting license to the Broadcasting Commission of Regional Information of DIY. Broadcasting licenses of the Regional Secretary of Bantul No: 482/3860.	Licensing phase: Hearings Evaluation of Broadcasting Commission of Regional Information
3	Management	Organization: media activists and villagers Financing: government assistance of Gadingsari and villagers.	Organization: media activists and villagers Financing: villagers' assistance and groups of farmer
4	Partnerships	The village government, National Family Planning Agency or BKKBN , Sanden Public Health Centre, businessmen and local merchants in the village, Disaster Risk Reduction Forum or Forum Pengurangan Resiko Bencana (FPRB) , Universities and Community of Paworo's listeners.	The Village Government of Kaliagung, Department of Agriculture and Forestry Kulon Progo, Yogyakarta Community Radio Network, National Family Planning Agency or BKKBN, businessmen and traders in the village, Farmer Groups (Gapoktan) Sido Mulyo Kaliagung, and farmer groups in Kaliagung.
5	Frequency and broadcast area	107.9 FM with broadcast coverage in the southern coastal and surrounding Sanden.	107,7 FM with broadcast coverage in the hills of the village and surrounding Kaliagung.
6	The time and location of the broadcast	24 hours nonstop. Broadcast location is in Studio Paworo in Gadingsari , Sanden Sub- District	07.00 pm-12.00 pm. Broadcast location is in Farmer group secretariat "Tani Mulya" in Kaliagung village, Sentolo Sub-District.
7	Radio program	Culture, weather and climate information, fishery, religion, health, information village government, local advertising, public service announcements and entertainment. News is presented with the Java language (Krama Inggil) and Indonesian language	Agriculture, religion, village government information, culture, public service announcements, local non-commercial advertising, and entertainment. News is presented in Java Language(Krama Inggil)and Indonesian language
8	Target audience	30-65 years, old villager with diverse professions	20-65 years , old villagers and mainly the farmers
7	Utilization of ICT	The Utilizing of telephone, computer and internet network as information system in Gadingsari village. Broadcast has been done interactively .	The using of computer, telephone and internet to support in broadcasting, but no networking with internet in Village. Broadcast has been done interactively .

9	Obstacle	Lack of operational cost, complicated broadcasting licence. limited broadcast frequency and regeneration of radio manager are not optimal.	Lack of operational cost, complicated broadcasting licence. limited broadcast frequency and regeneration of manager radio are not optimal.
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3.2 Dissemination of Information

Dissemination of information has been taken with radio journalism mechanism. The radio journalism mechanisms were information retrieval, packaging of news and presentation of news. Halliday semiotic analysis method was used to identify the elements of field of discourse, tenor discourse, and the

mode of discourse. There were five News script of Paworo Radio FM that has been analyzed. Those news texts showed the discourse of forecasts weather and disaster mitigation, three news of text fishery, six cultural news text and health news text. Four categories of news have been broadcasted in May 2015. The results of semiotic analysis Radio Paworo news can be seen in Table 2.

Table 2. Analysis of social semiotics text news Paworo Radio FM 2015

No	Information category	Elements of social semiotics
1	Weather forecast and disaster mitigation	Field of discourse was earthquake, a flood early warning system in the province, a waterspout in DIY Ones who get involved in discourse are the Meteorology and Geophysics Agency (BMKG), Tribune Jogja, weather and climate experts University of Gadjah Mada (UGM) Mode of discourse was not found in the presentation of news Actors published news with straightforward language and subtle (Jawa Krama). Nonverbal romance of broadcasters were looked happy and excited when interacting with listeners.
2	Fishery and marine	Discourse field were Pranoto Mongso (season provision in the Javanese calendar) and the regulations of the Department of Fisheries and Marine DIY. Ones who get involved in discourse were the Department of Fisheries and Marine DIY, coastal fishing, and radio listeners on the coast. Example of metaphor of discourse was ulam awis -awis medal. Broadcasters rarely use metaphors. Actors published news with the Javanese Krama Madya (not smooth) and little metaphors. Announcer face expression was looked quiet, lots of smiles, and bantering with the listeners
3	Culture	Field of discourse was petangan dinten sae, piwulang basa Jawa, lan parikan. The broadcaster mentioned listeners of Ngungak Budaya. Metaphor of discourse were blarak disampirke, timun sigarane, ngono yo ngono ning ojo ngono. Those metaphors has represented the social ties and solidarity. Broadcaster explained the discourse in Java language (Krama Inggil). He spoke Javanese language firmly and loudly. The face expressions of RD were looked so eager and enthusiastic to interact with listeners. Character of Sanden coastal communities is open and receptive to modern information.
4	Health	Discourse field were environmental sanitation and the prevention of dengue fever. Announcer mentioned Puskesmas Sanden, Faculty of Medicine, University of Kristen Duta Wacana (UKDW) Yogyakarta, and radio listeners (tenor of discourse) Metaphor of discourse was not used in the communication of health news. When the broadcasters Ngad (announcer) and Ad (physician as a resource) present a health material in Indonesian and Javanese Krama Inggil. Verbally, the news was communicated with a straightforward matter without metaphor. At the time of the broadcast, the broadcasters interaction with listeners take place in both active and relaxing.

Local wisdom becomes a part of the preparation of the manuscript text Paworo FM radio news. The values of Javanese cultures were represented with the Java language, Java cultural philosophy, pranoto

mongso (season provision), healthy knowledge, and knowledge in the field of fisheries. Representation of cultural values in the dissemination of information were implementation of the Law No. 14 of 2011 such

as moral values , social values, customs and tradition values, the values of knowledge, technology values, the values of language and values of spirit of Yogyakarta.

which aired in May 2015. The results of semiotic analysis of the texts in the period of May 2015 can be seen in Table 3.

Table 3 presents the results of analysis of six agricultural news text of Trisna Alami FM Radio

Table 3 Results of semiotic analysis of news in agricultural sector of Trisna Alami FM Radio 2015

Element of discourse	Halliday semiotic analysis
Field of discourse	Terrain discourse is Pranoto mongso, Agungmulyo Gapoktan activities, manufacture biostarter, composting, and modernization of agriculture, irrigation, agriculture and herbal drinks.
Implementer of discourse	The organizers of discourse are Trisna Alami FM radio managers, government of Kaliagung village, Department of Agriculture and Forestry Kulon Progo, Ministry of Agriculture, BP3K, KP4K, Gapoktan Agungmulyo, P3A, and JITUT.
Means of discourse	Means of discourse is a metaphor tirta sat, character wantunipun, nggrengsengaken

The text of agricultural news of Trisna Alami FM Radio were presented by media actors in Java language and contains information about pranoto mongso (season provision), agricultural technology, farmer group activities, and development programs in rural areas. In accordance with regulation of Yogyakarta Special Region No. 14 of 2011, there were cultural values that represented on the news text. Those values were societal values, the values of custom and tradition; the values of knowledge, technology values, the values of agricultural architectural arrangement, and the values of language and spirit of the typical values belong to Yogyakarta societies.

3.3. Agents and Structures in the Process of Structuration

Scheme of interaction processes between agent and structures has been presented in the figure below. It was compiled based on the results of research and adaptation of Anthony Giddens structuration models.

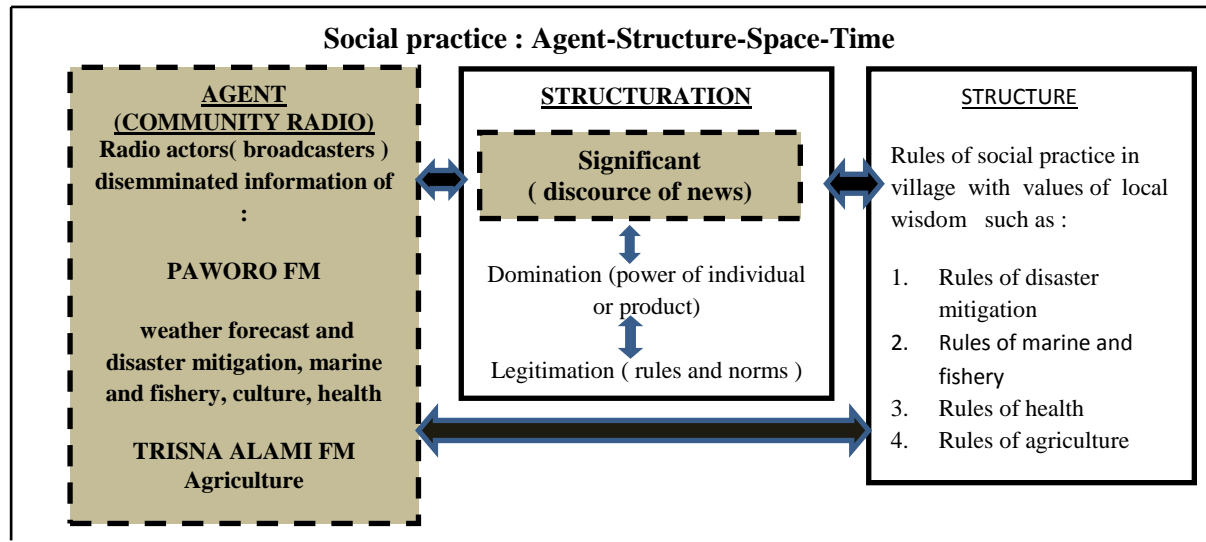


Figure of significant process in interaction of agent structure

Actors in the broadcast of weather forecasts and disaster mitigation in Paworo FM radio were villagers and social workers. They usually broadcast the news every Thursday and Sunday. There were some social practice such as the broadcasters (actors) interact with audience during the socialization of disaster mitigation and the radio listeners (villagers) observe natural phenomena of southern coastal. The social practice supported structure in the form of disaster mitigation procedures. The procedure of disaster mitigation was built with the collaboration of the rule of FPRB and the local knowledge of villagers.

Pranoto mongso is a season provision and manifestation of Java cultural heritage. Pranoto mongso was prepared with observation of natural phenomena. Actors of marine and fishery program were a fisherman. The actor published the news to the audience, especially the fishermen. Social practice has been built when actors greet the audience during the interactive dialogue. An example of the structure is the implementation of rules in accordance pranoto mongso procedure and guidelines of the Department of Marine and Fisheries.

Ngungak Budaya is a news program of Paworo Radio. The main actor was RD and often known by villagers as Romo (a term for people who are respected and elder). He published the discourse of the philosophy of Javanese every Tuesday and Saturday. He used references as Javanese philosophy and experience life as a humanist of Yogyakarta. Villagers have obedience to Romo in daily life. Legitimacy appears when RD as Romo provides direction and warning to people about cultural norms. The structure that has been formed were the norms of life associated with the philosophy of Java. As examples of the structured were pranoto mongso in agriculture, social norms, and the rules of using the Java language properly. The actor published parikan as local cultural poet which fulfilled with solidarity, tolerance and social relations.

Health news program was presented by actor of media and doctor of Public Health Centre of Sanden. Both of the actor and the doctor didn't publish the health news regularly. Health news has been related with the procedures of healthy life.

Agricultural broadcast of Trisna Alami radio usually held every Monday and Friday. It also published information about agricultural in the breaks time of programs. The actor was Sar, the broadcaster and coordinators of Tegowanu farmer groups. Social practice were occurred at several events as follow: the actor was called as Bekel (respected person),

interaction in broadcasting process and cropping activities. The structure has been built from social practice with guideline of pranoto mongso (season provision) and rules of the Department of Agriculture and Forestry.

Based on the analysis, the community radio have important role in social dynamics without the conflict. Media operationalization ignored the operational constraints and gave priority to the local wisdom values. This research showed the different outcomes compare with the previous research. The previous researchs have applied the critical perspective of radio community such as Angkringan Radio as media against the domination in the Timbulharjo Village Bantul Regency Yogyakarta (Maryani, 2007), community radio as a means of democratization and public space in Cisewu and Wanayasa district, West Java (Rachmiatie, 2005), and failure of Angkringan radio and Panagati radio in Yogyakarta against the government hegemony (Subarkah, 2012). Local knowledge and local identity have been investigated with psychological perspective (Ridwan, 2007), local knowledge has been related to the aspects of the anthropological (Rachmawati *et al.* 2008) and the ethnic languages as means of cultural transformation of media discourse (Liswijayanti, 2005; Johnson, 2001; Deuze, 2006; Georgiou, 2001). Information Communication Technology has been used in the operation of community radio in line with the findings of a meta-analysis of research on communication media and ICTs (Ogan *et al.* 2009).

4. CONCLUSION

Based on the discussion about community radio in Bantul and Kulon Progo, there were some conclusion related with the problems as follow:

- a. Paworo Radio and Trisna Alami Radio were built in village as media institution. Those community radios have principles of independence, non-partisan, and non-commercial. Constraints of community radio development were the lack of operational costs, licensing phase, limited frequency, and regeneration of radio manager.
- b. From the aspect of dissemination of information, there were news text about weather forecasts and disaster mitigation, fishery, culture, health and agriculture. All of the news texts have been published with local wisdom content of Javanese culture.

c. The process of structuration has been applied with media actors who played a role in the dissemination process. The information was published by the actor without external intervention and power domination. Although all three elements of structuration have not been fully implemented, the aspect of significance has given output of information according to the needs of the villagers.

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