

ABSTRACT

Sukma Maladewi. 105 271 1118 19. 2023. "Broadcaster Strategy in Improving the Quality of News at Radio Insania Makassar". Bachelor Thesis (SI) of Communication and Islamic Broadcasting Study Program, University of Muhammadiyah Makassar (UNISMUH), Guided by I: M. Ilham Muchtar and II: Muhammad Yasin.

This study aims to: 1) Reveal the broadcaster's strategy in improving the quality of news at Radio Insania Makassar and 2) Revealing the supporting and inhibiting factors of broadcasters in the strategy of improving the quality of news at Radio Insania Makassar.

This research was conducted in Makassar City, located at Radio Insania Makassar on Sultan Alauddin Street No. 259, which lasted 2 months, starting from December to February 2023. This research uses descriptive qualitative methods, with the stages of identifying the problem under study, preparing proposals, data collection stages, data analysis, and research reports. Data collection techniques are done through observation, interviews, and documentation.

The results showed that: 1) Broadcasters' strategies in improving the quality of news at Radio Insania Makassar. a) Broadcasters are required to adapt to the times and competitiveness in the modern era with digital platforms such as TV and mobile phones, b) Broadcasters are required to maximise their functions and responsibilities in improving their news with updated, factual, relevant and interesting news segments. c) Bringing in sources and involving direct listeners. e) News sources are obtained from ANTARA.NEWS and RRI media as well as events that are hits. 2) Supporting and inhibiting factors of broadcasters in the strategy of improving the quality of news at Radio Insania Makassar. Supporting factors for Radio Insania Makassar, a) The network has used the Digital Network internet which can be accessed through the application. b) The provision of facilities and infrastructure and adequate funds, c) Technical (network) and non-technical (quality of broadcasters) factors. d) Radio Insania Makassar broadcasts have evolved in the digital era starting from analogue channels (voice) to Digital Networks (voice and data transmission) which are accessed through applications. While the inhibiting factors are: a) Internet networks that sometimes have problems. b) News availability from two old media sources, such as ANTARA.NEWS and RRI. c) Technical factors (network) weather and broken equipment and non-technical (quality of broadcasters). d) some listeners cannot access the internet because of the transition from analogue to digital broadcasts.

Keywords: Strategy, Broadcaster, Quality, News, Radio.