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**Mediamorphosis of Radio Broadcasting on Drive-In Concert Event In Pandemic Era**

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***Abstract***

The number of radio listeners in Indonesia stood at 11.1 million in 2019, which is the highest number in the last 4 (four) years. Radio is one of the broadcasting communication media that is still very effective for entertainment purposes, listening to accurate information, news, advertising and also educational purposes. Coupled with the existence of radio streaming applications that make it easy for loyal listeners to continue to follow the broadcast. The effectiveness of advertising using radio broadcasting media is seen by PT. Berlian Entertainment who then decided to cooperate with Mahaka Radio Integra in marketing & delivering the Drive In Concert Event. This study aims to analyze the role of Mahaka Radio Integra broadcasting in marketing & delivering the Drive-In Concert Event organized by PT. Berlian Entertainment in "Danamon New Life Experience". The paradigm in this study is a constructivist paradigm with sociocultural traditions and qualitative approaches. The method used in compiling this study is Gamson and Modigliani Framing Analysis with research theory based on Marshall McLuhan's Technological Determinism. From various news headlines displayed by online media like Beritasatu, Kompas.com, JakartaPost and Tribunews can be concluded that the news given about the drive-in concert event is the first event carried by Berlian Entertainment with Mahaka Radio Integra by applying health protocols, watching behind the wheel of the car, and enjoy the music. The convergence between online and offline media is one of the innovations for this drive-in concert itself, and this convergence is the part of Mediamorphosis. The music lovers who miss to watching music concerts can enjoy the concert by utilizing the online FM radio signal presented in their own cars and can also see the musicians playing their music using the sound system offline.

**Keywords** : Radio Broadcasting role,Drive In Concert Event Convergence, Framing Analysis, Technological Determinism, Mediamorphosis

**Abstrak**

Jumlah pendengar radio di Indonesia mencapai 11,1 juta pada tahun 2019, yang merupakan jumlah tertinggi dalam 4 (empat) tahun terakhir. Radio merupakan salah satu media komunikasi penyiaran yang masih sangat efektif untuk tujuan hiburan, mendengarkan informasi akurat, berita, iklan dan juga tujuan pendidikan. Ditambah lagi dengan adanya aplikasi streaming radio yang memudahkan pendengar setia untuk terus mengikuti siarannya. Efektivitas periklanan dengan menggunakan media penyiaran radio dilihat oleh PT. Berlian Entertainment yang kemudian memutuskan untuk bekerjasama dengan Mahaka Radio Integra dalam memasarkan Event Drive In Concert yang akan diadakan. Penelitian ini bertujuan untuk menganalisis peran broadcasting Mahaka Radio Integra dalam memasarkan Event Drive-In Concert yang diselenggarakan oleh PT. Berlian Entertainment dalam "*Danamon New Life Experience".* Paradigma dalam penelitian ini adalah paradigma konstruktivis dengan tradisi sosiokultural dan pendekatan kualitatif. Metode yang digunakan dalam penelitian ini adalah Analisis Framing Gamson dan Modigliani dengan teori penelitian berdasarkan Technological Determinism Marshall McLuhan. Dari berbagai headline berita yang ditampilkan oleh media online seperti Beritasatu, Kompas.com, JakartaPost, dan Tribunews dapat disimpulkan bahwa pemberitaan yang diberikan mengenai acara konser drive-in ini merupakan acara pertama yang dilakukan Berlian Entertainment bersama Mahaka Radio Integra dengan menerapkan protokol kesehatan, menonton di belakang kemudi, dan suguhan musik. Konvergensi antara media daring dan luring menjadi salah satu inovasi bagi drive-in concert ini sendiri, dan hal ini menjadi salah satu bagian dari Mediamorfosis. Pecinta yang rindu menonton konser musik dapat menikmati konser tersebut dengan memanfaatkan sinyal radio FM secara daring yang dihadirkan di mobil masing-masing dan juga dapat melihat musisi yang bermain musik menggunakan sound system secara luring.

**Kata Kunci**: Peran penyiaran radio, Konvergensi Event Drive In Concert, Analisis Framing, Technological Determinism,Mediamorfosis

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**1. Introduction.**

Communication is a method used by humans to convey a message or intent and opinion to humans or other individuals (Ngurah & Pramiswara, 2020). Communication is done as a form of interaction between fellow human beings who are social beings (Putri, 2020). Communication is a process of conveying information from one person to another. Communication will work best when there is an attitude of mutual understanding, that is, when both the sender and the receiver can understand the information.(Laurensia et al. 2020) Thus, communication can be said to play an important role in human life that instinctively, as a social being needs to socialize and interact with other human beings, both individually and in the community. Many ways are done by humans to communicate, interact and argue, among others, through the use of mass media as a means of communication (Chaniago, 2020). Communication, in the process itself is divided into several types, namely verbal communication, non-verbal communication, symbiolic communication, oral communication and written communication, interpersonal communication, public communication and finally, mass communication (Schmidt, 2020).

One form of mass communication that is still popular today is through the intermediary of radio broadcasting media. Radio is a traditional mass media that re-exists among indonesians. . In line with digital broadcasting development in Indonesia, the existence of radio broadcasting media is also increasing., moreover, with the integration of digital radio receivers in automobiles and mobile phones can increase the existence of digital radio broadcast receiver devices. (Gultom, 2015) Radio today is still a lot of sponsors of off-air events for various circles, ranging from school-age children to working age. Not only that, brands that work together to advertise on the radio are also increasingly diverse. In fact, television stations are also one of the clients of radio advertising until they work together in an event. Interestingly, this phenomenon goes hand in hand with the development of communication media technology and mass media.

Number of radio listeners, based on Nielsen in (Kezia, 2020) in dki jakarta and surrounding areas reached 11.1 million. This number is recorded as the largest number of listeners in the last 4 (four) years. The interest of listeners who are still loyal in listening to this radio is because the programs on the radio that have been arranged in such a way and packed adjust the segmentation of the listener and have an interesting impression for the listener. In addition, content and content factors on the radio also appeal to loyal listeners.

The large number of radio listeners indicates that advertising on the radio is still very effective to do. Advertisements broadcast through radio broadcasting media intermediaries are shown repeatedly in one day. Thus, this will awaken the subconscious of the listeners to record the products and services that are being promoted by the Radio (Warnori, 2021). Not only that, based on surveys conducted by (Iswarinda, 2021), most Indonesians listen to the radio not only as an entertainment destination, but also to listen to accurate information, news, advertisements and also educational purposes.

One of the increasingly advanced and prominent radio broadcast media at this time is the radios under the Mahaka Radio Integra Group (hereinafter abbreviated as MARI). The company even has its own streaming app by combining radio and podcasts. This is done so that loyal listeners from Mahaka Radio Integra (MARI) can still listen to the radio even remotely (Nathania, 2020). The radio streaming facility owned by Mahaka Radio Integra (MARI) is one of the efforts so that Mahaka Radio Integra (MARI) can continue to maintain its loyal listeners. While from the point of view of marketers or advertisers, the existence of Radio streaming facilities from Mahaka Radio Integra (MARI) is an advantage, because their ads can not only be heard by loyal listeners who are around DKI Jakarta, but also loyal listeners Mahaka Radio Integra (MARI) outside DKI Jakarta.

In an era of increasingly sophisticated technology, the use of digital media in this era is very much needed. Mahaka Radio Integra (MARI) as one of the Industry that has a roles of digital radio broadcasting is not only to expand the reach of places, information and news; but also make the public participate in using the digital media. In the COVID-19 pandemic situation, people's behavior is driven by circumstances that force them to keep their distance from each other and interact online with using social media. Social media and internet has a function as a medium of communication that includes the dissemination of information sources. Social Media & also the internet provide a way to organize activities and disseminate information tactically and usefully This has become one of the driving factors for the use of gadgets as a daily necessity for socializing, getting information and also news (Hersinta and Sofia 2020). The prove that even Indonesia Health Ministry also use social media to communicate and provide the latest information about COVID-19 to the public.(Sirait and Sanjaya 2021)

Still in line with the development of the digital internet, a technology has emerged that can blend several fragmented communication platforms into a single unit, namely Media Convergence. Media convergence is the process of merging the media, the telecommunications and digital industries, and the unification of all forms of mediated communication in digital form. still exist in their respective forms and characteristics. (Satvikadewi, Danadharta, and Aprianto 2019). Every things that Mahaka Radio Integra & Berlian entertainment has done in this Drive in Concert is a proof that this is a technology adaptation that is too late to be applied considering that technology adoption cannot be applied directly and immediately when the technology is discovered; and adaptation of the technology is based on the principle of mediamorphosis based on the media convergence.(Achmad, Juwito, and Saud 2020)

The effectiveness of advertising using radio broadcasting media is seen by PT. Berlian Entertainment then decided to cooperate with Mahaka Radio Integra (MARI) in marketing & delivering the Upcoming Event Drive In Concert. This Drive in Concert is a music art performance event held in accordance with the health protocol rules of COVID-19. The adjustment to the covid-19 health protocol rules is due to the OUTBREAK of the COVID-19 virus pandemic that is still spreading and getting worse in Indonesia. The virus that has spread since March 9, 2020 causes many government regulations to be put in place to keep people healthy and avoid infection with the virus that is spreading (Nasional, 2020). Some regulations issued as a sign of the seriousness of the government in combating the Covid-19 pandemic are reflected in Government Regulation No. 21 of 2020 on Large-Scale Social Restrictions in order to Accelerate the Handling of Corona Virus Disease 2019 (Covid-19) which was established on March 31, 2020; Regulation of the Minister of Health No. 9 of 2020 concerning PSBB Guidelines in order to Accelerate The Handling of Covid-19 is stipulated on April 3, 2020 and April 7, 2020; and Minister of Health who approved PSBB to be applied in DKI Jakarta (Belgia, 2020). In this Covid-19 Pandemic era, many industries and business fields are dimming. Some industrial sectors such as Indonesia's leading industry,namely Tourism industry sector can also be affected, even though tourism is the backbone of a country to get an increase in a country's foreign exchange (Menayang and Marta 2020). In the development of the tourism sector, the Music Industry also has an important role in it, because the music tourism is included into the category of special interest tourism. The efforts to improve the tourism industry especially in MICE activities & Special events require Event Marketing. The process of event marketing itself has the goal to increasing the profile of the event and the sponsors that involved in it to fulfill the needs for the event's audience and generate revenue. There are several festivals or events that are fully funded by government agencies, although the aim is not to increase revenue, but rather high attendance and interest in visiting.(Christina and Marta 2019)

Drive In Concert is a new way of watching music performances that requires the audience to stay in the car for the rest of the show. This Drive-in Concert is not the first Drive-in Concert held in Indonesia, Previously the Drive-in Concert has been held in 2 different cities in Indonesia, namely in Semarang on July 2020 and not so far from the schedule in Jakarta it’s in the middle of August 2020 in Bali. The city has an important role as an industrial center and a center for service activities with the aim of being one of the strategies in the country's development.(Lang, Marta, and Menayang 2020). Based on the reason that Jakarta as the capital city of Indonesia that becomes a business city for economic turnover; The Drive In Concert has been held In Jakarta and organized by PT. Berlian Entertainment in collaboration with Danamon is expected to be an entertainment for the community in the midst of the stress that come to them, both because of work and because of the virus pandemic that still does not show signs of subsiding soon.

The Drive In Concert event, named after Danamon New Life Experince, the first Drive-In Concert in Jakarta held at JI-Expo Kemayoran on August 29, 2020 starting at 17:00 with a capacity of 300 cars. Before entering, every car must go through strict checks and visitors are not allowed to get out of the car. Cars that come are also ensured to pass through the gate area spraying disinfectant to minimize the spread of coronavirus and in each car is given a distance of approximately 1.5 meters.

Based on the reasons for the Health protocol and as a new breakthrough for the concerts in the pandemic era, There is Public Relations from Berlian Entertainment that convince the audience to come to this event. The role of public relations itself is to become a bridge to the public & community about introducing a breakthrough for a new thing (Saputra and Marta 2020); especially in the current era of the Covid-19 pandemic, innovation in holding music events is needed. Currently, to make a music event a public relation is needed, because the success of an event can be seen from the event management and also communication to its customers.

Although based on human reason, Drive-In Concert marketing & delivering using Radio broadcasting media is well identified, but the level of effectiveness has never been checked. Therefore, in this study, researchers want to analyze the role of broadcasting Mahaka Radio Integra (MARI) in marketing & delivering Event Drive-In Concert PT. Berlian Entertainment with Danamon in Danamon New Life Experince. The paradigm in this study is a constructivist paradigm with sociocultural traditions and qualitative approaches. The method used in compiling this study is Gamson and Modigliani Framing Analysis with research theory based on Marshall McLuhan's Technological Determinism.

The purpose after this research is that researchers can find out how the role of Mahaka Radio Integra (MARI) broadcasting in marketing & delivering Event Drive-In Concert PT. Berlian Entertainment with Danamon in Danamon New Life Experince based on Gamson and Modigliani Framing Analysis with research theory based on Marshall McLuhan's Technological Determinism. This research is then useful for the organizers of the Drive-In Concert Event in the future to be a reference, whether marketing by advertising and delivering the concert through radio media is still effective to do.

**2. Research Method.**

This research uses qualitative descriptive research methods. Qualitative descriptive method has the nature to accumulate data, provide an overview of the phenomenon that occurs, based on case studies, use observation and observation methods to collect research data, analyze the results obtained in the research process, lastly, give conclusions to the problems studied. Thus, in this research method, researchers will make in-depth observations of the things studied later, through the dissemination of the content analysis.

Framing is a text analysis method which is one of the methods that uses a qualitative approach.(Marta et al. 2020) Framing itself is understood as the process of how someone tries to understand and interpret the meaning of a text by describing how the media frame an issue. The content analysis will follow the concept of Gamson and Modigliani Framing Analysis with research theory based on Marshall McLuhan's Technological Determinism. After that, the researchers will analyze the problem and the picture given in words to further report something in detail about the results obtained; The data sources in this study use a Primary Data that is obtained directly by researchers based on the result of observations supporting research obtained from the study of libraries, literature and various other sources that have a relationship with the problems raised in the study; The research data was collected by make analysis of interview transcripts conducted by media journalists to Mr. Dino Hamid (As CEO or Promoter of Danamon New Life Experince Drive-In Concert Event) and collecting data from the news portal sources.Previously collected Primary Data analyzed using Gamson and Modigliani Framing Analysis techniques with research theory based on Marshall McLuhan's Technological Determinism.

**3. Discussion.**

**Development of The Role of Radio Broadcasting**

The role of radio broadcasting at this time has certainly had a development process that has previously been a medium of communication as it is today (Rihartono, 2015). Radio broadcasting in Indonesia itself is experiencing developments caused by information technology. Information at this time can be obtained from television and radio, which can be accessed through the internet network. This is a alignment of conventional media using updated media. Internet radio which is currently known as web radio, net radio, streaming radio or e-radio itself is a radio broadcasting service that is transmitted using the internet. Broadcasting conducted using the internet is usually referred to as webcasting because it is not widely transmitted through wireless means.

Internet Radio has streaming media that can provide continuously performed audio channels and there is no operational control of broadcasting such as traditional broadcast media in general (Aprilani, 2011). There are many internet radio stations associated with traditional radio stations, but for internet radio that has a network using the internet and is not associated with traditional radio, it has an independent nature and is not incorporated with broadcasting companies from anywhere. This radio service itself is generally accessible from any part of the world, for example, people can listen to Australian and European or American radio, in addition there are also some networks such as Clear Channel located in the United States and Chrysalis in the United Kingdom that restricts broadcasting in its own country because there are certain music licensing issues and advertisements.

Internet Radio Broadcasting at this time is certainly very popular among expatriates and other listeners. It is certainly influenced because of the interests and needs that often can not be fulfilled properly and provided by local radio such as alternative music, entertainment and info and advertising that can not be accessed by using local radio only. Internet radio itself has services - program services such as those on traditional radio as well. With more and more internet radio stations, it certainly causes competition in advertising and can automatically have an impact on revenues from the radio industry itself (Muntadliroh, 2019). Marshal McLuhan said Internet Radio is a mirror by presenting innovations of audio content by using internet technology in making its development (Briandana, Pribadi, & Balaya, 2020). Its development at this time began to emerge radio that has an internet base. For example, Radio Virgin London became the first European radio show to be broadcast live on the Internet. It airs by utilizing live FM signals from its source continuously on the Internet throughout the day.

In Indonesia Internet radio began to emerge after there is a Regulation of the Minister of Communication and Informatics No. 21 of 2009 concerning digital broadcasting standards in radio broadcasting so as to provide the process of the presence of internet radio (Gultom, 2015). The Ministerial Regulation on digital audio broadcasting itself has an influence on frequency and will change the order of the internet-based radio business. The presence of the merger of broadcast radio with internet technology will certainly make changes with the presence of optimization of the use of frequencies because of the digital radio broadcasting system. There are three models of service from radio stations that have an internet base. First, it only shows sites about broadcast radio that contain company profiles, event schedules, coverage areas and more. Then the second model is to enjoy live streaming along with the airing of radio on conventional frequency channels, and the ability to download various broadcast products such as music, educational materials, culture and others with the principle of podcasts. The third model is web-related management and operations supported by remote access, program clocks, event rundowns, and loggers for advertisers (Agencies) and regulators (KPIs), accessibility by using social media such as facebook and integration of collaboration facilities from between radio broadcasts that use radio news and entertainment network(Wulandari, 2015). The radio news and entertainment network itself is built on the principle of wikinomics and podcasting which then changes the view and provides convenience in obtaining news and entertainment for the public.

**The View of Technological Determinism**

Technological determinism is a theory that aims to explain causality in the relationship between technology and people's behavior. Technological determinism has a very significant effect on our daily lives. An example that we can take is the covid-19 pandemic force us to use digital media for our daily activities. This is unavoidable and has a massive and huge impact in all aspects of social life, including educational institutions. Social interactions that occur in contemporary society today are utilized in a common space that is useful for exchanging information and socializing. At this time technology and network tools have a closeness in daily life that occurs in society. At this time people are easy to believe in carrying out transactions and looking for information on the internet. Thus, the presence of information and communication technology must be anticipated. Acceleration of space and time that is wide open for anyone in utilizing the sophistication of media technology in carrying out interaction processes and other social relationships. Marshall McLuhan himself said that changes to communication technology are inevitable which can result in profound changes, both for cultural and social order (Meisyaroh, 2013).

Marshall McLuhan says the medium is the massage. The media is an era of mass. This means that at this time we live in a unique era in the history of human civilization, namely the era of mass media. In today's unique era, Media has an influence that can influence how people think, feel, and behave. Society today exists in the era of revolution where society evolved into mass, it is due to the presence of mass media. McLuhan charts the history of human life into four periods consisting of : a tribal age, literate age, a print age, and electronic age. The transition in this period does not have gradual or evolsive properties, but rather because of the presence of communication technology. As for someone who believes that all cultural, economic, political and social changes are certainly appropriate to the development of McLuhan's theory of Technological Determinism(McLuhan, Fiore, and Agel 1967).

The development of communication technology is something that changes human culture. McLuhan said that human existence is determined by changes in communication models. Mass media is the existence or extension of man (Respati, 2014). Media not only extends the reach of a place, events, information, but makes life more efficient. The media itself can help to interpret about life so that Medium is the message is the perspective of McLuhan, the media is an important thing of the message conveyed by the media. With the mass media can change human life to be more than the content of the message that has been delivered. The dilemma that will then come with the development of communication technology is from a human being that is increasingly dominated by communication technology that he has created himself.

**Mediamorphosis of Broadcasting In Drive-In Concert Event In Pandemic Era**

The old form of mass media was replaced by newer and usually more efficient media. But this emerging form of new media does not shift the old media completely. The development of Mahaka Radio Integra broadcasting radio itself has the format and characteristics of media orientation. In other words, there is an insistence that other media appear to cause the media to make adjustments. By utilizing technology from mahaka radio integra broadcasting in marketing & delivering for Event Drive-In Concert in this pandemic era will give attention in the world of life. Technology itself can be said to be a knowledge of the way of view and experience that shapes how we act using tools and the way in which we can use the tool relates to the world in life so that technology will shape the direction of motion of science (Asrianti & Dwinanda, 2020).

The impact of the Covid-19 pandemic that can not be ascertained will end this makes the entertainment world must adjust in the procedure of enjoying entertainment. The ordinances in watching movies that are currently entering with a drive-in cinema or watching from behind the wheel as they are abroad and currently in Indonesia have entered the same ordinance. Aside from the drive-in cinema, at this time there is a procedure for watching concerts with drive-in, namely watching concerts behind the wheel of a car. Berlian Entertainmen as the event manager of Drive-In Concert collaborated with Mahaka Radio Integra in providing a new performance concept for off-air concert entertainment seekers in Jakarta. Mahaka Radio Integra is tasked to introduce the concept of the procedure of watching this new concert as a release of longing for those who long for the presence of music concerts. Drive-In Coincert itself is the procedure of watching the first concert in Indonesia with the concept of watching behind the wheel of a car (Kemenparekraf, 2020).

Mahaka Radio Integra introduced the Drive-In Concert event presented by Berlian Entertaintment with Mata Elang Production and Mahaka Radio Integra that this event certainly put forward mandatory health protocols and must be followed by all visitors starting from the committee in charge. Dino Hamid who is creative & project director of Berlian Entertainment said New Live! Experience is a fun musical performance that can be witnessed by behind the wheel of the car, this will certainly provide a sense of security and comfort because it is applied health protocols and maintain distance such as physical distancing. Mahaka Radio Integra itself introduces New Live! Experience Drive-In Concert performances that adhere to safety and health protocols which are the main requirements that must be adhered to and carried out by all parties on duty to the audience who attend the show with a sense of security and comfort. Mahaka Radio Integra also informed fans of this Drive-In Concert that, This Drive-In Concert gives performances from famous musicians (Anisa, 2020).

Mahaka Radio Integra introduced this Drive-In Concert hoping to introduce Drive-In Concert into a new way of enjoying the world of music in this pandemic era. Mahaka Radio Integra said the audience could watch the concert by enjoying the image of the singer from the large LED screen on stage. The sound in enjoying the songs performed by the musicians will be channeled with radio waves. Mahaka Radio Integra itself urges music lovers to monitor this information from local radio such as Mustang 88.0 FM, JAK! 101 FM and so on (Anisa, 2020). The existence of marketing & delivering concert using Mahaka Radio Integra conducted by Berlian Entertainment is so that the public can enjoy the showbiz industry to still exist and can contribute to the implementation of physical distancing with drive-in concerts. Mahaka Radio Integra said that this drive-in concert event is built with the concept and technical audience can enjoy live shows from the car directly in accordance with applicable protocols. Mahaka Radio Integra said that this drive-in concert is a new experience moment in the new normal era.

**Construction of Mahaka Radio Integra Broadcasting Role In Marketing & Delivering Drive-In Concert Event In Pandemic Era**

From a number of online media such as Beritasatu, Kompas.com, JakartaPost, and Tribunews are media that are interested in the news of issues in the environment related to the Drive-In Concert Event in the Pandemic Era. As a media interested in the Event Drive-In Concert In the Pandemic Era there are several news related to the event. From the results of the analysis on the construction of the role of broadcasting Mahaka Radio Integra in marketing & delivering Event Drive-In Concert In the Pandemic Era, journalists with news using analysis tools Framing Gamson and Modigliani Model. The number of frames found can be presented with the following tables.

**Table 1. Frame : Explanation of the Drive-In Concert**

|  |  |  |
| --- | --- | --- |
| **No** | **Framing Devices** | **Reasoning Device** |
| **1** | **Methapors :**  **Spectaculer** | **Roots :**  **“Spectacular performances can be watched comfortably and safely”** |
| **2** | **Catchapharases :**  **First Drive-In in Jakarta (News Headlines)** | **Appeal to Principle**  **Concept of performance with hybrid format and with priority on safety and spectacular** |
| **3**  **4**  **5** | **Exemplar : First Drive-In in Jakarta (Headline)**  **Depictions : PSBB Transitions to First-Time Drive-In Concert**  **Visual Images :**  **-** | **Consequences**  **First concert held in car** |

**Source: Beritasatu “First Drive-In Concert in Jakarta Ready to Be Held” (Anisa, 2020)**

From the analysis **Methapors** from the news above explained that Drive-In Concert is an event that can be watched comfortably and safely. At this event, the organizers of the Drive-In Concert event prioritized safety and health protocols to be the main requirement that must be adhered to by all parties in charge until the audience.

From the analysis **Cathcphrases** used in the online media Beritasatu is the first Drive-In Concert held in Indonesia by carrying the concept of performances with a hybrid format and with

priority health protocols even in a magnificent event.

From the analysis **Exemplar** which is a comparison described in the online media Beritasatu with as the First Drive-In held in Jakarta conducted the procedure of watching a concert with in the car then utilizing the frequency of radio waves to get the sound displayed.

From the results of **Depiction** described by the online media Beritasatu is with the existence of PSBB made the triggering of the drive-in concert concept event that was first held in Indonesia.

From the results **Visual image** displayed by Beritasatu are as follows :



**Image 1. SoulGroove group entertains the audience in the car during the Drive-In Concert in Jakarta**

**Source: (Anisa, 2020)**

Berlian Entertainment, innovated a music concert event with the latest concept and by implementing the COVID-19 health protocol required by the government. The innovation of the Danamon New Life Experience Drive In concert music concert is the first concert held in Jakarta, Indonesia.

A Drive-In concept performance with hybrid format of the convergence of the media has been successfully held By Berlian Entertainment,Mata Elang & Mahaka Radio Integra. Dino Hamid as CEO of Berlian Entertainment in a virtual discussion said "Right now, what we have to prove is safety. When it comes to content, everyone wants to make a concert. The concept that we created yesterday was the frontliner of the safety protocol ". (Eventori 2020)

The success of the concert apparently just not only attract the attention of the national media, but also the international media. In addition, what Dino Hamid just done has inspired the number of people to organize something similar in the Future.

**Table 2. Frame : As in Denmark, Indonesia Will Present a Drive-In Concert**

|  |  |  |
| --- | --- | --- |
| **No** | **Framing Devices** | **Reasoning Device** |
| **1** | **Methapors :**  **Watch the fun from the car** | **Roots :**  **Berlian Entertainment held a Drive-In Concert event, seeing music concerts from behind the wheel of a car** |
| **2** | **Catchapharases :**  **As in Denmark, Indonesia Will Present a Drive-In Concert (Headline)** | **Appeal to Principle**  **The concept of a music concert that aims to bring music concerts from behind the wheel of a car** |
| **3**  **4**  **5** | **Exemplar : As in Denmark, Indonesia Will Present a Drive-In Concert (Headline)**  **Depictions : Watch the fun from the car**  **Visual Images :**  **-** | **Consequences**  **As successful as held by Denmark held by Mads Langer is expected Drive-In Concert in Indonesia can run smoothly.**  **Describing the experience in the new era presented by Berlian Entertainmen and Mahaka Radio Integra** |

**Source: Kompas.com “As in Denmark, Indonesia Will Present a Drive-In Concert” (kompas.com, 2020)**

From the results of the **methapors** analysis of the news above described kompas.com watching fun from the car that was stretchered by Berlian Entertainment with Mahaka Radio Integra as a new experience during the Covid-19 pandemic.

From the results of **Cathcphrases** (Jargon or Slogan) used in online media kompas.com is Like in Denmark, Indonesia Will Present a Drive-In Concert, this is intended the concept of a music concert that aims to present a music concert from behind the wheel of a car.

From the results of **exemplar** which is a comparison described in the online media kompas.com with as As in Denmark, Indonesia Will Present a Drive-In Concert. As successful as held by Denmark held by Mads Langer is expected Drive-In Concert in Indonesia can run smoothly.

From the results of **depictions** depicted by online media kompas.com is a fun watch from a car depicting the experience in a new era presented by Berlian Entertainmen and Mahaka Radio Integra.

 From the **visual image** displayed by kompas.com are as follows :

**Image 2. Berlian Entertainment plans to hold Drive-In Concert**

**Source: (kompas.com, 2020)**

This is reinforced by data obtained from (Kompas 2020) which says that the audience is only allowed to follow in the car. The exception is the audience can get out of the car just to go to the toilets that are already available in every corner of the stage area. Different from the usual music events, Danamon New Live Experience presents a higher stage. As for audio, the organizers only provide sound via radio frequency.

The car is sprayed with disinfectant before entering the area, then the maximum height of the car is 2 meters (so as not to cover other cars). In addition, the visitors who wants to go to the toilet or calling the committee are required to turn on the hazard lights.

The visitors also prohibited to bring food and drinks from outside the event. Food orders within the venue can only be made online before entering the stage area.

In a group, visitors can only have a maximum of three people, the distance between vehicles is 1.5 meters left and right and 3 meters behind and the audience must obey the organizers regarding when to turn on and turn off the car.

**Table 3. Frame : Indonesia's first-ever drive-in concert coming soon**

|  |  |  |
| --- | --- | --- |
| **No** | **Framing Devices** | **Reasoning Device** |
| **1** | **Methapors :**  **Indonesia’s first-ever drive-in concert** | **Roots :**  **The first drive-in event held by Indonesia.** |
| **2** | **Catchapharases :**  **Indonesia's first-ever drive-in concert coming soon (Headline)** | **Appeal to Principle**  **The concept of the first concert held in Indonesia with the theme Drive-In** |
| **3**  **4**  **5** | **Exemplar : Indonesia's first-ever drive-in concert coming soon (Headline)**  **Depictions : Maintain people for physical distancing**  **Visual Images :**  **-** | **Consequences**  **The concept of the first drive-in concert in Indonesia by registering with the Drive-In Concert website** |

**Source: (The Jakarta Post, 2020)**

From the results of **methapors** analysis of the news above described By The Jakarta Post is Indonesia's first-ever drive-in concert which is the first drive-in event held by Indonesia.

From the results of **Cathcphrases** (Jargon or Slogan) used in the online media The Jakarta Post is Indonesia's first-ever drive-in concert coming soon which is the concept of the first concert held in Indonesia with the theme Drive-In.

From the results of **Exemplar** which is a comparison described in the online media The Jakarta Post as Indonesia's first-ever drive-in concert coming soon which is the concept of the first drive-in concert in Indonesia by registering with the website Drive-In Concert.

From the results of **depiction** described by the online media The Jakarta Post is maintain people for physical distancing it is a new procedure Drive-In Concert in watching behind the wheel of the car to maintain and obey in accordance with the applicable health protocols.

From the **visual image** displayed by kompas.com are as follows :



**Image 3. The first drive-in concert in Indonesia will allow people to listen to the concert audio from their car’s FM Radio**

**Source: (The Jakarta Post, 2020)**

This Data is reinforced by CNBC Indonesia News Videos that include a conversations with the CEO of Berlian Entertainment. Dino Hamid said "Yes, so if the audio comes back again because our concentration is full on security, regarding safety where we have to make sure the audience has to stay in the car. So in terms of audio, we deliver it via FM frequency, so they enjoy the sound & the music actually comes from inside their car." (CNBC Indonesia 2020)

**Table 4. Frame : First in Indonesia, Drive-In Concert Watch Music Concert Safely and Comfortably from Inside the Car**

|  |  |  |
| --- | --- | --- |
| **No** | **Framing Devices** | **Reasoning Device** |
| **1** | **Methapors :**  **Watch music concerts safely and comfortably from inside the car** | **Roots :**  **Music concerts held and watched from inside the car.** |
| **2** | **Catchapharases :**  **First in Indonesia, Drive-In Concert Watch Music Concert Safely and Comfortably from Inside the Car (News Title)** | **Appeal to Principle**  **Concept music concert held with Drive-In watch in car in accordance with health protocols during the pandemic.** |
| **3**  **4**  **5** | **Exemplar : First in Indonesia, Drive-In Concert Watch Music Concert Safely and Comfortably from Inside the Car**  **Depictions : Brilliant performances held for music lovers in Indonesia**  **Visual Images :**  **-** | **Consequences**  **The concept of the first drive-in concert in Indonesia by watching music concerts in the car in accordance with health protocols.** |

**Source: (Kintoko, 2020)**

From the results of **methapors** analysis of the news above described Tribunews Watching music concerts safely and comfortably from inside the car is a music concert held and watched from inside the car.

From the results of **Cathcphrases** (Jargon or Slogan) used in tribunews online media is the First in Indonesia, Drive-In Concert Watch Music Concert Safely and Comfortably from Inside the Car is a concept music concert held with Drive-In watch in the car in accordance with health protocols during the pandemic.

From **exemplar** results which is a comparison described in tribunews online media as the First in Indonesia, Drive-In Concert Watch Music Concert Safely and Comfortably from Inside the Car is the concept of the first drive-in concert in Indonesia by watching music concerts in the car in accordance with health protocols.

From the results of **depictions** described by online media Tribunews is a brilliant performance held for music lovers in Indonesia.

From the **visual image** displayed by Tribunews are as follows:



**Image 4. Drive-In Concert is the first car concert in Jakarta**

**Source: (Kintoko, 2020)**

Watching a music concert in the car is with the health protocols is the concept of the Drive In Concert. There must be a consequences for the audio; in the case of this concert the committee cooperates with radio to broadcasting the audio of the concert via FM frequency It’s played at the same time with the convergence on live sound system.

This analysis is in line with the statement made by Dino Hamid as CEO of Berlian entertainment “Creating an event at a time like this is risky. The first thing I got involved in fighting with it was the production, Mata Elang and the Mahaka Media. they are also passionate about doing this together. So, we can reduce the cost," (Eventori 2020)

**4. Conclusion.**

In the current era of the Covid-19 pandemic, innovation in holding music events is needed. Currently, to organize a music event requires a trust by the audience, because the success of an event can be seen from communication to the public with a massive reach. Therefore, the media has a role and also a function as a communication medium for disseminating information to the public, and among them there is radio media as one of the mediums. Through radio media, the information needs of the general public can be conveyed and channeled according to the information source chosen by individual. The role of radio broadcasting in Indonesia continue to experience a process of development in accordance with advances in information and communication technology towards the digital era into media communication as it is today. Currently, television and radio broadcasts can be accessed via the internet, either through live streaming or through podcasts. This technological advancement is an alignment of conventional media using media updates. Digital radio broadcasts not only expand the reach of places, events, information, but make life more efficient. With the convenience of increasingly advanced technology and even more because of the pandemic situation that forces the community to use advanced technology, it will indirectly trigger digital behavior to people who currently use technology in their daily lives to get some news and information. Information and news that are packaged in such a way can certainly attract the attention of the audience to find out more through trusted news portals. The media are now competing to package information to make it more attractive to parties. We can associate this with the term Mediamorphosis with the scope of focus on the convergence. Researchers that by merging or integrating technological media that provide new functions in making it easier for someone to carry out the process of organizing concerts such as using radio as an online media and also using offline media such as sound systems simultaneously during the event is a novelty & breakthough for a concerts in COVID-19 pandemic era. The event was held successfuly, so the news and information about the success of this concert have been covered by several news portals. From this research, it can be said that the media has an important role in bringing the public or readers with news. The public will be taken to the path determined by online media such as Beritasatu, Kompas.com, and Tribunnews which published the Drive-In Concert event which was held due to the Covid-19 pandemic. From various headlines displayed by online media such as Beritasatu, Kompas.com, and Tribunnews, it can be said that the news given about this drive-in concert event is the first event in Jakarta organized by Berlian Entertainment with the role of Mahaka Radio Integra itself as promotion & broadcast media partners at the time of the Drive in concert, also by implementing health protocols, watching behind the wheel of a car while listening to music from the concert via radio, and playing music. Lovers who miss watching live music concerts can enjoy using the FM radio signal presented in their respective cars. With the covid-19 pandemic, a new procedure for music lovers to watch music concerts. But Unfortunately, JakartaPost said that Danamon New Live Experience Drive In concert was the first Drive In Concert in Indonesia. While the First Drive In Concert in Indonesia was held on Semarang, West Java.

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