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Mediamorphosis of Radio Broadcasting on a Drive-in Concert Event during Pandemic Era

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ABSTRACT

Radio listeners in Indonesia amounted to 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, accurate information, news, advertising, and also educational purposes. Intensified by the existence of radio streaming applications, there has been the development of loyal listeners due to its easier access. The fact that radio broadcasting media is still popular for advertising purposes, PT. Berlian Entertainment then decided to cooperate with Mahaka Radio Integra in marketing and conducting a drive-in concert event. This study aims to analyze the role of Mahaka Radio Integra Broadcasting in marketing and organizing a drive-in concert named after “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’s Framing Analysis with research theory based on Marshall McLuhan’s Technological Determinism. From various news headlines displayed by online media such as Beritasatu, Kompas.com, JakartaPost, and Tribunews, it can be concluded that the drive-in concert event is the first event which applied health protocols while watching behind the wheel of the car, and enjoying the music. The convergence between online and offline media is one of the innovations for this drive-in concert itself, and this convergence is part of Mediamorphosis. Music lovers who miss watching musical concerts because of the pandemic can enjoy the concert by utilizing the online FM radio signal presented in their cars and can also see the live performance of the musicians behind their wheels.

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

INTRODUCTION

Communication is a method used by humans to convey a message or intention and opinion to other individuals (Ngurah & Pramiswara, 2020). This interaction happens since all human beings are social beings (Putri, 2020). Communication will work best when there is an attitude of mutual understanding in which both the sender and the receiver can understand the information (Laurensia et al. 2020). Thus, communication plays 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. There are many ways on how humans communicate, interact and argue; among of them is via mass media (Chaniago, 2020). The communication process is divided into several types, namely verbal communication, non-verbal communication, symbolic 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 pre-existed among Indonesians before the birth of the nation. In line with digital broadcasting development in Indonesia, the existence of radio broadcasting media has also grown. The integration of digital radio receivers in automobiles and mobile phones can increase the number of radio customers (Gultom, 2015). In addition, radio stations and companies remain to play their traditional role as the proponents of off-air events for various purposes, ranging from small to large scale live events. Intererstingly companies that advertise on the radio are also increasingly diverse. Even, television stations may also become clients of radio advertising. This phenomenon is paralell with the development of communication media technology and mass media.

The number of radio listeners, according to the Nielsen statistics, in DKI Jakarta and surrounding areas reached 11.1 million (Kezia, 2020). This number is recorded as the largest number of listeners in the last four years. On top of that, due to the meticulous segmentation

of the radio programs, the interests of radio listeners are still apparent. In addition, the trends of diverse built-in contents remain appealing to the loyal listeners.

The large number of radio listeners indicates that advertising on radio is still very effective. This happens due to the nature of broadcast advertisements through radio which are presented repeatedly in one day. This nature will potentially engage the listeners' subconsciousness to memorize the products and services promoted by radios (Warnori, 2021). This potential has been confirmed by a survey conducted by (Iswarinda, 2021) which found out that most Indonesians listen to radio not only for entertainment accurate information, news, or educational purposes, but also for advertisements.

One of the increasingly advanced and prominent radio broadcast media in Indonesia is the radios under the Mahaka Radio Integra Group (hereinafter abbreviated as MARI). One of its strengths is that the company has its streaming application which combines radio and podcasts. By doing this integration, it is expected that MARI's loyal listeners can still listen to the radio even when radio signal can not be reached (Nathania, 2020). The radio streaming facility owned by MARI is one of the efforts to maintain its loyal listeners. From the point of view of marketers or advertisers, the existence of this streaming facility is an advantage because their advertisements can be accessed not only by loyal listeners around Special Capital Region of Jakarta, but also outside the area, even in overseas countries.

In an era of increasingly sophisticated technology, the use of digital media is very much needed. As one of the prominent players in this industry, MARI has an important role in developing digital radio broadcasting not only to expand the access in terms of places, information and news but also to invite the public to participate in using the digital media. This role has been more prevalent during the COVID-19 pandemic situation where people have been driven by circumstances that force them to keep their distance from each other and interact online by using social media. The social media and also the internet provide a way to organize activities and disseminate information strategically. This has become one of the driving factors of using the gadgets as a daily necessity for socializing, getting information, and also news (Hersinta and Sofia 2020). For example, Indonesia Health Ministry also uses social media to communicate and provide the latest information about COVID-19 to the public (Sirait and Sanjaya 2021).

In line with the development of the internet, a technology has emerged to blend several fragmented communication platforms into a single unit, namely media convergence. Media convergence is the process of merging the media, telecommunication and digital industries, or the unification of all forms of mediated communication into a digital form while still preserve their conventional forms and characteristics. (Satvikadewi, Danadharta, and Aprianto

2019). This phenomenon is largely based on the principles of mediamorphosis based on the media convergence (Achmad, Juwito, and Saud 2020) where technology adoption cannot be immediately applied once discovered, but it should be implemented gradually.

The mediamorphosis of the technology-based promotional strategies has been an interest among researchers. One of the phenomena can be seen from the cooperation between PT. Berlian Entertainment and Mahaka Radio Integra (MARI) in conducting an event of a drive-in concert.

This drive-in concert is a music performance in which the spectators had to comply with the COVID-19 health protocol so that rather than sitting on a concert hall, they just park their cars on the premise and enjoy the concert in their cars. This type of concert was conducted due to the year-long outbreak of the pandemic continuously infecting the whole world, including in Indonesia. The virus spreading since March 9, 2020, has forced the governments of all levels to issue regulations to keep people healthy and minimize the infection of the spreading virus (Nasional, 2020). Some regulations issued as a sign of the government's determination in combating the Covid-19 pandemic are reflected in Government Regulation No. 21 of 2020 on Large-Scale Social Restrictions to accelerate the handling of Corona Virus disease 2019 (Covid-19) established on March 31, 2020; Regulation of the Minister of Health No. 9 of 2020 concerning the Guidelines to accelerate the handling of Covid-19 stipulated on April 3, 2020, and April 7, 2020. Those regulations have also been applied in the Special Capital Region of Jakarta (Belgia, 2020). Those restriction has made many industries and business unsteady. Some Indonesia's leading industries, especially tourism industry sector, are heavily affected, while tourism is the Indonesia's backbone to increase its country's income (Menayang and Marta 2020). One of the area of tourism sector is music industry which can be included in the category of special interest tourism. The efforts to improve the tourism industry especially in MICE (meeting, incentive, convention, and exhibition) activities and special events require excellent event marketing. The goals of event marketing are to increase the profile of the event and the sponsors involved, to fulfill the needs of the event's audience and to generate revenue. However, it should be noted that several festivals or events are fully funded by government agencies, so that the aim is not to generate revenue, but to gather more attendees and to increase the public interest to visit (Christina and Marta 2019).

A 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 under study is actually not the first drive-in concert conducted in Indonesia as such an event previously was held in two other different cities in Indonesia, Semarang in July 2020 and in Bali in August 2020.

However conducting such an event in Jakarta would result in the biggest effect in the country's development due to its strategic role as the center of business. (Lang, Marta, and Menayang 2020). It was expected that by conducting the concert in Jakarta as the capital city of Indonesia, the economic turnover could start. The concert organized by PT. Berlian Entertainment in collaboration with Danamon bank was intended to provide entertainment for the community amid the psychological stress because the pandemic did not show the signs of subsiding.

The drive-in concert event, named after Danamon New Life Experience, was held at JI-Expo Kemayoran on August 29, 2020, starting at 17:00 with a capacity of three-hundred cars. In order to convince the audience to come to this event, Berlian Entertainment recruited a public relations team. that. The role of public relations itself was a bridge to the public and community in introducing this breakthrough concept (Saputra and Marta 2020) in which during the current era of the Covid-19 pandemic, innovation in holding music events was needed. In addition to make a music event successful, a public relation could also be seen as a part of the event management itself in addition to a channel of communication to its customers.

While the literature of drive-in concert marketing and organizing by using radio broadcasting media has been well identified, but studies on the level of its effectiveness has never been checked. Therefore, in this study, researchers aim to analyze the role of broadcasting Mahaka Radio Integra (MARI) in marketing and conducting a drive-in concert held by PT. Berlian Entertainment and Danamon bank in Danamon New Life Experience. The research paradigm employed in this study was a constructivist paradigm which combines sociocultural traditions and qualitative approaches. The method used in conducting this study was Gamson and Modigliani's Framing Analysis with research theory based on Marshall McLuhan's Technological Determinism. It is expected that this this research would be a useful reference for the organizers of the drive-in concert in the future whether marketing by advertising and conducting a drive-in concert through radio media is still effective to do.

RESEARCH METHOD

This research used qualitative descriptive research methods. The qualitative descriptive method has the nature to accumulate data, provide an overview of the phenomenon that occurs, focus on case studies, use observation and observation methods to collect research data, analyze the results obtained in the research process, and lastly, give conclusions to the problems studied. Thus, in this research method, researchers made in-depth observations of the subject under study through the dissemination of the content analysis.

One of the text analysis methods that uses a qualitative approach is framing.(Marta et al. 2020). Framing itself is understood as the process of how researchers try to understand and interpret the meaning of a text by describing how the media frame an issue. The content analysis implemented Gamson and Modigliani's Framing Analysis with research theory based on Marshall McLuhan's Technological Determinism. After that, the researchers analyzed the problem via the picture documentation with its caption to further report something in detail about the results obtained. The primary data was obtained directly from observations supported by library research and various other sources that have connection with the research problems raised in the study. The research data was collected by making an analysis of journalists' interview transcripts of Mr. Dino Hamid (As CEO or Promoter of Danamon New Life Experience Drive-in concert Event) in addition to data collected from the news portal sources.

DISCUSSION

The Development of The Role of Radio Broadcasting

The role of radio broadcasting at this time has certainly been a part of a development process as a medium of communication (Rihartono, 2015). Radio broadcasting in Indonesia itself is experiencing a dramatic developments caused by the emergence of information technology in which television and radio can be accessed through the internet network. This is an 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. The broadcasting via the internet is usually identified as webcasting because it is widely transmitted through wireless means.

Internet Radio has more advantages since it can provide continuously performed audio channels and there is no operational control of broadcasting compared to traditional broadcast media (Aprilani, 2011). However, most internet radio stations are still associated with conventional radio stations, although those that are not have more independent in nature Another advantage is that 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. However, 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 due to music licensing issues and advertisements.

Internet Radio Broadcasting is certainly very popular among expatriates and other listeners. Their existence is supported by the fact that local radio stations can not fulfill and provide their interests and needs by such as listening to alternative music, entertainment

and info and advertising. With the greater number of internet radio stations, its competition with the conventional ones in advertising get tough and have a huge impact on revenues from the radio industry itself (Muntadliroh, 2019). Marshal McLuhan said internet Radio reflected innovations of audio content because of its using internet technology in making development (Briandana, Pribadi, & Balaya, 2020). The first development of an internet based radio is Virgin Radio from London which became the first European radio show broadcasted live on the Internet. It continuously airs by utilizing live FM signals from its source on the Internet throughout the day.

In Indonesia, Internet radio began to emerge after the stipulation of the Regulation of the Minister of Communication and Informatics No. 21 of 2009 concerning digital broadcasting standards in radio broadcasting which highlights the presence of internet radio (Gultom, 2015). The Ministerial Regulation on digital audio broadcasting itself influences the frequency and changes the order of the internet-based radio business. The merger of broadcast radio with internet technology will certainly make changes on the present optimization of the use of frequencies because of the different nature of digital radio broadcasting system. There are three models of service from radio stations that intends have an internet base service. First, it only shows sites about broadcast radio' company profiles, event schedules, coverage areas, and more. The second model is that the costumers can enjoy live streaming along with the airing of radio on conventional frequency channels, and download various broadcast products such as music, educational materials, culture, and others. 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 to use social media such as Facebook, and integration of facilities between news radio 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 public's perspective and provides convenience in obtaining news and entertainment.

The Concept 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 is the covid-19 pandemic which forces us to use digital media for our daily activities. This changes are unavoidable and have a massive impact on all aspects of social life, including educational institutions. Social interactions also utilize the common space for exchanging information and socializing. No wonder technology and network tools have closeness for daily life. People become more confident in carrying out

transactions and looking for information on the internet. However, the presence of information and communication technology must be anticipated. The utilization of sophisticated media technology has great impact on how people carry out interaction processes and other social relationships. Marshall McLuhan himself argues that the development of communication technology are inevitable which can result in profound changes, both for cultural and social order (Meisyaroh, 2013).

Marshall McLuhan furthermore insists that the medium is the stepping stones and the media are an era of mass. This means that presently we live in a unique era in the history of human civilization, namely the era of mass media. In today's unique era, media can influence how people think, feel, and behave. Society today exists in revolution era where society evolve into mass due to the presence of mass media. McLuhan argues that the history of human life can be structured into four periods consisting of: a tribal age, literate age, a print age, and electronic age. The transition is always gradual or evolving because of the presence of communication technology. 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 have changed human culture. McLuhan, furthermore, claims that human existence is determined by changes in communication models since mass media is extension of man existence (Respati, 2014). Media do not only extend the scopes in term of place, events, and information but also make life more efficient. The media itself can help to interpret life because according to McLuhan the media convey the most important messages . The mass media can change human life to be more than the content of the message delivered. The dilemma then come out because a human being 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. As an example is the development of Mahaka Radio Integra broadcasting radio itself which has the format and characteristics of media orientation. In other words, there has been a power that forces the media to make adjustments. This study which focuses on utilizing technology from Mahaka Radio Integra broadcasting in marketing and delivering for a drive-in concert event during this pandemic era is also an effort to give attention in the world of life. Technology itself contains knowledge of our way of life and experience that shapes how we act using

tools and how we can use the tool to relate with the world in life. By so doing, technology will shape the direction of science (Asrianti & Dwinanda, 2020).

The impact of the Covid-19 pandemic that can not be ascertained to end makes the entertainment world adjust the way how people enjoy entertainment. The practice in watching movies in a drive-in cinema or watching from behind the wheel has been applied in Indonesia. The same procedure can be applied by enjoying concerts via a drive-in, or watching concerts behind the wheel of a car. That inspired Berlian Entertainment as the event manager of a drive-in concert to collaborate with Mahaka Radio Integra in providing a new performance concept for off-air concert entertainment seekers in Jakarta. Mahaka Radio Integra was assigned to introduce the new concept watching a concert as to fulfill the need of those longing for the presence of music concerts. Drive-in concert itself is claimed to be the first concert in Indonesia with the concept of watching behind the wheel of a car (Kemenparekraf, 2020).

Mahaka Radio Integra introduced a drive-in concert event presented with cooperation with Berlian Entertainment and Mata Elang Production and maintained the mandatory health protocols which should be complied all visitors, including the managing committee. Dino Hamid, the creative and project director of Berlian Entertainment, claimed that the event was fun and certainly provided a sense of security and comfort because it applied health protocols and maintained physical distancing. Mahaka Radio Integra also informed fans that its drive-in concert would stage performances from famous musicians (Anisa, 2020).

Mahaka Radio Integra introduced this Drive-in concert as 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 of the songs performed by the musicians would be channeled with radio waves. Mahaka Radio Integra itself urged music lovers to monitor this information from local radio such as Mustang 88.0 FM, JAK! 101 FM, and so on (Anisa, 2020). The company believed that the public can still enjoy the showbiz industry while maintaining to the implementation of physical distancing.

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

Several online media such as Beritasatu, Kompas.com, JakartaPost, and Tribunews were interested to cover the news related to the Drive-in concert Event in the Pandemic Era. By using Gamson and Modigliani's Model of Framing, the construction of the role of broadcasting Mahaka Radio Integra in marketing and delivering Drive-in concert event during the pandemic

era was studied. The analysis tools reveal some framing created by the news journalists. 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	Metaphors : Spectacular	Roots : “Spectacular performances can be watched comfortably and safely”
2	Catchpharases : First Drive-In in Jakarta (News Headlines)	Appeal to Principle Concept of performance with the hybrid format and with priority on safety and spectacular
3	Exemplar: First Drive-In in Jakarta (Headline)	Consequences The concert was conducted with audiences sitting in their cars
4	Depictions: “PSBB” /restriction Transitions to First-Time Drive-in concert	
5	Visual Images : -	

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

The analysis of **Metaphors** from the news above showed that Drive-in concert is an event that can be enjoyed comfortably and safely. At this event, the organizers of the drive-in concert event prioritized safety and health protocols to be the main requirements complied by all parties involved, including the audience.

From the analysis of **Catchphrases**, Beritasatu online media underlined that the event was the first drive-in concert held in Indonesia by carrying the concept of performances with a hybrid format and with priority of health protocols even in a magnificent event.

From the analysis of **Exemplar**, Beritasatu online media claimed that this concert was the first drive-In held in Jakarta which required the spectators to watch the concert inside the car by utilizing the frequency of radio waves to get the sound displayed.

From the analysis of **Depiction**, Beritasatu online media reported that the existence of PSBB/ The area restriction became the trigger of the drive-in concert firstly conducted in Indonesia.

From the analysis **Visual images**, Beritasatu presents the picture as follow :



Figure 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 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 a hybrid format of the convergence of the media has been successfully held by Berlian Entertainment, Mata Elang and 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 frontline of the safety protocol “. (Eventori 2020)

The success of the concert did not only attract the attention of the national media but also the international media. In addition, what Dino Hamid did has inspired some groups to organize something similar in the future.

Table 2. Frame: Alike in Denmark, Indonesia Will Present a Drive-in Concert

No	Framing Devices	Reasoning Device
1	Metaphors : 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	Catchpharases : Alike 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	Exemplar: Alike in Denmark, Indonesia Will Present a Drive-in concert (Headline)	Consequences As successful concert in Denmark by Mads Langer, it is expected that the drive-in concert in Indonesia can run smoothly.
4	Depictions: Watch the fun from the car	Describing the experience in the new era presented by Berlian Entertainment and Mahaka Radio Integra
5	Visual Images : -	

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

The **analysis of the metaphor** of the news described kompas.com resulted that the experience of watching from inside the car organized by Berlian Entertainment with Mahaka Radio Integra was a new and fun experience during the Covid-19 pandemic.

The analysis of **Catchphrases** (Jargon or Slogan) used in kompas.com online media claimed that Indonesia is going to present a similar drive-in concert conducted before in Denmark. The statement intended to highlight the concept of a music concert aiming at presenting a music concert from behind the wheel of a car.

The analysis of **exemplar** focuses on the way kompas.com online media made comparison by stating that Alike in Denmark, Indonesia Will Present a Drive-in concert. As it was successfully conducted in Denmark by Mads Langer, it is expected that drive-in concert in Indonesia can also run smoothly.

The analysis of **depictions**, kompas.com online media shows that it was is fun to watch a concert from. It is argued that the experience in a new era presented by Berlian Entertainment and Mahaka Radio Integra is depicted in a positive way.

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



Image 2. Berlian Entertainment Plans to Hold Drive-in Concert

Source: (kompas.com, 2020)

The data obtained from (Kompas 2020) says that the audience was only allowed to enjoy the event in the car. The exception was given to the those who wanted to go to the toilets that were already available in every corner of the stage area. They needed to turn on the hazard lights as a signal for committee members to usher them. Different from the usual music events, Danamon's New Live Experience concert was presented on a higher stage so that the audience could see the performance comfortably. As for audio, the organizers only provided sound via radio frequency so that the audience did not need to open their windows to access it. In addition, the car was sprayed with disinfectant before entering the area. The maximum height of the car was 2 meters so they did not block spectators in other cars. The visitors were also prohibited to bring food and drinks from outside the event. Instead, they needed to order food or snacks within the venue via online transaction before entering the stage area. Furthermore, there should be a maximum of three people in each car. The committee also arranged that each car was parked with the distance of 1.5 meters

left and right and 3 meters behind. Another regulation was that 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	Metaphors : Indonesia’s first-ever drive-in concert	Roots : The first drive-in event held by Indonesia
2	Catchpharases : 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	Exemplar: Indonesia's first-ever drive-in concert coming soon (Headline)	Consequences The concept of the first drive-in concert in Indonesia by registering with the drive-in concert website
4	Depictions: Maintain people for physical distancing	
5	Visual Images : -	

Source: (The Jakarta Post, 2020)

The results of the **metaphor** analysis of the news described by The Jakarta Post is that the event was the Indonesia’s first-ever drive-in concert held by Indonesia.

The results of **Catchphrases** (Jargon or Slogan) analysis used in the The Jakarta Post online media, shows that it was Indonesia’s first-ever drive-in concert coming soon. The jargon claimed that it was the first concert held in Indonesia.

From the results of **Exemplar** analysis, it shows an achievement described in the The Jakarta Post online media as Indonesia’s first-ever drive-in concert coming soon. The news urged the spectrooes to register on the website of the drive-in concert.

From the results of **depiction** described The Jakarta Post the online media, it is found that the committee maintained people for physical distancing as a new procedure. Drive-in concert requires the spectators to watch behind the wheel of the car to maintain and comply with the applicable health protocols.

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 result is reinforced by CNBC Indonesia News Videos, include a conversation with CEO of Berlian Entertainment. Dino Hamid said “Our primary concentration is safety where we have to make sure audience has to stay in the car. In terms of audio, we will deliver it via FM frequency, so they enjoy the music coming from their cars.” (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	Metaphors : Watch music concerts safely and comfortably from inside the car	Roots : Music concerts held and watched from inside the car
2	Catchphrases : 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 from the car following health protocols during the pandemic
3	Exemplar: First in Indonesia, Drive-in concert Watch Music Concert Safely and Comfortably from Inside the Car	Consequences The concept of the first drive-in concert in Indonesia by watching music concerts in the car following health protocols
4	Depictions: Brilliant performances held for music lovers in Indonesia	
5	Visual Images : -	

Source: (Kintoko, 2020)

From the results of **metaphor** analysis of the news described Tribunews, it is found that spectators can watch music concerts safely and comfortably from inside the car.

The result of **Catchphrases** (Jargon or Slogan) analyzed in Tribunews online media is that the First in Indonesia, Drive-in concert Watch Music Concert Safely and Comfortably from Inside the Car. It shows that it is a concept music concert held with Drive-In watch in the car but complying with health protocols during the pandemic.

The **exemplar** of results which is a comparison described in Tribunews online media saying that it was the First in Indonesia, Drive-in concert Watch Music Concert Safely and Comfortably from Inside the Car. This strengthens one concept of the first drive-in concert in Indonesia by watching music concerts in the car while following health protocols.

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

The **visual image** displayed by Tribunews are as follows:



Figure 4. Drive-in Concert is The First Car Concert in Jakarta
Source: (Kintoko, 2020)

Watching a music concert in the car with health protocols is the basic concept of the drive-in concert. There must be consequences for the audio. That is why the committee cooperated with radio stations to broadcast the audio of the concert via FM frequency. This was not easy since It should be played at the same time to create a convergence with the 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 to deal with was the production cost. However, I felt really grateful that Mata Elang and the Mahaka

Mediawere also passionate about doing this together. So, we can reduce the cost,” (Eventori 2020)

CONCLUSION

In the current era of the Covid-19 pandemic, innovation in holding music events is needed. Currently, organizing a music event requires trust of the audience because the success of an event can be seen from communication to the public with a massive scale. Therefore, the media, in this radio, has an important role and a function as a communication medium for disseminating information to the public. Through radio media, the information needs to convey and channel to the general public according to the information source chosen by an individual. The role of radio broadcasting in Indonesia continues to experience a process of development following the advancement of information and communication technology towards the digital era into media communication. Currently, television and radio broadcasts can be accessed via the internet, either through live streaming or through podcasts. This technological advancement needs an alignment of conventional media using media updates. Digital radio broadcasts do not not only expand the coverage of places, events, information, but also make life more efficient. The pandemic situation force the community to use advanced technology and indirectly trigger people’s digital behavior 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 since they are all competing to reach out the bigger portion of market share. We can associate this with the term Mediamorphosis in which the merging or integrating technological media provide new functions in making it easier for people to carry out concerts. Using radio as an online media and sound systems as offline media simultaneously during the event is a novelty and breakthrough for a concert in this COVID-19 pandemic era. The event was held successfully so that 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 this innovation. The public has been taken to the path determined by online media such as Beritasatu, Kompas.com, and Tribunnews which published the drive-in concert event. The various headlines displayed by online media such as Beritasatu, Kompas.com, and Tribunnews show positive news about this drive-in concert event. They highlight the success of the first event in Jakarta organized by Berlian Entertainment with the role of Mahaka Radio Integra itself as promotion and broadcast media partners in implementing health protocols while watching behind the wheel of a car and listening to music from the concert via radio. Lovers who miss watching live music

concerts can enjoy using the FM radio signal presented in their respective cars. Albeit the restriction during the covid-19 pandemic, this new procedure fulfill the needs of music lovers to watch music concerts. Unfortunately, JakartaPost posted a wrong information saying that the Danamon New Live Experience Drive-in concert was the first Drive-in concert in Indonesia, while actually the first Drive-in concert in Indonesia was held in Semarang, Central Java.

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