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SWOT ANALYSIS IN THE IMPLEMENTATION OF THE TRIJAYA FM RADIO NEWS PORTAL

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ABSTRACT

Radio MNC Trijaya 95.1 FM is a radio station that broadcasts the latest news in Indonesia. This research aims to create a broadcast information system on Radio MNC Trijaya 95.1 FM which provides a radio broadcast service system as well as news and song request facilities offered via the internet, and can be an online promotional media that can be accessed anytime and anywhere. To achieve the research objectives, data collection methodologies were used, such as direct observation, interviews and questionnaires. Then analyze the problem using the SWOT analysis method, and create a proposed system design that will be built using the RAD (Rapid Application Development) method, and the programming languages used are PHP and JavaScript. The database uses MySQL. The tools and editors used are XAMPP for Windows, Notepad++. The result of this research is to design a radio broadcasting information system on radio that can help listeners of Radio MNC Trijaya 95.1 FM in accessing information such as broadcast schedules, news and events, broadcaster profiles, and song requests.

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INTRODUCTION

Along with the development of current technological advances that do not escape the continuous development of communication technology, especially mass media. The dissemination of information also feels like it can be consumed easily. Mass media is a tool used in conveying messages from sources to the public as recipients using mechanical communication tools such as recipients using mechanical communication tools such as newspapers, films, radio and television. The characteristics of mass media are, first, its institutional nature. This means that there is a party that manages it until the presentation of information, second, it is one-way, which means that communication allows for dialogue between senders and recipients, is widespread and simultaneous which can overcome obstacles of time and distance because at the same time using technical and mechanical equipment Nurul Anisa (2018). The third is that it is open where the messages disseminated

can be received by anyone and anywhere regardless of age, gender or ethnicity. The success of a radio station is inseparable from the programs it broadcasts. For this reason, radio companies try to present a variety of broadcast programs. A program is also expected to have quality content from the broadcast material. The production of a good and interesting program is also the result of teamwork Jogiyanto (2019:56). Radio Trijaya FM Medan is one of the institutional mass media that continues to make itself a media that disseminates information amidst industrial progress. Radio with the widest network that can be heard. Radio MNC Trijaya FM presents the most up-to-date news that is directly reported by reporters or announcers MNC Trijaya FM Medan also presents local and foreign songs, as well as economic, political and social news. Inspirational programs that present interviews with successful sources from various fields. Various interesting program variants are presented. News processing on talk show activities, still uses scripts and is written on paper from talk show activities some news will be discussed and raised to display news on MNC Trijaya 95.1 FM and from the listener's side it is easier to re-read the news that has been delivered when the talk show is held. Radio MNC Trijaya 95.1 FM has been distributing news information via Instagram in the form of short videos, while the news delivered during the talk show is a lot, so a website portal is needed to collect news content during the talk show so that it can be read by listeners and make it easier for the MNC Trijaya 95.1 FM radio admin to summarize the news content to be broadcast. Previous research (Meftahudin et al., 2018) SWOT analysis is one of the methods used to identify various factors internally and systematically to formulate a company's strategy appropriately. The analysis is based on logic and information that can maximize strengths and opportunities, but at the same time can minimize weaknesses and threats. The strategic decision-making process is always related to the development of the company's mission, goals, strategies and policies. Therefore, strategic planning must be based on the results of the analysis of strategic factors in the company (strengths, weaknesses, opportunities and threats) in the current situation and conditions. This analysis activity is called situation analysis. The most frequently used model for conducting situation analysis is SWOT Analysis. Previous research (Rangkuti 2019, 19) SWOT Analysis has a systematic identification of various factors to formulate a company's strategy. The strategic planning method used to evaluate strengths, weaknesses, opportunities, and threats in a project or business speculation. These four factors form the acronym SWOT (strengths, weaknesses, opportunities, threats). SWOT stands for Internal Strengths and Weaknesses environment and external environment Opportunities and Threats faced by the business world. Meanwhile, according to Jogiyanto (2020, 46) SWOT is used to assess the strengths and weaknesses of the company's resources and external opportunities and challenges faced. According to David (2008, 8) all organizations have strengths and weaknesses in functional areas of business. Competitiveness The core competition of a company's success or failure. Competition determines the accuracy of a company's activities that can support its performance, such as innovation or good implementation. According to Wahyudi (2019, 3), there are several advantages that can be used by the company, namely: price, market share, brand, product quality, consumer satisfaction and distribution channels (Wibowo et. al. 2015, 62) Users of SWOT analysis can find out about external factors at PT MNC Trijaya FM MEDAN, namely the opportunity for rapidly developing information technology with the existence of a website. SWOT analysis is a systematic way of analyzing threats and opportunities in order to differentiate between situations.

SWOT ANALYSIS

The process of making important decisions is generally always associated with the problem of mission, goals, strategies and company policies. Therefore, as a strategic planner in 7 conducting analysis, it is necessary to pay attention to various perspectives related to the

factors that influence it. These factors can be broadly grouped into 4 categories called Strengths, Weaknesses, Opportunities and Threats, so they are known as.

1. Strength is a positive internal situation of the organization in the form of capabilities/resources/competencies owned by the organization, which can be used as an alternative to handle opportunities and threats.
2. Weakness is a negative internal situation in an organization where the organization's capabilities/resources/competencies are difficult to use to handle opportunities and threats.
3. Opportunity is an external situation of an organization that has the potential to be profitable and contribute to business success.
4. A threat is an external situation that has the potential to cause difficulties. This external factor cannot be controlled but can be considered in order to put in place an emergency plan to deal with problems that occur.

This SWOT analysis was introduced by Albert Humphrey, a business consultant who used it throughout the 1960s and 1970s to analyze companies on the Fortune 500 list. The project aimed to find out why planned businesses could fail. The research was funded by Fortune 500 and was expected to provide solutions on what to do if it failed. At that time, Humphrey led a research project developed with the Team Action Model (TAM) model which was used by executives in managing change within the organization. The project had the concept of SWOT analysis. However, it still has some weaknesses, but the TAM model that has been introduced by Humphrey is a concept that is widely used by analysis experts in the field of management throughout the world. Many people agree that the birth of SWOT analysis was introduced by Albert Humphrey. Humphrey is one of the founders of this SWOT analysis. Every radio program always has its own obstacles 8 in implementing its strategy and goals, especially when viewed from its competitors. Every program on the radio must be able to find any internal and external factors that will later provide opportunities and will also become strengths for achieving its greater goals by adjusting to the planned strategy. SWOT analysis is an assessment of the results of identifying a situation, to determine how a condition can be categorized as a strength, weakness, opportunity or threat. SWOT analysis helps program directors find effective strategies to achieve goals by considering external and internal aspects. Broadcast radio that wants to survive must adapt to changing trends, competition, economic and social conditions, and other factors. Routine SWOT analysis will provide program directors with the condition of the broadcast radio over time. This is useful for creating strategies to survive and thrive in various conditions.

Use Case Diagram

Use case diagram is one of the various types of UML (Unified Modeling Language) diagrams that describe the interaction between the system and the actor. Use Case can describe the type of interaction between the system user and the system. Of course, use case diagrams are something that is easy to learn. The first step in modeling, of course, is the need for a diagram that is able to describe the actions of the actor with the actions of the system itself, as found in the use case diagram. According to Sukamto and Shalahuddin (2018: 155) defines that "Use Case or use case diagram is a modeling for the behavior of the information system to be created. Use Case describes an interaction between one or more actors with the information system to be created". Basically, use cases are used to find out what functions are in an information system and who has the right to use those functions. The naming requirement for use cases is that the name is defined as simply as possible and can be understood. According to Rosa and Shalahuddin (2018: 155), there are two main things in use cases, namely the definition of what is called an actor and a use case.

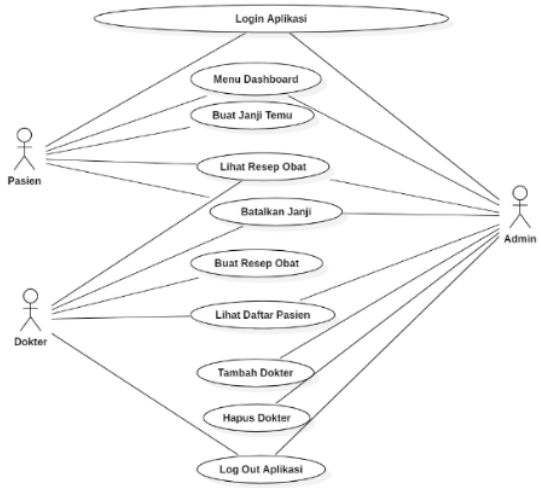

Figure 1. Use Case Diagram

HISTORY OF RADIO

At first, radio was greatly underestimated and attention to the new discovery was only focused as a means of transmission technology. Radio was used more by the government and military for the needs of delivering news and information. So that radio was only used for the needs of the authorities who aimed at ideology and politics. In 1909, radio was only recognized for its role in delivering information, radio managed to save all passengers on a ship that sank during an accident after listening to information from the radio. Radio has been proven to deliver accurate and very fast information so that everyone is looking at this media. Laili Zamlatul Faoziyah's Journal, 2019, entitled Strategy of the Program Director of Radio Prambors 102.2 FM in Maintaining Listener Loyalty. This study is useful for knowing how the Strategy of the Program Director of Radio 102.2 FM Prambors to Maintain Listener Loyalty. At the beginning of its first creation, the radio had a large size because it used electricity from a large battery. At that time, when you wanted to use the radio, you had to have sufficient electronic knowledge and patience. In 1926 the radio company improved the radio product to make it more practical. Using two knobs that are useful for searching for signals, electrical power can use electrical power at home, and change the appearance of the radio like furniture at home. Broadcasting typical Indonesian programs such as local soap operas and dangdut music. TPI has also won many awards with its dangdut and soap opera programs.

MNC TRIJAYA

Figure 2. MNC Trijaya Logo

Figure 3. Website Home Page

ftware methods.

1. Observation

Observation is a data collection technique by observing things related to the Trijaya 95.1 FM Medan Radio Company. Observation as a data collection tool, its implementation can be done in a structured or unstructured manner. Structured observation is an observation that has been designed in such a way and systematically related to what will be observed. In this structured observation, the observation schedule, observation location, and observation object have been prepared with certainty. While unstructured observation is an observation that is not prepared systematically about what will be observed.

2. Interview

Interview is a two-way conversation with a specific purpose. The conversation can be conducted by two people, namely the interviewer and the informant or respondent. It takes quite a long time to collect data, with the interview method the researcher must think about its implementation. In unstructured interviews the researcher will listen more to what the respondent tells. Based on the analysis of each respondent's answer, the researcher can ask various subsequent questions that are more directed at a goal. The data collected are regarding the planning, organizing, directing and supervision of broadcast programs. Therefore, the interview conducted for the company that will be the data collection technique is to ask questions and answers by the researcher to the authorities in accordance with the problem being studied. Where the researcher asked a series of questions related to the Trijaya 95.1 FM Medan Radio Company. The researcher chose the interview method in this study to find out and see how the development and things that hinder the Trijaya 95.1 FM Medan broadcasting company to obtain real data, in terms of indicators, namely, broadcasting, production facilities 29 carried out, data collection, concepts on the program to be carried out and the schedule (schedule) that was prepared.

3. Documentation

Documentation in this study is a data collection technique using facilities to capture an event. Recording related to the problem to be studied, this technique is used to obtain information about the condition of the research location, collect data from relevant agencies or institutions to compile descriptive research areas, evidence, and analysis materials. The documentation data collection technique aims to systematically and objectively explore past data. Documentation is carried out to obtain the necessary data and to complete research data, such as the history of the establishment of Radio Trijaya 95.1 FM, facilities and infrastructure, and various other archives.

4. Questionnaire

The questionnaire in this study has a research instrument consisting of a series of questions whose purpose is to collect information from respondents. Questionnaires can be considered as a kind of written interview. They can be conducted face-to-face, by telephone, or online. In short, the definition of a questionnaire is a technique for collecting data from a number of people or respondents through a set of questions to be answered.

5. Informan

In qualitative research, there are informants. In this study, informants are very important as individuals who have information related to the research. An informant is someone who is interviewed to obtain information and/or for information purposes. Therefore, in selecting informants, researchers must be good at determining who the informants are who can be used as data sources so that the data obtained for the research can be accounted for. The informant in this study was Mr. Iskandar as the Station Manager of Trijaya 95.1 FM Medan Company. The research informant is a subject who understands the object information.

SWOT Method Stages

Figure 4. SWOT Stages

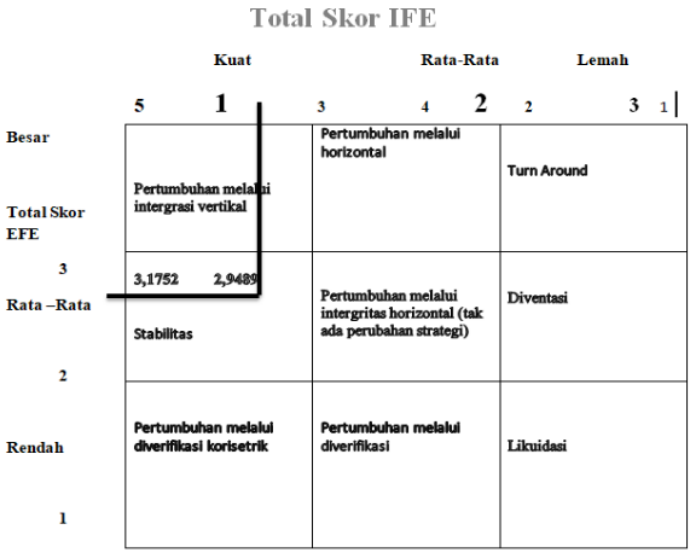

Figure 5. SWOT (Internal External) IE Matrix

System design

Application Overview in making the Trijaya 95.1 FM Medan radio website requires designing a useful website so that users get comfort and ease in accessing the web. This website goes through several stages to make it easier in 49 designing and making it. The stages start from making the navigation structure, storyboard, display design, radio making steps, web making steps. This online radio website consists of several main menus containing the home, profile, entertainment, chart and contact me menus.

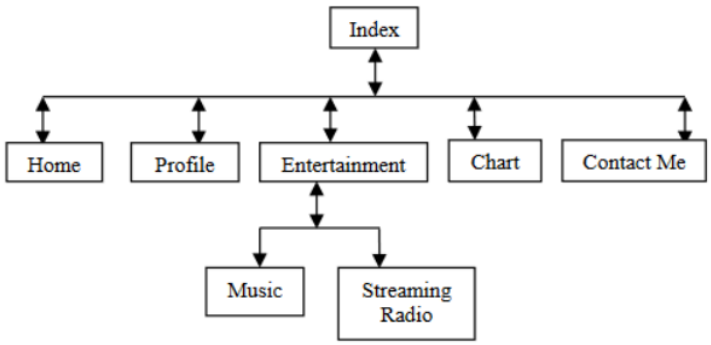

Figure 6. Radio Website Structure

Use Case Diagram

In OOP-based programming, to describe the system can use UML diagram. The diagram consists of 13 types of diagrams, namely activity, class communication, component, composite structure, deployment, interaction overview, object, package, sequence, state machine, timing and use case. Use case is a description of the function of a system from the perspective or point of view of the system users. Use case defines what will be processed by the system and its components. Use case works by using a scenario which is a description of the sequence or steps that explain what the user does to the system and vice versa. Modeling user interaction

with the system there are four use cases, namely login, contacting Admin, Approving the appointment of news.

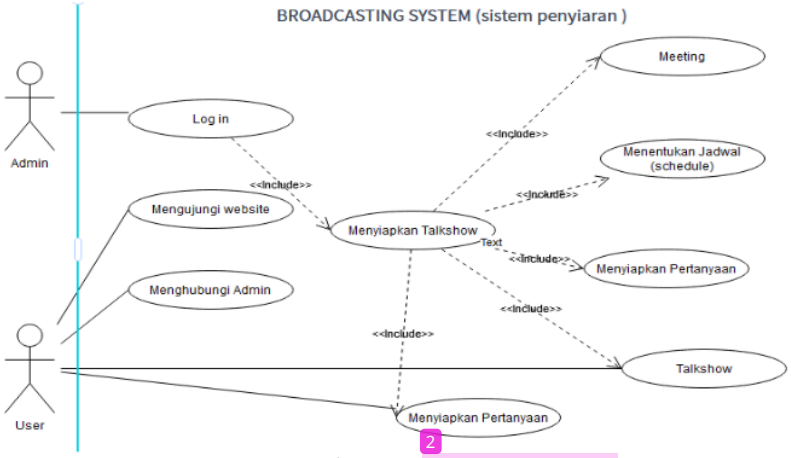

Figure 7. Broadcasting Use Case Diagram

Use Case Diagram Admin

In designing a new system, the author uses UML consisting of admin use case diagrams. Use case diagrams are those that describe the relationship between actors and the system. Use case diagrams also show the system designed on the main actor system, namely the admin in the designed system, the admin can log in, log out, manage data, change talk show schedules, provide the latest news, change information, provide general information Mnc Trijaya95.1 Fm.

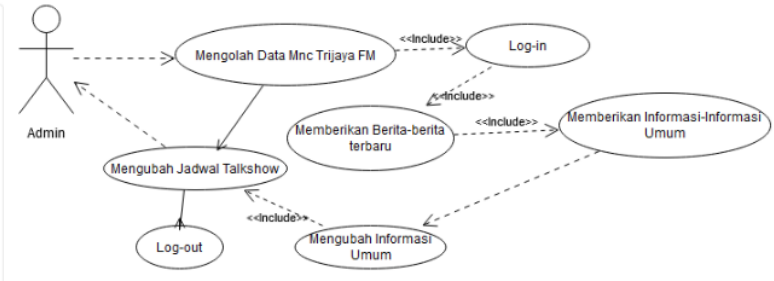

Figure 8. Use Case Diagram Admin

Use Case Diagram User

The following is a use case diagram of users in this system who can only see the information listed on the website and can see the latest news every day which will be listed with the latest news, visit the MNC Trijaya FM profile and contact the admin for a talk show if anyone is interested in raising news through a talk show from the resource persons.

Figure 9. Use Case Diagram User

RESULTS

In the image below, the login column displays the email and password for the admin if they want to enter the page.

1. Login Page.

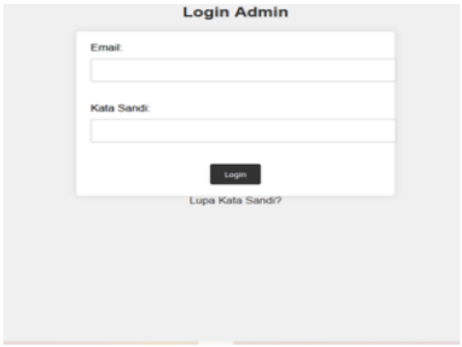

Figure 10. Admin Login Page

2. Main page after login

The main page displays the section on the left there is a dashboard, news, messages, messages from contacts, admin register, admin music and logout.

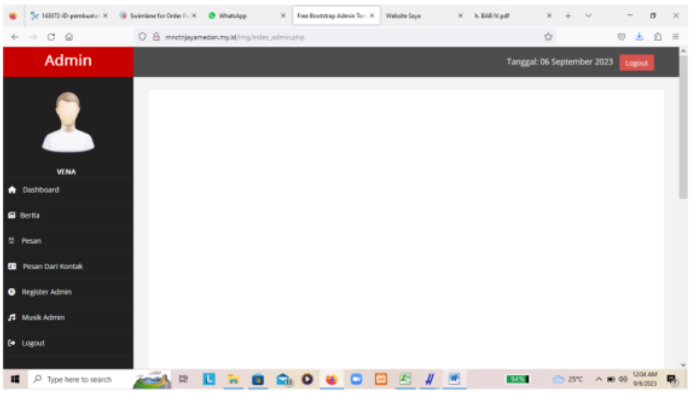

Figure 11. Main page after login

3. Dashboard page

The dashboard page is the first main page when the admin has finished the login process. Here the admin can update news content, fix pages, change slides, and more.

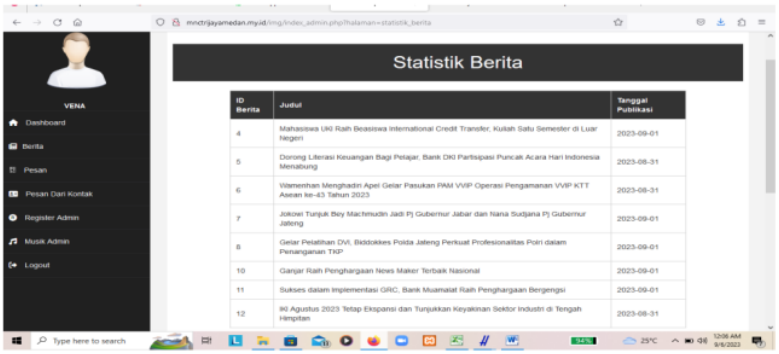

Figure 12. Dashboard page

4. News Page

News page is a page that functions to create and change post articles. The news page on the dashboard is divided into several sub-menus, each of which is intended for different user.

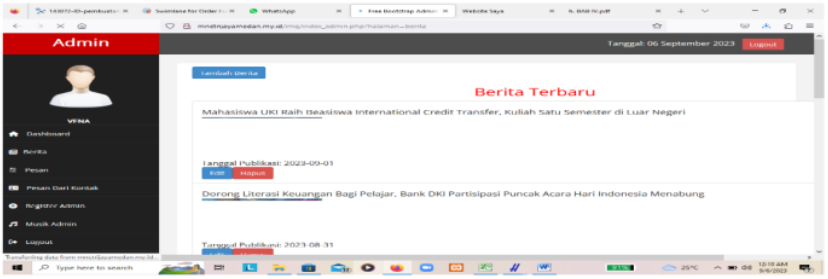

Figure 13. News Page

5. Message Page

This page functions to receive emails from the website for users when they want to contact the admin.

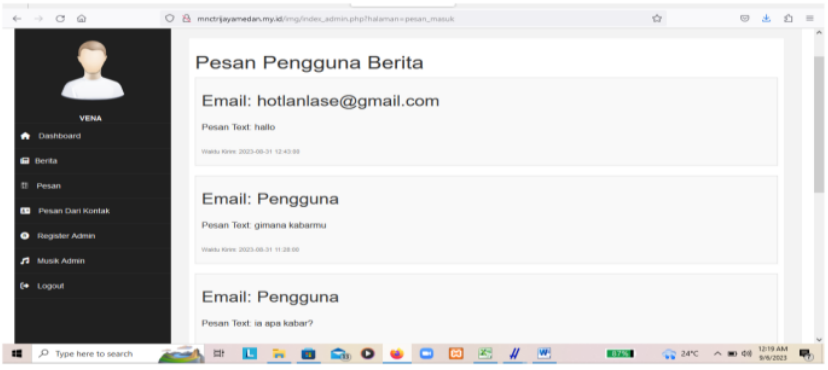

Figure 14. Message Page

6. Admin Register Page

On the registration page, the admin is given the responsibility to provide and manage the reference data that will be used, so that not only 1 admin can enter the admin website.

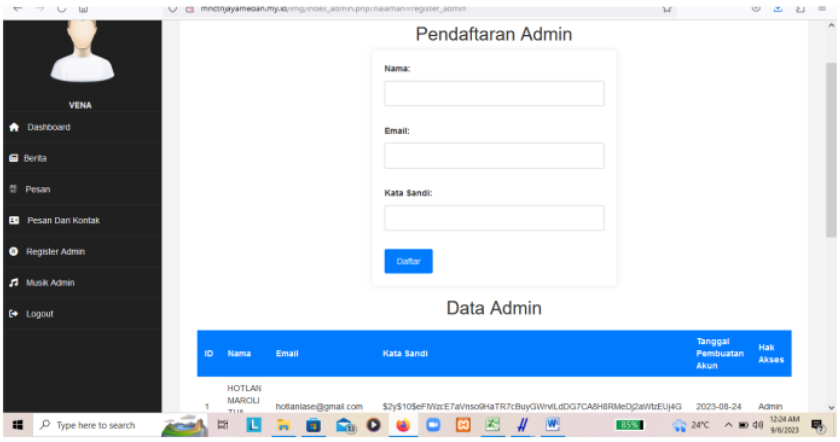

Figure 15. Admin Register Page

7. Edit Music Page

The music edit page is used to edit some songs that have been heard, and changed with other song lists. If there is a request from some users/listeners, the song will be played through the music edit page.

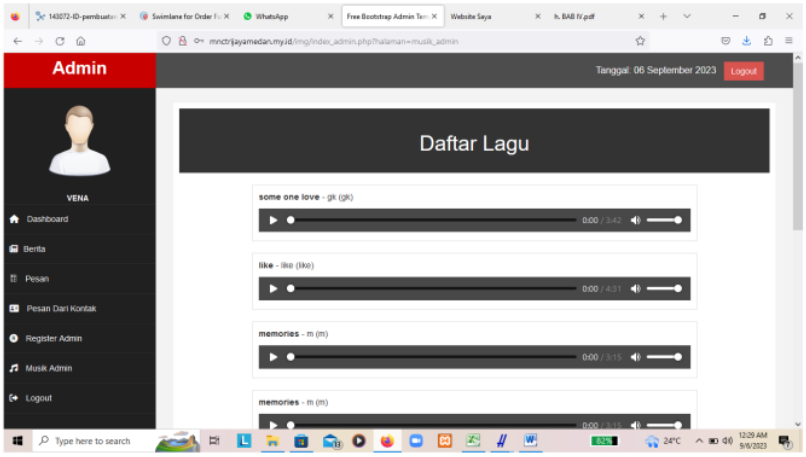

Figure 16. Edit Music Page

ONCLUSION

Based on the results of the research and discussion that the researcher has described in the previous chapter based on the data and facts obtained in the field, the researcher can conclude and provide suggestions regarding the Strategy in broadcasting News carried out by Mnc Trijaya 95.1 FM through the NEWS news broadcast in maintaining Existence among Political News Lovers Listener. The researcher can provide conclusions from the overall research results obtained from the results of observations, interviews and documentation in the field.

In the analysis process, the researcher used the SWOT analysis theory introduced by Albert Humphrey. In accordance with the SWOT Analysis to maintain the existence of Mnc Trijaya 95.1 FM radio broadcasting as a news and information radio in the city of Medan, namely; Strength in maintaining existence, the Program director broadcasts the program via live streaming on the social media accounts he has. The program director also creates news programs. The program director creates a talk show program that invites important sources, in addition, listeners can also interact directly with sources regarding the problems they want to ask. The program director creates the Mnc Trijaya 95.1 FM radio community, Finally, the program director completes the equipment for reporters who go into the field. There are several weaknesses (Weakness) that are difficult to face but solutions must be found so that these weaknesses are faced. The obstacles faced by Mnc Trijaya 95.1 FM radio that can interfere with broadcast programs are bad weather that can make the radio frequency network bad. To overcome this, the program director has prepared technicians who are always on standby. Next, the problem of power outages, the program director prepares a generator so that the program broadcast is not interrupted. The program director always evaluates the crew and also the broadcaster so that the crew and broadcaster can innovate and develop. The program director takes advantage of the opportunity (Weakness) to broadcast radio via live streaming on the official social media accounts of Mnc Trijaya 95.1 FM radio and through the official website of Mnc Trijaya 95.1 FM radio. The program director can request that the program director can develop programs on Mnc Trijaya 95.1 radio to be better. Social media and the internet are definite threats to radio. So the program director must work hard in creating programs in order to maintain the existence of the radio. In order to be aware of these threats, program directors innovate their programs and always evaluate the crew and broadcasters involved in the program.

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