

CHAPTER V

CONCLUSION AND SUGGESTION

A. Conclusion

Radio Republik Indonesia (RRI) Purwokerto served five districts in Central Java. RRI Purwokerto has two broadcast programs: Pro 1 (for adults) and Pro 2 (for young listeners). The marketing strategy included digital platforms to reach diverse audiences. The company profile video for RRI Purwokerto went through pre-production, production, and post-production phases. During these stages, several challenges were encountered, such as theme selection, data collection, and video shooting logistics. Weather conditions during filming, noise interference, and device limitations also posed significant obstacles.

To address these challenges, schedules were adjusted, filming was done from different angles, and external memory devices were used to mitigate device limitations. Despite these issues, the company profile video was successfully completed. It aimed to showcase RRI Purwokerto's unique identity, values, and contributions as a leading radio broadcaster in Indonesia. The video highlighted their commitment to serving the community and adapting to modern marketing strategies. Ultimately, the video was intended to strengthen RRI Purwokerto's brand presence and engage audiences across various platforms, ensuring a broader reach and greater impact.

B. Suggestions

1. For the company

The Instagram account @humas.rripurwokerto provides good information, but there is room for improvement in how the information is presented. Enhancing the design of more attractive infographics could greatly improve engagement, especially for general information about RRI Purwokerto.

The official YouTube channel of RRI Purwokerto is well-managed. Live streams, archived videos, and short clips are handled effectively and

consistently. The writer suggests that the company profile project will also be uploaded to the official YouTube channel of RRI Purwokerto. This would allow it to be showcased during visits, ensuring that RRI Purwokerto is well and comprehensively recognized by business partners and the wider community.

2. For English Diploma Program

Given the importance of digital skills in the modern era, study programs should consider developing existing courses and holding training related to digital media production, such as graphic design, video editing, social media management, and digital marketing. In addition, study programs can also establish more collaborations with the media industry, including radio, television, and digital platforms, to provide a more diverse and relevant experience for students.

