

## **CHAPTER V CONCLUSION & SUGGESTION**

### **A. Conclusion**

RRI Purwokerto serves multiple purposes across its various programs, with each channel targeting a specific audience. RRI Pro 2, for instance, is designed to engage younger listeners with dynamic content that resonates with their interests. Among its offerings is the podcast program ‘CERIWIS’, which brings a fresh and engaging concept. The podcast is designed to resemble light, casual conversations that one might have during a lunch break, making it a relatable and enjoyable listening experience for its audience.

The recording process for this English podcast episode involved several stages, from the careful planning and scheduling in pre-production to the actual recording, which was conducted smoothly with the assistance of the TMB team. There was a post-production stage as well, which included editing the podcast video. Although there were several obstacles encountered along the way, such as scheduling conflicts and technical delays, these challenges were managed effectively, allowing the project to be completed successfully. The purpose of this English podcast program is to bridge cultural gaps, promote language learning, and provide valuable content that is both educational and entertaining, all while expanding the reach of RRI Purwokerto to a more diverse audience.

### **B. Suggestion**

The current content strategy of RRI Purwokerto is effective in delivering information, but there is a potential for broader audience engagement through more diverse content. Expanding the range of topics covered, particularly by introducing content in English, could attract a wider and more varied audience. This approach would not only cater to younger, globally-minded listeners but also position RRI Purwokerto as a more inclusive and forward-thinking media outlet. Exploring new and relevant

themes, along with the existing content, would enhance the station's appeal and ensure its continued relevance in a rapidly evolving media landscape.

The promotion of RRI Programa 2's programs, specifically 'CERIWIS' has room for improvement, particularly in leveraging social media platforms. While RRI Programa 2 is already actively promoting on Instagram, the 'CERIWIS' program could benefit from more targeted and engaging posts on this platform. By pushing content more effectively on Instagram, the program could reach a broader audience, increase visibility, and boost engagement. Enhanced promotional strategies, including regular updates, engaging visuals, and interactive content, would help elevate the program's presence and attract more listeners.

For future interns assigned to the broadcasting division at RRI, it is highly recommended that attention and professionalism be maintained throughout the internship. Given the dynamic environment of a radio station, it is fairly common for disputes or tensions to occur among staff members, which can potentially disrupt productivity. Nevertheless, it is imperative to focus on the responsibilities, adjust as needed, and manage duties professionally. Remaining composed and professional in such situations not only assures continuity of tasks, but also exhibits dependability. Establishing effective communication with supervisors and team members is critical to address any challenges that may arise.