

## **CHAPTER V**

### **CONCLUSION AND SUGGESTION**

#### **A. Conclusion**

RRI Purwokerto is a public broadcasting institution that plays a crucial role in providing information and education to the community. As part of the national RRI network, RRI Purwokerto has responded to modern challenges by broadcasting its programs online, launching the RRI Digital app, and engaging with listeners through social media. To address the decline in young listeners, the station has implemented a two-pronged strategy: maintaining FM broadcasts for traditional listeners while offering on-demand and interactive content tailored for digital-native users.

The presence of this article aims to provide clear and concise information about the RRI Digital app. It includes an overview of the application, a step-by-step login guide, explanations of its main features, and a tutorial for new users. It also discusses the impact of the application on enhancing RRI's brand visibility in the digital era. The presence of this article is expected to help broaden public understanding, attract more young users, and support RRI Purwokerto's digital communication efforts while strengthening its image as an institution that adapts to technological development.

#### **B. Suggestion**

Based on the job training that has been completed, the following suggestions are proposed for RRI Purwokerto future improvement. First, RRI Purwokerto should actively involve younger human resources, particularly those in creative teams, in managing digital branding. Younger staff tend to be more attuned to current trends and are therefore better positioned to attract a younger audience. Second, while the social media accounts of RRI Purwokerto have shown signs of renewed activity, they are not yet fully optimized. It is recommended that the social media strategy be revitalized by producing lighter and more engaging content, collaborating with local content creators, and adopting a communication style that resonates with younger generations. Third, the Public Relations division should conduct regular data analysis of social media platforms and the official website to better understand audience behavior and

use the findings as a basis for planning future programs and content. Finally, it is recommended that future interns in the public relation division at RRI Purwokerto should take the initiative to suggest new campaign ideas and create projects, such as mini digital campaigns or audience engagement activities. These can act as practical experiments. This approach not only contribute to the station's innovation efforts but also provide valuable hands-on learning experiences for the interns.

