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EDITORIAL MANAGEMENT OF THE "SOROT PRESTASI" DIALOGUE PRO-GRAM AT RRI SURAKARTA IN THE CONTEXT OF MEDIA PRODUCTION AND DIGITAL BROADCASTING TRANSFORMATION

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Abstract: This study examines the editorial management of the "Sorot Prestasi" dialogue program at Radio Republik Indonesia (RRI) Surakar-ta within the context of media production and digital broadcasting transformation. The rapid development of digital communication technologies has compelled traditional radio institutions to adapt their editorial practices, production workflows, and distribution strategies to remain relevant in a multiplatform media environment. The objective of this research is to analyze how editorial plan-ning, production, broadcasting, and digital adaptation are implemented in the Sorot Prestasi program as part of RRI Surakarta's response to digital transformation. This study employs a qualitative case study approach. Data were collected through in-depth in-terviews with editorial and production staff, direct observation of production and broadcasting activities, and document analysis of editorial guidelines and digital performance reports. The data were analyzed using thematic analysis supported by source and meth-od triangulation to ensure validity. The findings indicate that editorial management at RRI Surakarta has adopted structured plan-ning, hybrid production systems, and multiplatform distribution through radio, podcasts, YouTube, and social media. Although these strategies demonstrate significant progress toward media convergence, challenges remain in digital competencies, technical infrastructure, and inter-divisional coordination. Overall, the study highlights the ongoing transformation of editorial management in public radio broadcasting in the digital era.

Keywords: Editorial Management, Digital Broadcasting, Radio Transformation.

INTRODUCTION:

The development of digital communication technology has brought fundamental changes to the production and broadcasting of mass media, including radio as a traditional medium that now faces significant transformation in both editorial and technical aspects of its programming [1], [2]. Radio today no longer relies solely on analog frequencies but also utilizes digital platforms and social media to reach wider audiences and maintain relevance in a globally competitive media landscape [3], [4], [5].

This transformation requires editorial and program management that are responsive to audience preferences and integrative toward new technologies across all stages of media production [6], [7]. Therefore, studying editorial management—especially in dialogue programs such as Sorot Prestasi—is essential to understand the dynamics of radio production within the ongoing digital broadcasting transformation.

Editorial management is one of the key elements in radio content creation that ensures messages align with the goals of the broadcasting institution, including informative, educational, and participatory functions for audiences [8], [9]. In the digital era, media transformation demands editorial processes that are adaptive and integrated with multiplatform strategies, enabling radio to move from one-way broadcasting toward more interactive engagement with listeners [6], [10], [11], [12]. This shift affects editorial roles, content planning, and broadcast evaluation mechanisms within the broader context of media production and digital broadcasting transformation. Such changes directly influence program quality and the organization's ability to retain listeners, especially younger audiences who increasingly prefer digital platforms [13], [14], [15].

Historically, radio has been an important medium for public information dissemination, but with the rise of digital platforms, its role in public life has shifted substantially [16], [17], [18], [19]. Digital transformation requires radio to undergo mediamorphosis, or the adaptive evolution of its form and function in response to technological developments [1], [20], [21]. This creates both challenges and opportunities for editorial management to design broadcast content that remains informative, engaging, and relevant to digital media consumption patterns [22]. Moreover, the integration of production processes and digital broadcasting implies new professional competencies for editorial and production teams, who must navigate multiplatform workflows and digital technical requirements [23].

The phenomenon of media transformation raises specific questions regarding how a radio dialogue program such as Sorot Prestasi is editorially managed within the changing context of media production and digital broadcasting transformation. Understanding this management process is crucial to determine how such programs fulfill audience needs while maintaining the institutional mission of RRI Surakarta as a public broadcasting entity committed to education and development-oriented communication [3].

The urgency of this research lies in the need to comprehensively understand how editorial management influences content production and distribution strategies within the ongoing digital broadcasting transformation. This understanding will provide scientific insights that can enhance radio broadcasting practices and contribute to developing more effective and competitive editorial management models for digital media organizations.

Previous studies have examined various aspects of radio management in the digital era, including program digitalization strategies, production innovation, and management adaptation to audience behavior [3], [23]. However, research specifically focused on editorial management in dialogue programs within the context of digital broadcasting transformation at public radio institutions such as RRI remains limited.

Based on these considerations, this study aims to analyze the editorial management of the "Sorot Prestasi" dialogue program at RRI Surakarta within the context of media production and digital broadcasting transformation, thereby contributing to the theoretical and practical development of radio broadcasting management in the digital era.

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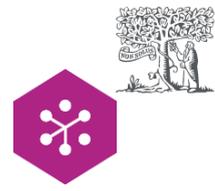
METHODOLOGY:
Research Type and Approach
This study employs a qualitative approach with a case study design. The qualitative approach was chosen because this research aims to gain an in-depth understanding of the editorial management process of the "Sorot Prestasi" program at RRI Surakarta within the context of digital transformation. Qualitative research allows the researcher to explore meanings, perspectives, and experiences of media practitioners in their real-life context.

According to [24], qualitative research is used to understand phenomena experienced by research subjects through descriptive narratives and observed behaviors in a holistic manner. Similarly, Yin (2018) explains that a case study is suitable when researchers aim to investigate contemporary phenomena within their real-life context, especially when the boundaries between the phenomenon and its context are not clearly evident.

Research Location and Object
This study was conducted at the Public Broadcasting Institution Radio Republik Indonesia (RRI) Surakarta, particularly focusing on the editorial and production teams of the "Sorot Prestasi" program — a dialogue program highlighting individuals and achievements from various sectors of society. The research object is the editorial management of the "Sorot Prestasi" program, covering planning, production, broadcasting, and adaptation strategies toward digital media platforms.

Research Subjects
The research subjects were determined using purposive sampling, selecting informants who are considered most knowledgeable and directly involved in the editorial activities of the program. The selected informants include:
1. Head of the Program Division of RRI Surakarta
2. Producer of "Sorot Prestasi"
3. Presenter or host
4. Script editor
5. Technical and digital content production team

The purposive sampling method aligns with [25] view that in qualitative research, informants are intentionally selected based on specific criteria relevant to the research objectives.

Data Collection Techniques
Three main data collection techniques were employed in this research:
1. In-depth Interviews

    Semi-structured interviews were conducted to obtain comprehensive data regarding editorial management, production strategies, and digital adaptation. [26] states that qualitative interviews aim to understand the meaning of participants' experiences from their own perspectives.
2. Observation

    The researcher conducted direct observation of the production and broadcasting processes,
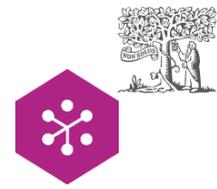
including editorial meetings and post-production activities. This approach helps capture real practices and newsroom culture, as described by [27] in participatory ethnography.

3. Document Analysis

The researcher analyzed documents such as editorial guidelines, broadcast scripts, and RRI policies on digital transformation. Document analysis serves to validate findings obtained from interviews and observations [28].

Data Analysis Technique

Data analysis was carried out using thematic analysis as outlined by [29]. The steps include:

1. Transcribing and familiarizing with the data,
2. Generating initial codes,
3. Identifying main themes,
4. Reviewing and refining themes,
5. Naming and interpreting the themes.

This method helps identify patterns and meanings related to editorial management processes and digital content strategies.

Data Validity

To ensure data validity and reliability, this study applied source and method triangulation, as suggested by [30]. Triangulation was conducted by comparing the results of interviews, observations, and document analysis to ensure information consistency.

RESULTS AND DISCUSSION:

Overview of RRI Surakarta

The Public Broadcasting Institution (Lembaga Penyiaran Publik) RRI Surakarta is one of the regional branches of Radio Republik Indonesia that focuses on educational, informational, and cultural broadcasting. In response to the current digital transformation, RRI Surakarta has begun integrating traditional broadcasting with digital platforms such as RRI Play Go, RRI Surakarta YouTube Channel, and various social media outlets.

One of its flagship programs is "Sorot Prestasi" (Spotlight on Achievement), a 60-minute dialogue program highlighting inspirational figures and achievements from the Surakarta community.

Editorial Structure of "Sorot Prestasi"

Table 1. Editorial Team Structure of "Sorot Prestasi"

Position	Informant Code	Main Responsibilities
Program Supervisor	Informant A	Oversees editorial policy and program direction
Producer	Informant B	Designs program concepts, selects themes and guests
Presenter / Host	Informant C	Leads the broadcast and interviews guests
Script Editor	Informant D	Prepares and edits broadcast scripts
Technical Operator	Informant E	Handles broadcast equipment and digital transmission
Digital Media Team	Informant F	Manages content uploads on online platforms

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Editorial Management Process

1. Program Planning

Editorial planning is conducted through weekly meetings every Monday morning. During these sessions, the team determines the week's topic, guest speakers, and production schedules.

According to Informant B (Producer):

"We always start from local achievements that the public is talking about. If a Solo student wins a national competition, that becomes our theme for the next episode."

Observation of the document titled *"Sorot Prestasi Editorial Agenda – Week 4, October 2025"* shows a well-structured plan that includes:

a. Theme: *"Youth Achievements in Green Technology Innovation"*
b. Guest: A lecturer from the State University of Surakarta
c. Air date: Saturday, 28 October 2025
d. Format: Interactive dialogue with supporting video clips (for YouTube)

This documentation indicates that the editorial planning process is systematic and properly recorded, in line with RRI's internal editorial policy.

2. Production Process

The production phase includes pre-production, recording, and editing. The team applies a hybrid system, combining live radio broadcasting and digital recording for multiplatform distribution.

As stated by Informant D (Script Editor):

"We prepare an outline and question list in advance, but we stay flexible because guests often bring up unexpected yet interesting stories."

Field observation conducted on 2 November 2025 revealed that production took place in Studio 2 of RRI Surakarta, using a Yamaha 01V96i digital mixer and computer-based recording. The digital media team simultaneously recorded video footage for later upload on YouTube and RRI Play Go.

Document evidence: Production Log – *"Sorot Prestasi"* Episode 128 (2 November 2025) includes producer and operator signatures, recording time (08:30–10:00 AM), and technical notes (audio–video synchronization).

3. Broadcasting and Digital Distribution

The program airs every Saturday at 4:00 PM (GMT+7) on FM 105.5 MHz, followed by uploads on podcast and video platforms.

According to Informant F (Digital Media Team):

"Right after the live show, we edit the digital version. It takes about two hours to add text, titles, and light visual trimming for YouTube."
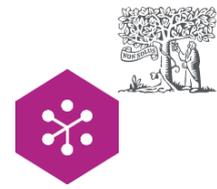
Table 2. Digital Distribution of "Sorot Prestasi"

Platform	Content Type	Upload Frequency	Average Engagement per Episode
FM 105.5 MHz	Live broadcast	Weekly	–
RRI Play Go	Audio podcast	Weekly	± 250 listeners
YouTube	Video version	Weekly	± 1,200 views
Instagram/Facebook	Teasers & highlights	Three times weekly	± 600 interactions (likes/comments)

Engagement data were obtained from the "Digital Performance Report – October 2025", shown to the researcher during fieldwork.

Adaptation Strategies Toward Digital Transformation

Digital transformation at RRI Surakarta is evident through cross-divisional collaboration, staff training, and content format adjustment.

As explained by Informant C (Presenter):

"Now we're not only speaking to radio listeners but also to YouTube viewers and podcast audiences. So we have to adjust our tone, duration, and even visual cues."

Based on the "RRI Surakarta HR Development Report, Semester II/2025", the station implemented several internal training sessions:

1. 12 employees participated in basic audio-visual editing training
2. 8 employees joined a "Storytelling for Podcasting" workshop
3. 6 employees attended a "Digital Content Strategy Workshop"

These programs reflect RRI Surakarta's concrete efforts to build staff digital competence and expand audience reach.
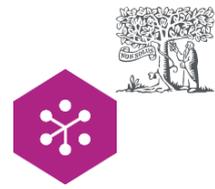
Challenges in Editorial Management

Interviews revealed three primary challenges faced by the "Sorot Prestasi" editorial team:

Table 3. Key Challenges in the Editorial Process

Challenge Aspect	Field Findings	Data Source
Staff Competence	Limited proficiency in digital editing among senior staff	Interview with Informant B
Technical Infrastructure	Some studio equipment is not fully compatible with digital video systems	Observation & inventory documents
Team Coordination	Scheduling conflicts between editorial and digital divisions	Interview with Informant F

According to Informant B (Producer):

"Our main issue is adapting to digital workflows. Sometimes the digital and editorial teams clash on scheduling, especially when multiple productions happen at once."

The findings indicate that the editorial management of "Sorot Prestasi" has undergone significant transformation toward digital integration. RRI Surakarta has actively adapted through structured planning, hybrid production workflows, and capacity-building programs, although it still faces challenges in technical infrastructure and inter-departmental coordination.

Discussion

The findings of this study reveal that the editorial management of the "Sorot Prestasi" program at RRI Surakarta has undergone significant adjustments in response to digital transformation. The research shows that editorial planning is implemented in a structured and periodic manner, supported by routine weekly meetings and well-documented editorial agendas. This systematic approach ensures that program themes, guests, and production schedules are well-organized and aligned with the institution's broadcast objectives.

The production process operates within a hybrid model that combines traditional radio production methods with digital recording practices. This dual approach allows for greater flexibility in content creation and facilitates the program's adaptation to new media formats. Furthermore, program distribution has expanded to multiple platforms, including FM radio, audio podcasts, YouTube, and social media, indicating a strong shift toward multiplatform dissemination.

In addition to these developments, RRI Surakarta has initiated a range of internal training sessions and fostered cross-divisional collaboration to strengthen staff capacity in handling digital production tools. However, despite these advances, several challenges persist—particularly in the areas of digital competency, technical infrastructure readiness, and coordination between editorial and digital divisions. Collectively, these findings portray Sorot Prestasi as a reflection of a legacy broadcasting institution actively pursuing a multiplatform editorial strategy to adapt to the digital media landscape.

The results of this study indicate that RRI Surakarta is in the process of editorial innovation aimed at maintaining relevance and sustaining audience engagement in the digital era. The structured and periodic nature of editorial planning demonstrates a deliberate shift from spontaneous production toward a more strategic and professional management model. This evolution signifies not only organizational learning but also the institutionalization of formal procedures that ensure program consistency and quality.

The adoption of a hybrid production process further reinforces the organization's efforts toward media convergence. By utilizing digital tools such as audio–video recording and editing software alongside conventional radio broadcasting methods, RRI Surakarta exemplifies the integration of traditional and modern production techniques. This blending of practices is consistent with the broader concept of new media convergence, where distinct media forms merge to enhance interactivity and audience reach.

Moreover, the extension of Sorot Prestasi into multiple distribution channels—ranging from FM broadcasts to podcasts and YouTube videos—illustrates how RRI Surakarta has embraced the principles of multiplatform dissemination. This approach allows the same content to be repackaged and optimized for various audience segments with different media consumption habits.

Equally important, the institution's focus on human resource development, including training and workshops, highlights an ongoing process of capacity building essential to digital adaptation. Nevertheless, persistent skill gaps and infrastructural limitations suggest that digital transformation within RRI Surakarta remains a work in progress. While the organization has successfully laid the groundwork for digital integration, the full institutionalization of these new practices requires continuous learning and resource enhancement.

The findings of this study are consistent with and extend the conclusions of previous research on media convergence and editorial transformation within the broadcasting sector. A study conducted at RRI Lhokseumawe, for instance, revealed that convergence through web-based platforms, RRI Go Play, YouTube, and mobile applications significantly enhanced both accessibility and public engagement while necessitating regular staff training to maintain digital proficiency [31]. The current study at RRI Surakarta mirrors these results, particularly in the implementation of multiplatform content distribution and the establishment of digital training initiatives, thereby reinforcing the trend of digital convergence in Indonesia's public broadcasting institutions.

Similarly, research on digital convergence and adaptation in radio broadcasting emphasizes that traditional radio stations must evolve by integrating live streaming, podcasting, and social media content to remain competitive in the digital ecosystem [32]. The hybrid production model observed in Sorot Prestasi aligns with this perspective, as it blends conventional broadcast procedures with new digital workflows, ensuring continuity while embracing technological innovation.

Furthermore, studies focusing on editorial management in integrated media environments have highlighted the continuing importance of planning, organization, and supervision as key managerial functions, even as digital transformation reshapes newsroom operations [33]. The structured editorial planning observed in this research similarly reflects these managerial imperatives, suggesting that editorial discipline remains central to quality broadcasting, regardless of technological change.

Overall, the results of this study confirm the general trajectory observed in previous literature while adding empirical evidence from the specific context of RRI Surakarta. It provides a concrete example of how a public radio station operationalizes editorial convergence by harmonizing traditional broadcasting values with digital innovation and multiplatform strategies.

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Scientific and Practical Implications

1. This study strengthens understanding of how traditional radio adapts to digital transformation through structured editorial planning, hybrid production, and multiplatform distribution.
2. It provides empirical evidence supporting media convergence theory — showing that change involves not only technology but also organizational and managerial adaptation.
3. For practitioners, the findings emphasize the need for systematic planning, digital skill training, and team collaboration between editorial and technical divisions.
4. For institutions and policymakers, the results highlight the importance of investment in modern equipment, capacity-building programs, and clear coordination mechanisms to sustain multiplatform broadcasting strategies.

Limitations of the Study

Despite its contributions, this research has several limitations:

1. Single Institutional Context: The study focuses solely on RRI Surakarta, making it difficult to generalize findings to all radio or broadcast institutions.
2. Qualitative Scope: While providing depth, qualitative findings may not represent broader industry trends without quantitative support.
3. Limited Internal Access: Some organizational data (e.g., financial or proprietary digital strategy documents) were not fully accessible, which may limit comprehensiveness.

These limitations highlight the need for caution in generalizing findings beyond the immediate research context.

Recommendations for Future Research

Building on this study, future research could:

1. Expand Comparative Studies — Include multiple radio stations or broadcast institutions to compare editorial adaptation strategies across regions.
2. Quantitative Adoption Metrics — Combine qualitative insights with quantitative measures such as audience metrics, reach, and engagement analytics.
3. Longitudinal Analysis — Investigate how editorial practices evolve over time as digital technologies and audience behaviors continue to change.

These avenues could deepen understanding of media transformation and offer more generalizable insights.

In conclusion, this study affirms that editorial management in legacy radio broadcasting is actively transforming in response to digital media trends. RRI Surakarta demonstrates practical editorial planning, hybrid production, and multiplatform distribution as core strategies in adapting to the digital era. While challenges remain, these results illustrate meaningful progress toward editorial convergence and media innovation, contributing both to academic understanding and practical broadcasting strategy in the digital age.
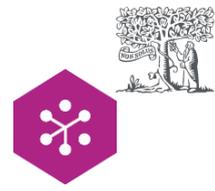
CONCLUSIONS

This study concludes that the editorial management of the "Sorot Prestasi" program at RRI Surakarta has undergone a meaningful transformation in response to the demands of digital media development. Editorial planning is conducted in a structured and systematic manner through regular meetings and documented agendas, ensuring content relevance and program consistency. The implementation of a hybrid production model, combining conventional radio broadcasting with digital audio-visual recording, reflects RRI Surakarta's efforts to integrate traditional media practices with new digital workflows.

Furthermore, the expansion of content distribution across multiple platforms—such as FM radio, podcasts, YouTube, and social media—demonstrates a clear shift toward multiplatform broadcasting strategies aimed at increasing audience reach and engagement. Capacity-building initiatives, including internal training and cross-divisional collaboration, support this transition, although limitations in technical infrastructure, digital skills, and coordination remain key challenges. Overall, the findings affirm that RRI Surakarta is actively pursuing editorial convergence and media innovation, positioning public radio as a relevant and adaptive institution within the contemporary digital broadcasting landscape.

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