

Building a Network Society Through Social Media: The Case Study of *Suara Surabaya Media*

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Adapt to technological advances in the era of new media, conventional media should be able to perform with the new platform. Include making the convergence of new media-based Computer Mediated Communication (CMC). Working for 30 years and is filled with many achievements, *Suara Surabaya* (news radio in Surabaya-East Java) always tries to run the function of public sphere and building values, while maintaining the traffic report as a highlight in interactive broadcast format. From the sense of belonging that is created between the audience, gave birth in the public good habits that can increase a sense of social awareness. They seemed to be the brand ambassador fanatical, which must be defended his brand.

To sharpen its existence as a mass media public sphere quality provider in Indonesia, *Suara Surabaya* distribute all content to all the conventional radio-based new media channels owned. *E100 Community*, container listener community in the virtual world, for example, was born and formed thanks to the loyalty of faithful listeners who often share the news on facebook *E100*. In the end, *E100 Community* role as brand activation is further strengthened its positioning *Suara Surabaya* as large media corporations.

The integration of social media content in a broadcast talk show program performed by the *Connected Generation*. By segmenting the target audience of young, there is a virtual community that is formed in the *E100* facebook account. The IT team or new media division always write down the new status in *E100*, to publish information at a glance, speaker and talk show's picture. For example, one session with a talk show *Earth Our Surabaya Community* is campaigning *EHSurabaya Surabaya @#SuroboyoPetheng* on *Earth Our* celebration on March 25 in 2014, the community of young listeners are invited to interact, either by directly opinion or by *E100*. A good network of cyber society also built through twitter. Until June 2015, twitter follower count of *@e100ss* reached more than 45 thousand.

In this study, the method of analysis used is descriptive qualitative research based on the application of new media on society and *Suara Surabaya*. Techniques of data collection using interviews and observations. As a result, the use of facebook and twitter which connects between regular programs *Suara Surabaya* with social media that proved capable of forming a militant cyber society. Design communication was very effective in building a community of listeners, from the virtual world to the real world. So its role as an agent of change through knowledge transfer and diffusion of innovation to society, able to change the mindset and culture of the nation.

Keyword: cyber society, network society, connected generation, diffusion of innovation, public sphere.

Introduction

The emergence of new media nowadays is give some added values for conventional media, especially radio. Without having to leave the original platform, the more aggressive the radio harness new technologies to meet the need and wants of their audience. By produce a variety of social media display, the radio is able to make innovations with the help of Information and Communication Technology (ICT) to integrate it with the content broadcast on conventional media channels. So the novelty element of sophistication of ICT in new media era has been successfully completed results of journalistic achievement become more qualified and acceptable to all audience. Especially for Connected Generation's social life who have high dependency from internet or gadgets access.

Suara Surabaya radio as a news radio which always adaptive with the development of ICT technologies are very aware the importance of the utilization of social media to produce more quality broadcast content and it can be accepted by all levels of society. So that Suara Surabaya radio can be multiplied public sphere agent.

By means of social media like facebook and twitter, Suara Surabaya has a simple way to transfer knowledge, educate and also increasing the active participation of the community all at once as an active audience. Not only receive some information, but also producing information based on qualified and responsible of citizen journalism. By media engagement created, social media integration in all content broadcast in conventional channels is able to create good habits in society who has the sense of a higher social awareness on the surrounding environment.

Suara Surabaya Media are utilize their facebook account, involving the netters, the name of people who have access of e100 to contribute some idea from the conten which always up to date on the latest status on e100 time line. The positive impact of that, the netter who's consist of all of civil society, both from Surabaya, East Java, even to a broad listeners are give voluntary some ideas, suggestions or even constructive criticism on the status written on the home page. And the result is so incredible. The utilization of social media has created an emotional attachment, a strong sense of belonging among netters. Not only succeed to build a sense of social awareness for surrounding environment, but at the same time it's able to build dynamic virtual community which is have good responsive to the public interest.

For example, by given latest facebook status about #Peduli Bungkul which made by new media team on e100 and twitter account @youthssfm on May 22, 2014, people invited more concerned with Bungkul Park recovery which is became icons of Surabaya. The last condition was damaged after used as a location for the event ice cream by Walls. The community were also invited to participate actively, involved in Bungkul Park revitalization activities. Such as donations of plants/ flowers activities and also contribute for replanting movement at Bungkul Park which is received an award from the United Nations.

Environmental awareness movement is packaged in the content posted as status on social media owned, including e100. As written by new media team on e100 like this sentences:

For anyone who wants to take the role to contribute for Bungkul Park, join us at #PeduliBungkul by Suara Surabaya Media. This activity is a pure of participatory Bungkul Park to donate plants for the garden that was damaged two weeks ago. You can see more information on @youthssfm, #PeduliBungkul or <http://www.suarasurabaya.net/adv/pedulibungkul/index.html> (odp-hm)

There was so many people who gave a positive response in just a few minutes away from the status postings. All of them were only gave some ideas in a virtual discussion forum on e100, and then they are continue it by giving direct contribution in reforestation activities of Bungkul Park.

By the usage of facebook and twitter, no wonder if Suara Surabaya eventually able to build a community network also network society at the same time. It's not only limited by the loyal listeners, but also with the outside of Suara Surabaya listeners who have a good sense of concern with Bungkul Park. The last ending, The Power of the Media characteristics inherent in Suara Surabaya were proved able to mobilize the public to gather and also invited in that social activities.

In #PeduliBungkul program, public were invited to contribute plants. There are 17 types of plants needed to restore Bungkul Park as usual. As a result, there are so many big companies in Surabaya which have enthusiasm in that donating for a thousands various types of plants. But they also directly involved in reforestation of Bungkul Park on Sunday, May 25, 2014. All of plants from various society were symbolically handed over to Surabaya mayor in Bungkul Park. Those who participate also contribute to plant crops with guidance from officers and Sanitation Departments of Surabaya Government.

Based on the example above this case, so it can be seen that how a combination between the strength of broadcast content on conventional media with content posted on social media e100 was proved to built network society more effectively. They are the Connected Generation which could be initially only connected through a virtual world or in audio only.

Suara Surabaya Media have a function as a giant medium to facilitate the movement and social interaction in an activity event. So from a meeting that occurred between platform listeners from conventional media and new media will be potentially as a civil society those who care about the environment and also have a function as pioneer of social life movement.

Suara Surabaya Media, Agent of Change by Public Sphere

Radio as the mainstream media which has existence maintained in the post modern society nowadays is one of many among the mass media that is able to be an effective public sphere for public. By usage of frequencies in the public domain, the radio has a greta opportunity to creat a quality public sphere at the same time. Characteristics of radio as the fastest resources if it compared to television or print media is able becoming agents of change. How to make a good plan also some ideas for diffusion of innovation process in society.

Suara Surabaya radio as media corporation based on news radio are always trying to be a radio broadcast which have functions of the public sphere and building values. Occupying the public domain in the spectrum of frequencies 100 (FM 10), more than three decades old radio that often received various awards both national and international level is still maintaining the program 's main menu is *Kelana Kota* with traffic report as a menu of patents in interactive broadcast format . It's so popular until the program those delivered by lenght time broadcast for 24 hours non-stop in a day. So the famous radio which have slogan "News, Interactive, Solutif" is synonymous referred as Traffic Report radio.

Based on the testimony made by the author to many listeners, there are a pride that is felt when they reported traffic conditions to Suara Surabaya radio. They haven't a problem to do that, eventough they have lost a lot of their mobile pulse in order to share important information to public. All of them have feels a part of a big family of Suara Surabaya Media who have continues development contribution by doing their exploration of citizen

journalism. So they always have a participation to give more important information for public interest.

As the corporate media which want to be best, SS always trying to improve the overall quality of the broadcast content. Especially to maximize the role and functions as a medium for the society to express their aspirations to the government. Refers to the theory of social responsibility that states about media responsibility to accommodate a discussion forum for everyone who want to give their opinions/ aspirations, it was also performed by Suara Surabaya Media.

By *Kelana Kota* program, people are given widest space to communicate their ideas about everything that is constructive paradigm. Both are related to the problems on main road, public facilities, government policies (local and national issues), social economic, educational, cultural and other fields.

Just simply call gate keeper as editorial team at 031-5600000, listeners are able to communicate their opinions for later connected to announcer. Of course it happens after passing detailed data collection process which is computerized by gate keeper and then give permission to the listeners to live on air on radio. By interactive communication in the public domain, gate keeper are continue their job description that is making data collection about what is the listeners said and then proceed to confirm it to officials government or private institutions.

For example, if they are complained about the shortage of fuel at gas station, so the gate keeper will directly contact the External Relations Manager of Pertamina East Java which is have respobsibility for fuel distribution to asking for the explanation why it happen. To function as a facilitator between society and the government or any institutions, gate keeper must be able to invite a speaker who have expertise in their respective fields to be on airing with announcer. So their explanation as well as the answer also give quick response to society based on previous complaints that people entrusted to Suara Surabaya.

Another example of efforts to perform the great function of the public sphere as well as building the news that has been done by Suara Surabaya Media until right now is held a public dialogue which performed DR Soekarwo, Governor of East Java and another public officials in *Wawasan* program hosted by Yoyong Burhanuddin, On Air Manager of Suara Surabaya. With a variety of topics, the highest officials in East Java was presented into the

studio to have interact directly with the society by many questions or criticism which submitted by phone.

From the discussions that lasts one hour was then obtained clear answers or even new agreements that serve as a social contract between East Java provincial government with society. Thus, if there are any discrepancy policy such as presented in that dialogue, Suara Surabaya will be able to confirm it to the relevant officials.

The coverage of broadcast is very well utilized by Suara Surabaya to keep optimize their function as a qualified public sphere. From interviews activities which is performed various experts as a source/ speaker that have been done, and then gate keeper is process it into news which distributed via intranet or used as news content to be read repeatedly by announcer during a specified time interval. It can be read in a day or even for two days in a row (it depends on news values).

To Maximize Public Sphere Function, Suara Surabaya dialogue with President

To maximize the function as qualified of public sphere, Suara Surabaya Media was took advantages of the presidential visit at past, Susilo Bambang Yudhoyono when he came to Surabaya on January 4, 2014 to conduct exclusive interview with Indonesia Economics Outlook in 2014 theme. During an interview which held in one of the hotel in Surabaya, Yoyong Burhanuddin, On Air Manager of Suara Surabaya who's accompanied by Errol Jonathans, Managing Director of Suara Surabaya Media were performed casually but it still have qualified content. That great conversation inserted with casual chat hobbies of President without compromising the essence of the interview.

In that talk show program, the President who was accompanied by First Lady Ani Yudhoyono, the State Secretary Sudi Silalahi and Cabinet Secretary Dipo Alam and also East Java Governor Soekarwo were communicate some important points. Among them about economic and political conditions of Indonesia during the year 2013 and projections in 2014 are also about the growth of the creative industries.

Broadcast live on Suara Surabaya radio, Surabaya Surabaya Media seeks to maximize the role of their public domain to create the real qualified of public sphere. By exclusive interviews with the President, it will automatically be able to perform the function as a mediator between public interest of the state or vice versa. There are communication patterns are created by the exciting activities of public discussion. The main purpose is how Suara Surabaya Media can be a good government endorser to improve their performance in all fields. Starting from the explanation of the President about the final evaluation and national development strategies, and then forwarded to the hard work of all parties into the future for a better society.

New Media, New Spirit of Surabaya Surabaya

As a large media corporations that have been aged 31 years, Suara Surabaya Media continues to keep a variety of innovations and communications technology perform. By always believing and conscious that technology instruments as a backbound also main spirit of radio broadcasting, so that Suara Surabaya is always adaptive to Information and Communication Technology development.

The first stepping stone of adaptive strategies to changes as a result of technological developments that made by performing media convergence exploration. Because of the pattern of public communication and the usage of communication instruments are constantly changing, so it must be balanced with the use of communication devices that much more sophisticated. The presence of new media has facilitated the process of media convergence is performed by Suara Surabaya Media, by integrating the content contained on conventional media to a new platform.

By the use of Computer Mediated Communication (CMC) as the main tools of new media, all elements in both the internal organization of Suara Surabaya Media and listeners or society, all of them are have interaction each other in a good team work unobstructed space and time differences. Only by using the internet networked computers with internet, the process of delivering a message in the form of news content is make it easier for all users to be active and engage in two-way traffic communication. This is as defined by Shaff, Martin and Gay

(in Pearson, 2006: 267) about Computer Mediated Communication or CMC as interactions between people using the internet networked computers.

Meanwhile, Jan. A.G.M. van Dijk on "The Network Society Social Aspects of New Media" says, that "The most important structural new media characteristic is the integration of telecommunications, data communications and mass communications in a single medium. It is the process of convergence. For this reason, new media are often called multimedia. Integration can take place at one of the following levels:

1. infrastructure – for example combining the different transmission links and equipment for telephone and computer (data) communications;
2. transportation – for example Internet telephony and web TV riding on cable and satellite television;
3. management – for example a cable company that exploits telephone lines and a telephone company that exploits cable television;
4. services – for example the combination of information and communication services on the Internet;
5. types of data – putting together sounds, data, text and images."

Based on reference to the analogy that Suara Surabaya Media as a train station that has a lot of railway carriages, and then they performed a variety of ways in order to remain able to be passed by a different train models. Among the activities of upgrading that change the form of the station, from the beginning only simply bypassed by the conventional or ancient train being flexible, so it can also be bypassed by modern trains. The end result, Suara Surabaya Media is able to be a base station or a place that trains pass by and ready to serve various passenger consist of different generations characteristics, especially for young listeners. However, it was done without leaving the first passengers before, which in this case is old listeners.

By the use of new media, Suara Surabaya Media keep continues to expand Information and Communication technology based innovations of Computer Mediated Communication (CMC) which is marketable as a whole, both in the enrichment of content and in terms of marketing. All the penetration of new media strategies that have been mapped according the latest audience research results based on various considerations. Including in terms of

exploration investment in communications and telecommunications technology to improve the quality of the mass media. It will be automatically bring double margin.

Exploration synergy between conventional media with social media are among the instruments innovations by Suara Surabaya Media. If previously only in the form of conventional media that is radio broadcasting of Suara Surabaya with audio output, so the new era of media used to expand the accessibility of channels besides on the frequency (FM 100) which is analogous to a media outlet. Started to use social media such as facebook that is e100, twitter @youthssfm, online media (websites of Surabaya.net which features online radio, radio on demand and video streaming), until Surabaya Surabaya Mobile application that can be accessed by gadget. Both are based on Android, Blackberry and Ios.

Heterogeneity of educational background, socio-economic, cultural and lifestyle listeners become benchmarks in presenting variety of ways to access Suara Surabaya Media. Of course, without prejudice to the quality of news content that is major capital as corporate media. Enrichment and placement of content in new media platform utilized completely by Suara Surabaya Media in order to be qualified media that created the first effect of the use of social media. Thus, although it's not the first radio in Surabaya, but Suara Surabaya is able to act as an innovator in the concept of radio broadcasting that is not done by the previous radio.

In this application, social media used to be CMC's instrument to integrate various media content contained on conventional media that is Suara Surabaya radio. Since the adoption of the concept of convergence in 2011, the public turned out to greet it properly. Moreover, the era of new media has made the patterns community has access to Next Generation of Suara Surabaya Media that is not enough by conventional media. So the use of social media is very effective in transferring media content to be movement synthesis of virtual community and listeners community. Another purpose is to create an active community, more powerful and they also have the ability of smart citizen journalism paradigm.

Among the social media are used Suara Surabaya Media, the most rapidly growing is e100. Under the managerial structure of the new media division was formed in 2011, there was enrichment and integration of media content in the form of a virtual media sourced from radio broadcasts of Suara Surabaya. This conten is a combination of all content contained on all of media in Suara Surabaya Media. Apart from the content of Suara Surabaya radio, another Suara Surabaya Media group such as She radio which have segmentation for women

and life style, Surabaya.net website, Surabaya City Guide magazine are also distributes each content.

E100 as a media content which utilizing in virtual media is formed by the convergence of diversity content and equal. It's is combined by the culture and society of Connected Generation specific entity. This is because, not all programs in Suara Surabaya radio are macth to be packed by online media. "Young But Extraordinary" as a talk show program themed activities and innovation of young people is an example of content which convergence in e100. New media division posted a status about the topics published in every talk show and then they invite the Connected Generation who have e100 access to participate actively in the discussions. Either delivered through opinion or feedback in writing on the e100 account or discuss with speakers and announcers by on air.

Another programs were also transferred in the e100 are "Kelana Kota" or "Walking Around the City" and "Wawasan" or "Insight of Knowledge". Both regular programs that are more generic. Either on air team or new media team could able to built a viral communication by creating content that supports each other. Each of them have the same frame and perspective that different content characteristics will blow up in program broadcast and also non air broadcast. That is how they create the content in Surabaya Surabaya radio broadcast can be distributed to the media on line (e100) to the public. And then it has the impact which is it can be used for broadcasting adventage. This is called as symbiosis mutualism in the convergence of media content.

Through e100, audiences are encouraged to shape their citizen journalism capability to be more concerned with occurrences in their surrounding area. For example, when they see accidents , they have opportunity to get complete data of the accident at the site together with photos to be sent to e100. On the other hand , broadcasters, who always use and follow e100, will response the data from the audience. Thus, the convergence of content between conventional media with new media creates tremendous synergies holistically, in the form of audio as well as visual.

E100 is an outlet content which utilizing social media culture that is very dynamic. This is not only a new breath /spirit for Suara Surabaya Media which has adaptive attitude towards the development of communication technology in the era of new media, but also, at the same time, providing qualified education journalism ethics to society in a sustainable manner and simultaneously. The norms and regulations of journalistic applied by Suara Surabaya Media

are used as a good habit that must be applied by its audience, as well as when they participate in e100 social media.

By always concern on the three principles or main pillars which are used as standard reference to develop the corporate media, in which the corporate media got a lot of awards, Suara Surabaya Media continues to upgrade and improve their performance. The approach cannot be separated from efforts to educate and make the audience understand and feel entertained, not because of the benefits from the media entertainment, but due to being delighted with the 3 E of Suara Surabaya, which are: educate, entertain and explain.

Learning from habit/culture in the conventional media which are identical to citizen journalism that has been arranged, Suara Surabaya then changes the culture to the new instruments, facebook account e100. They expect that the quality of citizen journalism in the new media is also equal with what has been already developed in the conventional media.

Everything is very flexible for the audiences. They are free to choose which media will be used to deliver their ideas or other inputs. This is because, basically, both of the contents on conventional and new media have their own characteristics and peculiarities which are combined to be a new force of media convergence. All contents are arranged to complement and reinforce each other, which then creates a service that could serve audiences' senses as much as possible. This makes Suara Surabaya Media as a major media corporation with a lot of content displays that have added values.

Working for 31 years does not make Suara Surabaya Media becomes outdated old media. On the contrary, the sophistication of technology-based new media is used as instruments /tools to always look young, up to date and always exist. Adaptive attitude as an old brand is used very well to always perform up to date in the changing times. It creates a very flexible company as well as social organizations which maximize their function and role as a qualified public sphere in Indonesia.

E100 Is A New Life Style For Connected Generation

Since its inception in 2011, the performance growth of e100, the facebook account used by Suara Surabaya Media to form a strong network society, is increasing significantly. The indicator of the development is increased number of visitors / netters who access e100. From

19 402 in 2011, it increased 66 percent at the end of December 2013 to about 84 324 netters. The biggest contributor of contents of the increased number was triggered by Surabaya Zoo issue which was reported as the harshest zoo in the world regarding the version of Mail Online website. Due to the interesting content presented as topic of discussions, there were a lot of the new comers joined e100. They participated actively by giving ideas, suggestions and inputs to Surabaya Zoo and Surabaya City Government.

New Media team division utilizes e100 to facilitate discussion forum for all levels of society, netters and public policy/decision makers to get involve in achieving problem solving for the zoo's big problems. As a result, the content of the hot issue that was originally derived from the thematic agenda setting in the radio broadcasting Suara Surabaya provided exceptional stimuli. It raised new netters with their unique citizen journalism styles, as well as forming a virtual network community who care about the fate of animals in Surabaya Zoo.

E100 facebook account is effectively used as an instrument of media content penetration which simultaneously rebrands the existence of Suara Suara Media. Through integration between contents that are being hotly discussed on radio / conventional media which then are transferred to the latest status of e100, the new media division team can approach the non heavy radio listeners of Suara Surabaya. It is also influencing an annual event of musical performances, Traffic Jazz Festival. It gives a sign that social media owned by Suara Surabaya media, especially Facebook account e100, could successfully mobilize public to participate in it. A massive campaign was conducted on the radio and fully supported by the bombardment of virtual promotion. As a result, social media has a positive implication in the success of Traffic Jazz Festival held at the Grand City Surabaya, November 2013

The jazz music event which performed qualified jazz musicians became a concrete product display of social media which has successfully brought youth to get involve. They were, the Connected Generation who knew information about Jazz Traffic from the social media owned by Suara Surabaya Media then interested and bought tickets to watch it. Moreover, in a regular musical program Jazz Traffic in Suara Surabaya radio, hosts / announcers always inform various information about jazz musicians who are invited to a talk show / interview. Therefore, the formation of jazz lover community in the virtual world is then followed by presenting the Traffic Jazz Festival.

Everything cannot be separated from the society network that was originally formed from the virtual community utilized completely by Suara Surabaya Media to get young audiences that

mostly from Connected Generation. From diversified packaging content in social media, it will automatically form a network society in a synergizing community. The effectiveness of communication through the use of new media instruments built from on air and off air activities can bring people together, brings new ideas needed by society

As long as radio is placed as large media corporations and not just as a regular medium, the conventional media will become more empowered. This is because the presence of radio is not only having a good broadcasters and editors, but also, at the same time must have a future perspective. Characteristics of media power that are always attached will implicate largely for the perspective mindset and media images that are always up to date. What applied by Suara Surabaya Media until now can be engineered and tailored to fix the desired target in order to gain added values which much larger than the imitated one. It is implemented by adaptive attitude to the development of information and communication technology to be a part of a movement of change in the world to produce qualified media.

As a first step in generating qualified and up to date e100 contents, since April 2013, Human Resources and content treatments has been implemented on the New Media division. It includes applications of standard operation procedures (SOPs), performance-based appraisal standards with quantitative targets and agenda setting on Suara Surabaya Today, as well as convergence with On Air to improve the statistics.

The target of the content treatment which is continuously implemented is aimed to expand the social media expanse with social media boosting and implementing product quality standards for worthiness of published news. It includes the implementation of content production systems based content rating. It shall be achieved as part of Suara Surabaya Media idealism to always be a youth media at the age of 31 years.

To produce qualified content, it requires qualified human resources as well as rational ideas of media strategy business. This is because the nature of the technology also can trap anyone who does not know how to use it effectively and efficiently. As Suara Surabaya Media does not want to be trapped in the euphoria of ICT technology in the case of new media, it must be able to think out of the box to always improve the quality of the content of the products, to provide benefits to the community.

Defects conducted by the on-air team will become major implications for the marketing teams to maintain the trust of advertisers. Therefore, from time to time, it made various

efforts to improve the quality of human resources in order to be more effective and innovative, such as grading up, training, visioning and other activities. The activities are aimed to bring the vision and mission of Suara Surabaya Media closer to each crew. As output, they can become very independent learners and also have up to date knowledge in accessing ICT technologies that are already available. The up grading is expected to bring up willingness of each individual, so, it will produce consciousness and passion as a qualified journalist.

e100 Strategy To Build Network Society

Basically, the conversation on the social media owned by Suara Surabaya Media begins on interesting topics discussed in the conventional media, radio Suara Surabaya. Edelman Trust Barometer's study in 2012 contend that conventional media editorial strategy to link news to social media and choose proper contents to be discussed in social media is proven successful in increasing the number of consumers of media. This is because, public make conventional media as validation tool for the content. This fact shows that public can be drive to any media, both new media and conventional media. It all depends on segmentation and the contents delivered as a booster.

The presence of Suara Surabaya radio content on media e100 will not turn off the radio. Instead, the discussion about the topic of conversation which is specially setting by a media team division on facebook with a pattern as is done in radio, it provides reinforcement to the radio as conventional media which is synergized and appears as media solutions.

Realizing that the existence of social media can be used as a mass gathering (community), Suara Surabaya Media uses it to drive mass community in the virtual world in doing penetrating communication, for the sake of media campaign. In order to produce qualified network society with militant engagement, it requires qualified content management with quality standards above average. The main thing to have is a new media division team composed of people who understand, how to boost an issue of conventional media through social media. This is because, patterns of communication to deliver messages through social media is very different from the radio or even on the portal website.

Gamble, Teri and Michael in the *Communication Works* stated that the delivery of communication messages in social media is not just for one person, but can be to many people. The nature of the message conveyed freely without gatekeepers and even then tends to be received and get a response faster than other media. In condition, the receivers determine the time of interaction.

Mean while, Ernest Dichter (1966) in his study about Words of Mouth concluded that the information submitted by getok tular (word of mouth), 64% contain a value. The elements are draw attention, inside information, helping attitude, wide expanse, friendship, humor and contain information. The 33% is determined by the range of the brand

To be able to create e100 which has power and implications for the rebranding of the brand, the Suara Surabaya Media exploits the phenomenon of narcissism of users of social media for positive purposes. For example is to create quality content that aims to make the followers / fans feel powerful as well as references that inspire audience, familiarity and proximity. In a condition, the new media division team presents contents in social media that has eye catching narration and titles as well as heart catching.

In terms of web-based content / platform, e100 is created as product storage / display of all contents owned and produced by Suara Surabaya Media. It can be in the form of text, images and video which are rubricating material and diversity of contents in Suara Surabaya Group. Everything is as stimulating and strengthening effective positioning, from conventional media to new media through the media convergence. So, the output is the capability to serve the needs of existing listeners and the semi conventional media consumers.

As a large media corporation with good quality and recognized existence as a public media internationally, Suara Surabaya Media uses its strength as a capital to improve the quality of e100content products. It includes database diversity in each existing unit, strong and loyal social media networks, the use of local and regional information as a reference in the content creation as well as strong positioning that is already exist. Additionally, during this time, Suara Surabaya Media also has a network of prospective customers of the radio / conventional media who can be optimized.

In terms of production, convergence which continuously be maximized through e100 is able to reduce the weaknesses of one unit by another unit. So that it can optimize the consumer expanse and impact of the spread of information. In terms of marketing, the existence of e100

can optimize marketing impact. With information dissemination pattern through a combination of mobile gadgets and social media applications, it causes incredible content spread widely and can be done anytime (anytime, anywhere).

Content strengthening on the e100 that is in-depth news and contains local proximity elements is processed in such a way by a team of new media division. It includes optimizing content variety of agenda's settings and simplifying the content (words) written in e100 status. In addition, the new media division team also optimizes sharing photos volume of the netters/ e100 fans with boosting from radio Suara Surabaya.

Platform Development of e100

Exploration of new media platforms as an outlet featuring a variety of radio product displays of Suara Surabaya for later being convergence across the information channel is the major focus of Suara Surabaya Media in developing e100. Suara Surabaya website becomes netters' main reference to obtain information through digital world diversity. It is due to website hyperlinks on the home page which posts e100 latest status, complete with the following comments/discussions of the netters.

Especially for worthiness standards of news and portraits, the new media division team actually imposes strict screening, selects and sorts news and photo submissions which are considered to be eligible to appear in the e100. This is done to maintain content quality and to educate public. This is because the activity of writing / posting information or photos on the e100 is a process of empowerment and education as well as a democratization media for public, on how to implement a qualified and responsible citizen journalism.

With the selection of discussion topics and information center about Surabaya and East Java, within 3 years of e100 existence, indirectly, have formed a community of segmented Connected Generation and militants, according to the target. For example, e100 targets netters between 25-40 years old, education level S1 - S2 (Bachelor and Master), upper middle class, adult, mature, well-established, professional, charming, intelligent, critical, and very attentive to detail, care to the environment and society can also be neutral / impartiality.

Instead, the new media division team applies online rules in managing all posted news. Among them, the news should be an element of 5W + 1H (What, who, when, where, why and

how) with the concept of an inverted pyramid or straight news. The more going down, the writing will be even less important. So, 5W + 1H should be placed at the very top. The completeness of information elements in the straight news model is also a big concern. Further details of news can be updated on the running news. In addition, all news posts must use brain catching headline, of course, with of news content that is always balanced or covering both side.

Before being posted, firstly all news should be screened by editorial teams, and must meet the online decent criteria. For example, it contains unique event elements that are sometimes not to be important, but more importantly, it should be an unusual occurrence. Its uniqueness is catching brain. Controversial News or a debatable public is also interesting to be put in e100. For example, discourse on facebook that is reportedly forbidden and moving the Capital City. Dramatic element provoking humanism and heart catching information are also included in the criteria of decent online.

Meanwhile, in terms of news, new media division of Suara Surabaya Media have news standards that are adapted to the mission of Suara Surabaya Media. That is the news as Public Empowerment, Democratization and Information Center about Surabaya also East Java. News composition consists of 30% for national or international and then 70% for local news content. All of them must have the element of the news as well as that found on conventional media such as Actual, Factual, Impact, Credible and maintained balancing of Accuracy and News Clarity.

Another equally important thing that the news content which is published by the new media division at e100 account must still have a good standard of online news such as Google Friendly. It means that the news content must be easily found quickly by Google Search Engine and then it must have Brain Catching characteristic.

Which is also important are the warmth factor/ trend of crowded news which is being discussed publicly. For example is the death of animals in Surabaya Zoo. Relevant news which gives direct impacts on the public interest, such as pipe leaking taps and highways blocked is also important as well as news exclusivity in the online news. For example is Suara Surabaya radio interview with President Susilo Bambang Yudhoyono. News also must contain inspiring elements so can be used as references for community in thought and action such infestation tips.

From news object aspect, there are some elements which become detailed concern of media team, such as:

1. Occurrence (event), only can be written using straight news rules (fast) or ongoing news, because if not fast it would not be an actual news anymore. The writing structure is upside down pyramid.
2. Case (back ground of an occurrence), straight news is not enough but should in-depth news (deep). There are two things: why and how (other than the two things is prohibited). The writing structure should not the upside down pyramid but it can be placed anywhere, as long as the writing can flow smoothly.
3. Phenomenon (repetition events), can use either straight news method or in dept. This should be completed with literature.

Especially for news that contains news judgment; new media division team must do material/content screening of news very strictly.

1. Politic

Politic news contains conflict, controversy, related to public policy, or election. Politic news also can perform as long as it has high news value such as a breakthrough of political parties on legislative candidate election, or lawsuit against the political parties, both from individuals and groups.

- a. Although not a priority, political news of political party achievement or individual with regard to political parties or political party organizations, can also be reported. Hopefully, similar achievements can inspire others to do the same.
- b. Specially for political news containing conflict and controversy, must display two or more opposing sides (in the news for radio, or online running news). This is also to avoid "talking head news" or news that is only based on the testimony of the informant. This also applies to the statements of politicians who respond to a problem.
- c. Especially for political news election, lead of carrying-support to one candidate must be accompanied with minimal background response or similar support received by other candidate.

d. Lead tentang aktivitas calon akan menjadi prioritas terakhir untuk bisa ditayangkan. Hendaknya reporter mengambil Lead lain dari calon yang bersangkutan. Sementara aktivitasnya bisa disisipkan di tubuh berita.

e. Lead on the activity of a candidate will be the last priority to be published. Reporter should take another lead from candidate. Meanwhile, activities can be inserted in the body of the news

2. Governance

a. The intended governments are district, provinces and central governments. Lead news priority is Lead which contains about policy, government response to a case or event, either stand-alone or associated with a policy. Responses outside parties (NGOs, leaders, House of Parliament) on the government are allowed as long as it covers both side. This also applies vice versa, when the government responded to specific problems.

b. Controversial government policy (local / national) as well as those relating to the public is a top priority. It can be presented in the vox -pop, containing response quote from 3-5 opinions of citizens and academics

3. Economy

a. Economic news priority is business inspiration involved new players and young, local economic empowerment, and creative industries

b. Paket bisnis wisdom (radio), Tips bisnis (online). Digali inovasinya yang diluar kebiasaan serta potensinya.

c. Business Package wisdom (radio), business Tips (online). It is dug from out of ordinary and potential innovation.

d. Statistics and quantitative macroeconomic Information of, eg taxes, inflation, exchange rate

e. Macroeconomic information such as: product commodity and commerce.

f. Lifestyle : profile and lifestyle business prospects

g. Avoid CSR news, but if there's a story of interest in activities, the subject of the story is not the company. For example, "Bulog Gives Dozens of Tons of Organic Fertilizer to Make

Village Farmers Can Boost Production". Supposedly, " Village Farmers Sure That Production Will Rise By Utilizing Organic Fertilizer". Or, "Non-Organic Fertilizer Will Not Loss Village Farmers ".

4. Kamtibmas (security and public order)

a. Kamtibmas News is usually preferred by SS media consumers, especially with regard to the community. Kamtibmas News also usually develops with a new mode of criminality. Cases like the murder of a businessman, famous people, terrorism, white-collar crimes that involve a lot of people are priorities; likewise with narcotics. Lead on plant drugs, drug smuggling at the airport or seaport, drug runners and drug release with great evidence are also priorities

b. Or it could bring case as well as the phenomenon of large kamtibmas phenomena from another city to Surabaya

c. Avoid taking angle of success of law enforcement agencies which uncover cases. Prioritize on how the case was detrimental to the public and tips on how to avoid such crimes

5. Occurance/Event

Priority on the events that lead to the widespread impact (area, population) and the urgency of delivery as soon as possible without being postponed. For example, roadblocks, accidents with the number of dead and causes of congestion

6. Sport

Priorities are in sports with a large number of mass audiences, such as football, basketball, volleyball, badminton, F-1 Grand Prix. Priority in sports with a image targeted segments such as tennis and golf.

7. Technology and science

a. Priority on the findings of science and new technologies that have the impact of locality (Surabaya, East Java) despite abroad.

b. And government and international policies on technology

c. Science and applied technology useful for the dominant population

d. The emphasis is on Internet technology and living science

8. Law

a. Priority on legal cases that hurt the public's sense of justice, involving public officials, famous people.

b. Avoid civil cases that have no impact on the public.

c. Use initials only on the victims of immoral crimes and under age crimes.

d. Always use the term unexpected (before specified suspect) or a suspect in the offender, unless already convicted.

e. Law cases which bring attention, such as corruption, fraud with mass casualties and the number of major losses, the murder of businessman (famous people), a drug with a large number of BB.

f. Reporting cases containing the charges (accusing) certain party to other party should start with reporting to law enforcement authorities as starting point for publishing the news. Avoid direct quotes from those who accuse though it has great news value.

8. Health

a. It is emphasized on public health issues. For example, the spread of the virus, health tips, health facts

b. Cases of health, such as rare diseases, rare surgery, the latest medical technology that eases the healing of certain diseases

9. Environment

a. It is emphasized on news of environmental damage affecting human population and a large area of damage

b. Profile conservationist / local environmental innovators can also be put as inspiration

10. Community activities

a. Focus on community under the age of 30, wider audience (massif), networked.

b. Based hobby. For example, photography, traveling, cycling, pet.

c. Coverage focused on providing space for community narcissistic.

d. Equipped by narcissistic photographs.

11. Margin

It is a topic beyond those mentioned above, is not a priority, but has exceptional news value

Photo standards

1. Foto Headlines News

a. It should be cultivated using the latest photos, real time and not just a mere illustration photo.

b. If the news had first upload, but there is still no real time photos, the photo news headlines should be ready to be replaced with a real-time picture.

c. for transcripts or re-write news, the photo or illustration is attempted to be the latest, real time.

d. Should be strived the use of 3 different photos with different angles for news photos, news headline photos, and kelana kota photos.

e. If the photo had been prepared for the news headlines, it should be considered also to be displayed in Kelana Images City. Thus strived photo appeared in news headlines and Kelana Kota must have different angels.

2. News Photo

a. News photo should display the angle that informs events or news that will be uploaded. At least some of the data in the event is already represented in the selected image angle.

b. If the news is already uploaded, then further news is attempted to be accompanied with the latest photos representing events, or at least have the angle containing event data.

c. Photo is defined as photo that has function to complete news. The photo might significantly provide an explanation or become news footage. It is an important part of the story because the image is expected to visualize ideas, or information to be submitted.

Things that should be avoided:

- a. Give double meanings to the created images.
- b. Make ambiguous composition
- c. Just an illustration.
- d. Gives diverse meanings, confusing.
- e. Photos with the angle that causes horror, for example, pictures of vulgar dead bodies, blooded people.
- f. Featuring images of faces of victims of crime / sexual abuse, victim / offender children, people with HIV / Aids / other venereal diseases even though he or she is being photographed.

3. Composition

Usually it is interpreted as dividing frame in photos. It is used to balance the picture and give prominent impression or to be prioritized. The frame division is relatively does not have fixed rules because every photographer is free to divide into several parts. Typically, it is divided into three major parts, both horizontally and vertically of the photograph.

The composition also allows photographers to produce corners or interesting angle. Composition is not easy. But by continuing to practice and to be familiar, each time to make the execution of an object, the frame division will automatically pass through the minds. For the caption, a photo caption only contains background information about the events. Information includes what, when, where, and why

Other important thing that also must be considered by netters is to avoid interpreting photographs. Instead, let the pictures explain. This is because the photograph is like making a painting, so that frame is like a canvas that will be filled with various objects. The painting was meaningful or not, depending on what is in the brain of the artist. So, all the pictures are worth it "appeared" in the e100 also based on the spirit, vision and mission of Suara Surabaya Media.

Suara Surabaya Still Places “Content Is The King”

Suara Surabaya Media always perform in the front as a major media corporation with international quality in the convergence. They still prioritize content. Any innovations that is conducted, especially related to format, segmentation, used communication instruments, all depends on the delivered product.

Although technology is a necessity for always be adapted, the media still have to survive with integrity and identity. Suara Surabaya media always places **CONTENT IS STILL THE KING!** This is because, the content is the one which makes the qualified products delivered from the vehicle whose name is social media, radio broadcasting, convergence and so on. And certainly, people still want to access them all because they still need the information, ie media content itself.

Innovation that is made by Suara Surabaya Media actually is a product innovation. It is not just technological innovation, but rather is the diversification of content. To be sure, the content should be able to provide something for the consumer / listener being served, with always utilizing and functioning of the old media / Suara Surabaya radio as a source of information that later on is supplied to the new media.

As content is the main product that the quality must be maintained, it takes a multitasking solid team work. They are those who can work for all media platforms involving many human senses. They should be able to divide their concentration for different journalistic activities, but still stay focused on content quality in managing citizen journalism. It makes Suara Surabaya radio not as a radio institution, but as a media that creates scientific community networking / network society. The goal is empower the citizen journalism as an agent to improve the quality of their lives.

As a scientific media, radio Suara Surabaya with its citizen journalism format has major role in transferring knowledge to society to be more open to the wide spread of knowledge. Thus, it plays a huge role in educating public pursue smart nations and have social concern for the surrounding environment.

Strengthening Social Media News Content Into Conventional Media

The discussion about a variety of current issues in social media, as has been done by Suara Surabaya radio on Facebook account e100 will not decrease the quality of Suara Surabaya. Instead, it just gives reinforcement Suara Surabaya existence as a modern broadcasting institution which always keep the synergy as solutive media. Not only serves to communicate a message to the public, but at the same time it's play a role in empowering communities too and then shape it into a network society. This was conveyed by Director of Suara Surabaya Media, Errol Jonathans respond on media convergence conducted by Suara Surabaya radio.

All this time, Suara Surabaya Media utilize social media as an inherent characteristics of a coordinating mass media which have to campaign interesting issues to the public. The goal is to provide stimuli to the community and then they are give the feedback in the form of collective action. E100 which is social media integrated with conventional media that is radio broadcast content of Suara Surabaya which is functioned as media to build empathy, social awareness, sharing in each other and also to build community solidarity to the environment. On the other hand, the people who involved in Suara Surabaya's social media feel so powerful and useful for others. Because of connectivity that exists is to build a community with the same vision. That is smart people and they have concern for others who controlled by social media of Suara Surabaya Media.

Among examples of social care concerns that are formed through social movements by e100 is called #InspirasiMbahDul which is initiated by a group of young people in Surabaya. Their goals is to invite Surabaya community to be proactive and also care to the environment such as what Abdul Syukur or Mbah Dul have done it for human being. Eventhough he's only a pedicab driver, he have initiative to repair holes in the road with his own hands. Mbah Dul story became trending topic on social media after the follower of e100 was upload his picture of Utomo Himan facebook account. He is the person who wrote that story and taken a picture when Mbah Dul was repaired a road by him self.

#InspirasiMbahDul as a social movement started by inviting members of the core team consisting of 20 to 30 people to clean up rubbish during Car Free Day event in Taman Bungkul of Surabaya on Sunday May, 17 2015. They also sent the message that Surabaya community could be proactive to their environment like the Mayor of Surabaya, Tri Rismaharini has done.

As a result, the use of social media likes facebook and twitter which connects between regular programs of Suara Surabaya that proved build a militant cyber society. Design communication was very effective in building a community of listeners, from the virtual world to the real world. So its role as an agent of change through knowledge transfer and diffusion of innovation to society, able to change the mindset and culture of the nation.

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