

**COMMUNITY MEDIA MANAGEMENT FOR CULTURAL
RESILIENCE: A CASE STUDY OF GALUH PRAMBANAN TV**

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Abstract

The purpose of this study is to ascertain how Galuh Prambanan TV manages its media community when introducing the Karawitan program. A qualitative descriptive method was taken in this investigation. The object of this research is the Galuh Prambanan TV media community which uses the channel from the Youtube application as the primary media. Data collection techniques are interviews, observation, and documentation—the validity of the data using source triangulation. In presenting the results, the researcher uses the concept of management, which consists of planning, organizing, directing, and supervising. From the study results, the researchers concluded that the program planning of the community media was going well. This was indicated by realizing the initial goals by implementing service goals to the community or community. In the concept of an organization, the manager has also established an effective and efficient work division to facilitate production and collaboration between teams in broadcasting content. Stages are also designated through producers' efforts from the media community in building motivation and creating communities to build motivation and create effective communities. The evaluation process carried out routinely by media managers and those in charge of content shows that the stages of supervision have also been carried out.

Keywords: community media, local culture, cultural resilience

1. INTRODUCTION

Galuh Prambanan TV is a community media that focuses on art and cultural content. Galuh Prambanan TV has a broadcast concept that adopts internet technology and uses Facebook and Youtube applications as a means of broadcasting performances. One of Galuh Prambanan TV activities is broadcasting musical art, which is held on Tuesday Kliwon and Friday Legi. Community media Galuh Prambanan TV does not broadcast every day but broadcasts on days that have been agreed upon by community members. The production goal of Galuh Prambanan TV is for Javanese culture. The Bali Buja Community, as one of the organizations that oversee musical and wayang activities in Klaten, hopes to develop Javanese culture so that it remains sustainable. For example, the younger generation can accept art and cultural performances. In essence, management is closely related to managing media, so it is understood that there is a need to organize actions to produce a more significant impact by grouping individuals (Rohn, 2018). Management is in every organization to get better results by running together and combining different potentials to become one container and directed to achieve a goal (Denning, 2016; Gerasimov & Gerasimov, 2015).

Researchers use the concept of broadcast management to determine the management used by Galuh Prambanan TV. Youtube Galuh Prambanan TV provides interaction to get a response from the audience through comments content selection, which will be played. Viewer responses or comments by users are essential for media development; one of the goals is to study the treatment of users and the public for videos or shows that have been stored on Youtube. The production of Galuh Prambanan TV uses a combination of analog and semi-digital technology.

While the advent of digital technology has influenced all three stages of media production, analog technology also plays an essential role in each stage. For many years, the equipment used in today's online media production was analog, and many analog technologies, including motion picture film, are still in widespread use today (León & Bourk, 2018). The size and quality of the images recorded by some film technologies can never be surpassed. Therefore Galuh Prambanan TV must continue to follow digital technology, especially in online media, either in a system or by presenting existing content. Galuh Prambanan TV provides a new space for learning art and culture through live streaming. Based on the explanation of the Galuh Prambanan TV community media management.

One of the issues confronting the Indonesian people in terms of culture is the slow pace with which cultural heritage is protected (Jati, 2019). Western values are posing a danger to indigenous cultures. The author conducted a search in the Klaten area, specifically at Tlogo Village, Manisrenggo, and Prambanan. The author became acquainted with a sizable population known as Bali Buja or Paguyuban Peduli Budaya Jawa. This group is comprised of many Klaten-based art studios. Each week, the Bali Buja Community gives an opportunity for its members to perform. The Bali Buja Community administration has selected which nights would include noteworthy performances. For instance, every Thursday night, Bali Buja will feature Karawitan performances and Javanese songs.

2. IMPLEMENTATION METHOD

The paradigm used in this study is the post-positivism paradigm. The Post-positivism paradigm is a flow that wants to improve positivism's weakness, which is only a direct observer of the object under study (Etiqe, 2020; Turyahikayo, 2021). Post-positivism is critical realism (Fluck, 2017) which views that reality exists according to natural laws. Still, it is impossible if researchers can see the reality correctly (as it is, as positivism believes).

In this study, the researcher uses a qualitative approach to interpret and explain a phenomenon in more detail by using words without relying on a number (Berger, 2018; Snelson, 2016). This research is presented with a descriptive approach. This method was chosen because this research will focus on the editorial management of galuhprambanan.tv. This research is a descriptive type of research that aims to describe the state of the status of the phenomenon, which is centered on solving problems and then comparing them with one another. Data collection techniques are the most strategic steps in research, namely Primary Data and Secondary Data. The primary data collection used in this research is non-participant observation. The researcher only conducts in-depth interviews because he acts to find data and observe activities without observing his daily work.

The researcher also conducted in-depth interviews (Deterding & Waters, 2021). The researcher would conduct an immediate interview process with informant I and informant II by referring to the management function as a basic concept and questions about the application of management at Galuh Prambanan TV. Secondary data collection techniques Researchers used this literature study to research essential collection techniques to strengthen data from problems and literature studies.

This researcher uses the data analysis method used in this study to describe signs, pictures, words, and the object the researcher describes through scientific writing (Mohajan, 2018). The data analysis that the researcher will carry out is to carefully make a transcript of the interview results, then write down the words that are heard according to what is recorded. The validity of the data that the researcher uses is a triangulation source technique. Source triangulation, comparing or re-checking the degree of trustworthiness of information obtained from different sources (Lemon & Hayes, 2020). Source triangulation techniques can use one data source type; for example, the informants or sources used need to be positioned from different groups or levels. In this study, interviews were conducted with the live streaming coordinator.

This study uses the management concept of George R Terry. In unravelling and describing the strategic activities of the Galuh Prambanan TV production team, the author uses the POAC component. POAC consists of Planning, Organizing, Actuating and Controlling (Barak, 2016; Maduretno & Fajri, 2019). These four elements are used to explain managerial principles. Although this POAC tool is more often used to describe leadership activities in management (Geni et al., 2021; Permana & Mahameruaji, 2018). However, these four principles can still be considered to explain the stages of supervision carried out in media management.

3. RESULTS AND DISCUSSION

In 2016 Drs. Djaetun HS, an entrepreneur who lives in Klaten, has ideas and ideas to develop the musical culture and wayang kulit, which are traditional characteristics in Central Java. Starting from the initial idea that was only broadcast through limited community media, then together with the culture-loving community/community in Klaten, Mr. Djaetun developed an online-based community media that utilizes the Youtube platform for live streaming. The choice of media, among others, is a concept that hopes that traditional cultural content can be consumed not only by a limited community of citizens but can be witnessed or followed by the world community.

In addition to using the Youtube platform, the people who manage the Galuh Prambanan TV media also use the Facebook and Whatsapp applications to support communication from the platforms that have been used (Jati, 2019). Mr. Djaetun, together with the Javanese culture lover community from Klaten, has high hopes that cultural preservation has an essential role in maintaining the nation's character. If previously broadcasts of Javanese culture in musical art were listened to through Community Radio Bayat (RKB Klaten), the next innovation was the management of online-based community media.

Galuh Prambanan TV felt the problem at the beginning of its appearance. However, these obstacles did not dampen the enthusiasm of the community media managing community members to continue broadcasting Javanese culture. Based on researchers' observations, Galuh Prambanan TV is managed by personnel who do not have professional skills in the broadcasting field. Through short training conducted by managers and supported by 'learning by doing, media managers can finally adapt. Even now (when this research was done), the manager is still learning and adapting to every cultural performance displayed through live streaming. In realizing good image quality or high definition, Galuh Prambanan TV is supported by adequate equipment. The equipment prepared includes webcams, computers, cameras, light software applications (software) supporting live streaming, and lighting equipment. The content presented by Galuh Prambanan TV is musical content. Every month, at the beginning of the existence of Galuh Prambanan TV, there are also shadow puppet shows with young puppeteers from Klaten and its surroundings.



Figure 1 Galuh Prambanan TV Logo Image

Content performers, namely musical performances, are performers of arts or cultural communities developing in Klaten and its surroundings. Through the registration process and taking turns, the cultural community fills out cultural performances broadcast through Galuh Prambanan TV. The cultural community that supports the management of Galuh Prambanan TV calls their group the Bali Buja Society or the Society for Caring for Javanese Culture. This association functions as a forum for the community to maintain Javanese arts and culture, such as musical instruments and wayang kulit. The choice of platforms that are well known to many people today, such as Youtube and Facebook, especially for the younger generation, is a step from cultural groups and managers of Galuh Prambanan TV so that content can be widely consumed people in the world.

The Role of Galuh Prambanan TV Social Media Applications

The Galuh Prambanan TV community media is managed by the Paguyuban Peduli Budaya Jawa or Bali Buja community. The operational location of Galuh Prambanan TV is precisely on Jalan Manisrenggo, Tlogo Village, Prambanan, Klaten. The vision proposed by the Galuh Prambanan TV media is to become a medium that broadcasts Javanese culture, especially the traditional culture of Central Java. Meanwhile, the mission of Galuh Prambanan TV is to preserve Javanese culture so as not to be marginalized and to become a forum for the younger generation to preserve Javanese culture. One of the reasons for using the name "Galuh Prambanan" is that the community media managed by the Bali Buja community also received support from the Galuh Prambanan Hotel,

Klaten. In some of its activities, the community also uses the facilities owned by the Galuh Prambanan Hotel.

One of the reasons for choosing Youtube and Facebook applications for broadcast media from the Galuh Prambanan TV community is the effort to widely introduce Javanese culture through internet technology. By utilizing an application that is very close to the younger generation, it is considered a strategic step so that young people also slowly get to know, then support and become part of the cultural community that seeks to maintain Javanese art and culture. The underlying consideration is the growing development of culture from outside that enters Indonesia; with the support of globalization, traditional culture is increasingly marginalized. The researcher argues that one of the problems faced by the Indonesian people is the slow action of both the government and the community in protecting cultural heritage. Technological developments also make entering values from outside the original culture easier.

Based on field observations and interviews, researchers obtained the management structure of Galuh Prambanan TV. The description of the duties and responsibilities of the community media manager is as follows: main leader; the duties and authorities of the central leadership are to carry out the policies set by the supervisory board, including general policies, master plans, broadcasting policies, work plans, annual budgets, and institutional and resource development policies. Next there is the role of a producer; a producer is in charge of leading the production team, evaluating and approving broadcast preparations; the producer is also in charge of working relatives, chairing production meetings, and being responsible for the production to the principal leadership. Broadcasting activities through online media are coordinated by an operator. Live Streaming Operators in charge and responsible for planning and setting up tools to perform live streaming following the existing integrity. Production and broadcasting techniques are monitored by the technician in charge and responsible for what if problems occur when live streaming has problems and continuously monitors it every month to prevent obstacles or damage to the live streaming system.

Production Management in Galuh Prambanan TV

As previously stated, the researcher will describe the data between the results of observations and interviews with the concepts and functions of management principles, namely: planning, mobilizing, and controlling. In this discussion, researchers will pass the definition of media management, which is a study that is more related to the utilization of communication technology developments used by media managers.

The initial stage starts from the planning function, which is an action by managers in thinking about goals before carrying out activities and deciding what to do, when, how, and by whom. Good planning can be achieved by considering conditions in the future. This is in line with the data obtained by researchers from interviews with the Live Streaming Coordinator of Galuh Prambanan TV. Good planning is needed to support media operations; this is also related to good communication between

media managers and content performers. In each live stream, the number of views on the Youtube platform can get viewers in the range of 50 to 100 views. Good planning by media managers, especially those related to technical matters, cannot be separated from the media background. The message that is expected to reach the audience requires adequate means.

"Since there have been regular Thursday night musical activities usually broadcast on the radio, that's why the initiative can be seen visually so that the public can watch it through live streaming on YouTube and Facebook. The vision is to be seen in general, and its mission is so that Javanese culture does not become extinct. The reason is so that Javanese culture can be seen more and more for the general public through the live." (Informant 1, Winardi)



Figure 2 Galuh Prambanan TV Preparatory Meeting Activities

The utilization of internet technology, which is the primary means of Galuh Prambanan TV media, is also the manager's primary focus. Before carrying out live streaming, internet support must be ensured to meet the requirements first. This is to avoid the failure to access the live streaming content to Youtube. Planning activities, especially technical aspects, are increasingly being improved in the Wayang Kulit performances. This is because the character of wayang performances is different from musical art. This difference is indicated by the number of cameras, among others. A shadow puppet show will require more than two cameras if a musical performance usually uses only two cameras. At the beginning of carrying out responsibilities, difficulties are felt by the technical person in charge (manager). Lack of experience and lack of knowledge related to broadcasting technology is the reason for the obstacles or difficulties experienced by the manager. However, the manager found the spirit of 'learning from experience' from the positive response of the audience.

"With the shadow puppet activities broadcast every Sunday night, Legi has received a very positive response to Galuh Prambanan TV shows" (informant 2, Winardi)

"The system uses Facebook streaming with several cameras which is very good for Galuh Prambanan TV" (informant 2, Putro Nugroho)

Galuh Prambanan TV is a community media. Like other community media, its primary purpose is to meet the needs of members of the community. Galuh Prambanan TV has the primary goal of preserving Javanese culture. The structure owned by Galuh Prambanan TV functions more as a person in charge of broadcast content and a content director to remain following the media's vision and mission.

"With the existence of broadcasting management, it is general and broad, not just political or economic; cultural broadcasting also includes all responsibilities in any sector. And make Galuh Prambanan TV better in Javanese cultural management." (Informant 1, Winardi)

"Management is not just people but also the tools or systems used for live streaming of Galuh Prambanan TV." (Informant 2, Putro Nugroho)

The use of the Youtube platform is also a form of innovation carried out by community media managers. The platform or application that is chosen and used is an application that is easily accessible to many people today.

"It helps the community, especially Javanese culture, even more so as a forum for young puppets in the Klaten area, especially." (Informant 1, Kliwon)

Ease of access for the community will have good benefits, namely related to delivering messages. The noble message in the form of local wisdom embedded in Javanese culture can be transferred with internet communication technology.

"Preserving Javanese culture is very good, and the message that is conveyed is also excellent telling about the history of the land" (Informant 2, Putro Nugroho)

In the pre-production or planning process, the Producer will hold a meeting before carrying out activities or live streaming. From the meeting discussion, what schedule will be displayed in the content will be known.

"Yes, before a live broadcast, we always have a meeting so that we can give satisfying results to the audience, especially people who like live broadcasts of Galuh Prambanan TV. We often consult with technicians to produce a good product, and we are always given outstanding solutions ". (Informant 1, Winardi)

Every Galuh Prambanan TV show is the outcome of a live broadcast of cultural arts performances; thus, it is not a 'recording' program production category, but a 'live' program production category. Whenever a broadcast is successfully transmitted via Youtube, the content is archived on the Youtube channel "Galuh Prambanan TV." This approach has the advantage of allowing content to be seen at any time.

The directing function (actuating) shows the manager's position in directing and influencing the personnel under him. Managers are expected to have a good role in controlling people to carry out their duties well, create the right atmosphere, and are always willing to guide, so that task goals are achieved. The technical team of Galuh Prambanan TV has members who, on average, do not have basic skills in the broadcasting field.

"Only one understands the broadcasting system, and the rest do not have a broadcasting background." (Informant 1, Winardi)

With this situation, technical problems became the main problem when Galuh Prambanan TV started. The strategy taken by the manager is to choose technical personnel who already has experience in the field of broadcasting technology. One such personnel shares his experience and knowledge with other technical teams.

"Everyone has to help each other, cover each other's shortcomings if everything is compact, I'm sure that there will be outstanding results if everyone works together." (Informant 1, Winardi)

"This system is run by working together if there is only one person, it will be difficult, so having to work together will be much easier." (Informant 2, Putro Nugroho)

The similarity of vision and mission among management members also positively impacts the sustainability of community media. So, if one of the personnel is busy with other routine activities, each member will cover each other's shortcomings. Community spirit is embedded in the motivation of managers. This is also because the activities carried out are not based on media profits; however, the same spirit is to preserve Javanese culture.



Figure 2 Bumper display section in Galuh Prambanan TV Live Streaming

Each live streaming process of Galuh Prambanan TV takes four to five hours. The informant explained that the process also depends on the conditions in the field. This live streaming process involves coordination between Bali Buja management and community media managers. The collaboration that the media leader directs is that Bali Buja management manages the performers (content). In contrast, the media manager will focus on the technical preparation required for the content.

Controlling means trying to convince every person so that the system moves toward the planned goals. If one part of the system goes in the wrong direction, the leader or manager will try to find the cause of the problem and then direct it back in the right direction. After every performance and live streaming, the manager of Galuh Prambanan TV will carry out evaluation activities. Not only face-to-face evaluation, but the evaluation is also carried out using the Whatsapp application in the form of Whatsapp Group. The application is used for the efficiency and effectiveness of communication between members of the media manager.

"We have an evaluation, every time after the live streaming broadcast we evaluate what are the obstacles that occur during the broadcast, usually the problem is in-network conditions which sometimes fail, or like errors by themselves, so we often take care not to work errors because we have experienced problems on the network..." (Informant 1, Winardi)

This monitoring activity is also an essential part of the process in the successful production of Galuh Prambanan TV. One of the supervisory roles is to maintain the success of message delivery and whether the objectives of the pre-planned schedule have been achieved or not.

"I will always provide supervision because this live streaming system cannot be left carelessly because if there is a problem, we will not know, so it must be properly monitored for the slightest thing." (Informant 1, Winardi)

If the performance of the musical arts will take a duration of two to three hours, it is different from the wayang kulit show. The manager's concentration will be increased because the required time can reach five to six hours of performance.

"Yes, the process is indeed very long because once we broadcast, it can take up to 4-6 hours, sometimes it's until the morning before we can go home because we are all tidying up the equipment". (Informant 1, Winardi)

The production process of Galuh Prambanan TV is a live broadcast with a Multicam production system (more than one camera). Production activities like this are a challenge for managers, especially considering the ability of managers, most of whom do not have a broadcasting background and learn by doing. Based on the researcher's observations. The pattern of indirect supervision is also carried out by community members watching the show. For example, if a technical

error is displayed on Youtube, members can submit a repair message via the chat feature on Youtube or through the Whatsapp application.

4. CONCLUSION

Based on the research that has been done on the Galuh Prambanan TV community media. The researcher proposes the following conclusions: in achieving the goal of Galuh Prambanan TV, namely cultural preservation, especially Javanese culture, the manager chooses the path of utilizing information and communication technology such as Youtube and Facebook internet, which the manager chooses as the application that will be used to disseminate the results of live streaming broadcasts. Researchers through the management concept of George R. Terry elaborated the study's results to show the management pattern applied by Galuh Prambanan TV.

Planning has a vital role in meeting the goals achieved. The Galuh Prambanan TV community media has a vision and mission as a guide for the direction of broadcast goals from the implementation media of the vision and mission shown by the selection of the latest technology as an element to achieve the goal of broadcasting traditional Javanese culture to the broader community. Organizing activities play a very important role in the Galuh Prambanan TV community media because the existence of the organization makes the Galuh Prambanan TV community more involved in cultural management, especially Karawitan and Wayang Kulit. In addition, directing activities to management are carried out to work better and maximally. So that the team is better than before, the content can be understood and evident by the community. In addition, the producers of Galuh Prambanan TV also implement kinship, which makes its members motivated and makes members feel part of the family so that the satisfaction of Galuh Prambanan TV members can increase and bring the company's good name.

The results of this study are expected to be a reference for further research, especially regarding community media management that optimizes internet technology. Galuh Prambanan TV, as an internet-based community media, of course, still needs to be studied more deeply, especially concerning interactions between communities that fill the content in each show. Various communities that emerged from various remote areas in Klaten have different characteristics, even though they come from the exact location.

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