

INTISARI

Radio komunitas merupakan media alternatif di daerah terpencil yang menyampaikan informasi untuk kemajuan desa dan komunitas, karena minimnya program media yang relevan dengan kebutuhan komunitas setempat. Upaya pengelolaan radio mayoritas dilaksanakan oleh pemuda desa yang bekerja secara sukarela. Tujuan dari penelitian ini untuk mengetahui peran pemuda dalam pengelolaan radio komunitas dan perannya dalam penguatan ketahanan sosial dan ekonomi di kawasan radio.

Metode penelitian yang digunakan pendekatan kualitatif deskriptif melalui teknik pengumpulan data menggunakan observasi, *in-depth interview*, studi pustaka, dokumentasi dan penelusuran *online*. Metode analisis menggunakan *editing*, kategorisasi, *meaning*, reduksi data dan penarikan kesimpulan. Peran pemuda dalam pengelolaan radio komunitas diukur dari indikator sosial dan ekonomi yaitu kondisi pendidikan, kesehatan, interaksi sosial, pekerjaan, pendapatan dan pengeluaran warga setempat.

Hasil penelitian ini yaitu (1) Peran pemuda radio sudah dijalankan namun belum maksimal karena kesibukan masing-masing anggota. (2) Kendala yang terjadi yaitu kurangnya komunikasi secara langsung antara pihak radio dan warga sekitar. (3) Implikasi ketahanan sosial dan ekonomi sudah dirasakan oleh warga yang pernah bekerjasama secara intensif dengan Radio Lintas Merapi, terbukti dari pembuatan produk kopi dan hasil pertanian hortikultura, namun adapula warga yang belum mengikuti program radio sehingga belum memperoleh dampak yang signifikan. Jika radio ingin berjalan dengan maksimal maka harus dibangun komunikasi semua segmen, baik internal radio, warga, dan pemerintah.

Kata kunci: Peran Pemuda, Radio Komunitas, Ketahanan Sosial dan Ekonomi.

ABSTRACT

Radio community was alternative media in the rim land that delivered information for the progress of village and community, because lack of media program that relevant with the needed of village. The management effort of radio did by majority of the young generations to work as volunteer. The purpose of this research was to know the role of young generation on radio community management to strengthen the resilience of social and economy in radio area.

The researched used qualitative method and descriptive approach thought observation, in-depth interview, library study, documentation, and online search. Analysis method used editing, categorization, meaning, data reduction and conclusion. The role of young generation on radio community management had the indicator of social and economy that were education, health, social interaction, employment, income and outcome conditions of local society.

The result of research were (1) The role of young generation had worked however hasn't maximum because the others activities of member. (2) The obstacle of direct communication is low between radio and society. (3) Implication of social and economy resilience has felt by society that intensive collaborated with radio. The proved was making coffee product and horticulture, however many societies haven't joined in radio program so that they haven't got the significant impact. If radio was being optimally then it has to build communication between all segments, which were internal radio, societies, and government.

Key word: Young Generation Role, Community Radio, Social Economy Resilience