STRATEGY AND PLANNING IN OVERCOMING HOAX ON PHOENIX RADIO BALI

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Abstract: *The main objective of the study is to reveal the innovations in the planning and communication strategies used by Phoenix Radio Bali in dealing with fake news among Generation Z. The study uses three methods data collection, observation of participants, in-depth interviews, and documentation. The research uses qualitative methods with a case study approach. Based on the results of the research, Phoenix Radio Bali uses strategic planning and communications in delivering the message to listeners initiated by Phil Jones through five stages, namely the launch of strategy, planning, and planning of strategy implementation, strategy analysis and planning, strategy follow-up, and commitments, and the final stage is the implementation of the plan and monitoring of its results. Phoenix Radio Bali has managed to maintain its presence in the digital age, despite the prevalence of fake news and fraud. The success of the radio station can be attributed to its staff's commitment to reporting news based on data and facts, and ensuring that all news broadcasts are thoroughly tested facts before reaching its listeners, the Z generation.*

INTRODUCTION

The advancement of technology in communication in the current era of globalization is experiencing rapid growth. In this era of globalization, with the ever-increasing growth of technology, there is a shift in human thought patterns regarding communication and social interactions in various aspects such as work, religious activities, and other activities that can now be facilitated through technology. (Yuniati & Puspitasari, 2019) reveal that the use of technology in communication has an enormous impact on life by providing people with the information they want and need. Therefore, technological developments meet society's need for information. The functions of the mass media, as stated by Lasweell (Habibie, 2018) said that there are three functions of mass media: The mass media functions as an observer of the environment. Mass media functions as a provider of information to the wider community. The mass media selects messages that are suitable or unsuitable for public consumption in their capacity as a filtering medium. Additionally, mass media serves as a means of conveying

socio-cultural values and heritage. This justification leads to the conclusion that mass media helps pass along cultural values and social history from one generation to the next. Apart from these three functions, the presence of mass media also changes people's perspectives, culture, and lifestyles in people's lives. As stated by (Prasetyo & Irwansyah, 2020), media has essentially influenced the way humans think, feel, and behave, leading technology to propel humans toward a more modern civilization. One of the technologies in communication media that developed with the discovery of the internet is social media.

In contrast to other forms of communication technology, (Ju et al., 2019) claimed that social media is a phenomenon that transcends time and space by integrating a range of tools, practices, and ideologies to enable synchronous and asynchronous communication among people and communities. Understanding social media must be approached from a cultural perspective, as demonstrated by the research conducted by on Internet use in China. The study is framed in a manner that aligns with the principles of Chinese culture, particularly emphasizing community and individuality. Meanwhile, research on online student exchanges (Sandel et al., 2019) shows that students in Asian countries find it more important to build relationships first than to complete assignments or practice at home. In contrast, students in the US tend to complete more assignments before forming a relationship. Therefore, from these two studies, an understanding of how culture provides information on social media from various contexts emerged.

Numerous studies demonstrate that there are both advantages and disadvantages to using social networks for users. The expansion of educational horizons, improved access to health-related information, and increased opportunities for social engagement and interaction are a few examples of desirable outcomes. Cyberbullying, terrorism, criminal activity, and mental health issues, including depression and anxiety, are just a few of the negative effects of social media on society. To guarantee that people utilise social media for the right reasons and accomplish their objectives in order to reduce negative consequences and maximise good impacts on society, cooperation among all significant stakeholders is required. The rise of hoaxes is inseparable from the mass media, whether print, electronic, or new. The press council also addressed the hoax phenomenon, stating that hoaxes require a lengthy creation process before they are released on various communication platforms. Even more concerning are the falsehoods that are currently going viral on social media, becoming well-known to the public before being repeated without any background information.

Research conducted (Utami, 2019) with Hoax in Modern Politics: The Meaning of Hoax in Indonesian Politics and Democracy analyses hoaxes as memes in dismantling existing source material to capitalise on ideas or feelings that connect with others. On her research, the emergence of fake news was deliberately spread on social media to hinder candidate Jokowi's victory, particularly hoax news related to race and religion. During the campaign week of the Jakarta regional election for governor (January-March 2017), it was found that there were 15 instances of misinformation in the form and content circulating on social media. For example, a photo taken from another source that has nothing to do with the topic, or is related but misrepresented, is used to support misinformation. To make matters worse, the photo is accompanied by a narrative that falsely validates the statement. Hoaxes are becoming a very problematic issue in Indonesia. There are several issues regarding how to

identify news or information that is a 'hoax'. Whether statements, expressions, and information that can be explicitly identified as hoaxes, and whether hate speech can be classified as hoaxes. These issues related to irresponsible information need to be explored to ensure clarity on hoaxes, hate speech, and their various implications. The important Value in this research hoaxes can build a culture based on shared beliefs and become a means of political partisanship in an era of increasing polarisation. However, with a tendency to defeat the truth and distance people from trusting facts, hoaxes can pose a threat to participatory democracy.

Meanwhile, the research conducted by (Kumar et al., 2016) identified that Wikipedia is a crucial source of information for many people, but a large amount of its content raises concerns about its credibility. This research focuses on hoax articles created on Wikipedia to study false information. This study has four significant findings: first, most of the hoaxes found on Wikipedia do not substantially impact it, and a small number of hoaxes are long-lasting and widely cited on the internet. Second, this study found some features of the structure and content of articles published on Wikipedia. Third, the findings of this study are how to handle and classify several articles and whether the information conveyed by the hoax is what is intended to be published. The study also tries to describe and evaluate some ways people distinguish between hoaxes and non-hoaxes. The result is that people fail to distinguish between information that is a hoax or not.

The Ministry of Communication and Informatics has addressed 1,615 instances of hoax content circulating on websites and digital platforms during 2023. The number of hoax issues handled by the AIS Team of the Directorate General of Informatics Applications at the Ministry of Communication and Information Technology in 2023 exceeded that of 2022, with 1,528 hoax issues identified.

Figure 1. The Ministry of Communication and Information's Automatic Identification System (AIS) Processing Caused the Hoax Issue.
(Period of August 2018 – March 31, 2023)
(source: https://www.kominfo.go.id/content/detail/53899/siaran-pers-no-02hmkominfo012024-tentang-hingga-akhir-tahun-2023-kominfo-tangani-12547-isu-hoaks/0/siaran_pers)

By category, until December 2023, most hoax issues were related to the health sector. The Ministry of Communication and Information's AIS team found 2,357 hoax issues in the health category. Issues related to the spread of COVID-19 continue to dominate this category. There is a lot of misleading information about medicines and health products. Meanwhile,

misinformation concerning government policies and fraud was ranked in second place. Cumulatively, since August 2018, the Ministry of Communication and Information's AIS Team identified 2,210 hoax issues in both government and fraud categories. Meanwhile, most hoax news refers to fake accounts of central and regional government officials and institutions. In addition, there is some misleading information about the latest government policies. There are also fraudulent hoax issues, such as false and deceptive information about recruitment by private and government institutions, phishing scams, fraud involving mobile phone numbers or social media accounts, and scams related to the distribution of social assistance, which often involve requests for personal data or a certain amount of money. The third highest number of hoax news findings is about politics. The Ministry of Communication and Information's AIS team has identified 1,628 hoax issues since August 2018. This content focuses primarily on information related to the 2024 elections.

Figure 2. The Automatic Identification System (AIS) Processing Categories of Hoax Issues at the Ministry of Communication and Information (Period of August 2018 – March 31, 2023)
(source: https://www.kominfo.go.id/content/detail/53899/siaran-pers-no-02hmkominfo012024-tentang-hingga-akhir-tahun-2023-kominfo-tangani-12547-isu-hoaks/0/siaran_pers)

The hoax phenomena suggest that hoaxes require a lengthy creation process before they are released on different communication platforms. Even more concerning are the falsehoods that are currently going viral on social media, becoming well-known to the public before being repeated without any background information. According to (Bungin, 2017), the advancement and introduction of new communication media are causing society and the country to face the impact of hoaxes due to communication congestion in society. The intricate communication traffic leads to the emergence of hoax news as a straightforward social construct. One form of mainstream media is radio.

Radio is a mass medium that utilizes frequency-transmitted sound to inform and enlighten the audience. Following the New Order, several new private radio stations have emerged, emphasizing the importance of journalism as the cornerstone of their entertainment medium concept. This marks the beginning of a period of freedom. As stated by (Gusna et al., 2021), radio today serves not only as a platform for broadcasting messages but also for persuasive listening media advertising. According to (Ismailova, 2022), journalism in radio utilizes various expressive means, including the sound of words, music, interior noise, and montage, to effectively influence the figurative system of the listener's

perception of the material, giving rise to various kinds of associations. Expressive means presenting content and material by depicting an event or phenomenon comprehensively, with accurate data, and providing music that complements the news being presented. In disseminating information via radio, the broadcast program team needs to know the target audience. The target audience of radio listeners in Indonesia and around the world can vary depending on the radio segmentation, today's radio targets Generation Z.

The generation born during the emergence of technology is known as Generation Z. As noted by Likes(Dolot, 2018), Generation Z is referred to by various names from earlier generations, such as "always clicking," "iGeneration," "Gen Tech," "Online Generation," Post-Millennials, Facebook Generation, and Switchers. (Singh & Dangmei, 2016a) emphasized the importance of understanding that Generation Z was born in the 1990s and grew up in the 2000s to fully grasp this generation and its digitalization. Furthermore, according to (Shitepura, 2022), Generation Z was raised in an era of digital communication devices such as iPads, cellphones (iPod, iPad), digital cameras, computers, the Internet, and mobile phones. These gadgets enable users to store information in a compact space with enhanced capacity. This sets Generation Z apart from previous generations. This is due to technological advancements, allowing radio to be accessed through online streaming. Listening to the radio online can complement the songs played on the radio, further enhancing Generation Z's unique appeal for radio listening. Therefore, radio in this digital era, apart from providing information to listeners (specifically Generation Z), must also pay attention to proper communication ethics that align with the characteristics of Generation Z.

This aims to ensure that the information conveyed can be understood and does not give rise to hoaxes. Therefore, radio needs to develop a communication strategy that can be implemented before disseminating information via radio. One of the private radio stations in Bali that targets Generation Z is Phoenix Radio Bali. This study aims to present Phoenix Radio Bali's creative communication tactics and plans for fighting fake news, with a focus on Generation Z. Moreover, this research tries to empower Generation Z to make informed choices about the news they consume.

METHOD

The study utilized a case study methodology and was qualitative. The study was conducted at Phoenix Radio Bali. A case study, as defined by (Creswell, 2014) in (Assyakurrohim et al., 2022) is a type of research where the researcher investigates a specific phenomenon (case) at a particular time and activity (program, event, process, institution, or social group). The researcher collects comprehensive and detailed data over a predetermined period using various data collection methods. Furthermore, the role of case study researchers is to explore the unseen in order to bring knowledge to light. In this case, researchers will examine the planning and communication strategies implemented by Phoenix Radio Bali to combat hoaxes, particularly among Generation Z.

The researcher used three techniques to collect the data: (1) participant observation, which involved direct involvement in the newsroom, from searching for materials to creating content. Structured interviews involve collecting data by interviewing informants who are considered important and can provide information related to the raised issues. (3) Documentation is a technique involving the collection of documents acquired from Phoenix

Radio Bali. Meanwhile, the technique for selecting research informants uses purposive sampling. (Robinson, 2014) stated that the selection of informants in this research was carried out deliberately based on their ability to explain a particular theme, concept, or phenomenon, which is called purposive sampling. Research informants have been identified prior to inquiring about Phoenix Radio Bali's planning and communication strategy study to combat hoax news.

RESULT AND DISCUSSION

Hoaxes have existed for many years, and MacDougall introduced the term in his classic book Hoax (1958). Various case studies about hoaxes circulating in the United States in the 20th century were used as material in his book. As revealed by (Hanik, 2020), the feeling of affirmation can also prompt individuals to readily accept and share hoax information. Dewan Pers Indonesia believes that hoaxes have reached a critical stage (Juditha, 2018). Moreover, (Ulya, 2018) stated that hoaxes are the result of the post-truth era. Post-truth is a period in which people tend to ignore facts and truth. This is similar to the definition of hoaxes as false news or information that does not prioritize truth.

The biggest problem in society is not accessing information or news, but rather the challenge of digesting information thoroughly and accurately. This is used by some groups to create unverified news. Moreover, hoaxes have a wide range, spanning from satirical ones to those disseminated through various information channels. (Hartley, 2012) stated a number of rules that can be used to recognize hoaxes, such as: (1) the hoax information has the characteristics of a chain letter, (2) the hoax news usually does not include the date of the event discussed or other realistic or verifiable information, and (3) the hoax information usually does not include an expiry date, although the presence of such a date would not prove anything. (4) There are no identifiable sources of information from the organization. According to (Bungin, 2017), the advancement and proliferation of new communication media are leading to societal challenges, with the country facing the repercussions of misinformation due to communication overload in society. The intricate communication traffic leads to the emergence of hoax news as a straightforward social construct.

The spread of hoaxes impacts people's behavior. The majority of people seek the truth from external sources of information and often accept it unquestioningly. Many people consequently fall victim to misinformation or hoaxes. (Faturohmah & Susetyo-salim, 2022), revealed that hoaxes are not only reported in mainstream media but have also been widely circulated in online platforms. Specifically, they were found on websites at 34.90% and on chat applications like WhatsApp, Line, and Telegram at 62.80%. Moreover, the most widespread hoax news is spread through social media platforms such as Facebook, Twitter, Instagram, and Path, reaching 92.40%.

The Radio as Mass Communication

According to Neuman (Yuliarti, 2019), there were pioneer stories about the evolution of mass media before its transition into the visual audio era, exemplified by radio and television. Traditional mass media rose in the 1990s, continuing the evolution that started with the print media age in the 1800s. The development of the Internet has ushered in a new era of media, marking the culmination of progress in both mass media and new media.
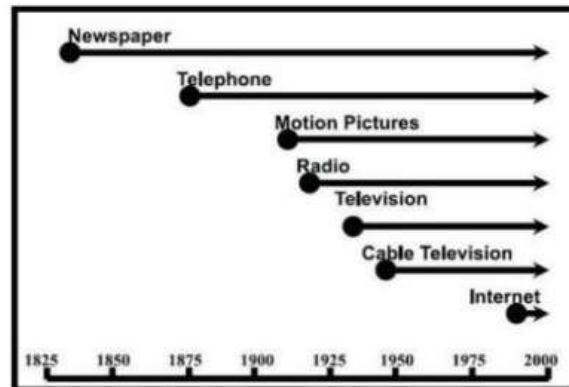
Figure 3. The Timeline of evolution media
(Source: Neuman in Yuliarti, 2019)

Radio, on the other hand, is a form of mass communication because it generates and produces content for the general audience. One of the ways that radio differs from other mass media as a component of the mass communication process is that it is a transient medium that only transmits audio. This limitation means that the information that can be conveyed through radio is restricted. Radio is primarily a background medium, so listening does not require visual focus. (Putri, 2020) stated that people and groups use the radio as a companion and friend while engaging in an activity or job. For many years, radio has been a reliable source of news, music, and cultural content that unites people from diverse backgrounds and age groups. The fragmentation of audiences is one of the major challenges that radio broadcasting faces in the digital era. The proliferation of digital channels has given listeners a wide range of options to choose from. The diversification of the audio content landscape through social media, podcasts, streaming services, and personalized music platforms has led to a dispersion of listeners across various platforms. The challenge of capturing and maintaining the interest of these scattered listeners is one that radio hosts encounter.However, there has been a significant media convergence. In the twenty-first century, a massive digital revolution has significantly changed the landscape of radio broadcasting. The rapid advancement of technology, the growing popularity of the internet, and the development of digital platforms have presented both opportunities and challenges for the radio industry. Radio broadcasters need to adapt their strategies as the digital era evolves to remain engaging and pertinent in a media environment that is increasingly interconnected and diverse. Digital technology has brought changes to radio and has given rise to new media that influence human interaction with the internet network. Toffler (1980) in (Aji, 2016) stated that digital media brings a new style to almost all aspects of human life. The broadcasting sector faces increasing competition due to the digital age and the expansion of social media platforms. Digital platforms, such as online radio, podcasts, and music streaming services, make it simple for people to access entertainment and information. (Nasrallah, 2017) claimed that the relationship between radio and its listeners changed as a result of material being listened to online, making it more interactive.

Phoenix Radio Bali and Generation Z

One in Bali that opens access to information on digital platforms is Phoenix Radio Bali. Phoenix Radio Bali implements planning and communication strategies to ensure that the

information conveyed by broadcasters does not lead to biased interpretations, particularly avoiding hoaxes among Generation Z. A communication strategy is implemented when compiling information for dissemination to the public to achieve communication goals. Communication planning and strategy are crucial for radio, as highlighted by Effendy (2003) and reiterated by (Nurhaliza & Rusdi, 2022) who identified three primary objectives of communication planning and strategy: (1) ensuring audience understanding, (2) determining acceptance by the audience, and (3) motivating action from the audience.

This research aims to uncover and elucidate the planning and communication strategies implemented by Phoenix Radio Bali in accurately broadcasting news and addressing hoaxes, particularly targeting Generation Z. To achieve this goal, various stages of an effective communication strategy are needed. Every stage of the process, from start to finish, is crucial as it directly impacts the outcome. Therefore, the new Phoenix Radio needs to pay attention to every stage in the communication process before conveying information to its target audience, which is Generation Z.

Figure 4. The Information about Phoenix Radio Bali
(Source: https://phoenixradiobali.com)

Phoenix Radio Bali is one of the local radio stations in Denpasar City that is currently evolving into the digital era. Phoenix Radio Bali is a radio station in Bali that caters to a target audience aged 14 to 25 years. In presenting broadcast programs, Phoenix Radio Bali employs specific stages or methods to gain acceptance from the public and cater to the primary target audience, which is Generation Z, who are discerning and seek to avoid misinformation. (Lubis et al., 2022) stated that hoaxes can occur anywhere and at any time, serving a specific purpose, and are spread widely by an irresponsible group or individuals. Technology can enable hoaxes, and the public's ignorance of the news or information they are exposed to can lead to biased interpretations in society. Deliberately produced hoax messages aim to sway public opinion by presenting viewpoints that defy established facts. Furthermore, hoax news can influence opinions and shape societal perceptions. Therefore, users of mass media, especially digital media, need to be careful and discerning in understanding information. In light of the multitude of media options on digital platforms accessible to consumers, Phoenix Radio Bali must devise an effective strategy to stay pertinent and appealing to listeners. It is crucial to deliver accurate information and promote healthy messages while avoiding misinformation.

To ensure that radio broadcasting institutions are successful in navigating the changes that come with the digital era, communication strategies and planning are required. Interaction Communication planning, strategy, and management are interdependent and have an impact on one another. While communication strategy and planning will address the organisation's steps, communication management is the practice of managing communication within an organization. Planning and strategy for communications should frequently receive more consideration. To get the desired message across to the right people, organisations need to tackle this problem from a scientific perspective. To perform their duties more effectively, the public has to be informed and given the means and skills to comprehend this knowledge. Middleton in (Ayuni et al., 2019) believes that the optimal combination of communicators, messages, and channels is what makes a communication strategy. Meanwhile, according to (Haes, 2021), the strategy is helpful as a communication guide to achieve communication goals. Several works of literature have raised the issue of planning and communication strategies in fighting false news, as mentioned by (Asidiky & Puspa, 2020), realising that the linguistic techniques used in reporting fake news can convince the audience persuasively. Furthermore, research findings conducted by (Susilo et al., 2020) imply that Generation Z is less likely to be interested in hoaxes and more likely to be digitally literate, thus underscoring the importance of developing communication tactics that appeal to this group.

The Strategy and Planning in Overcoming Hoax News on Phoenix Radio

One of the communication strategies and plans was coined by Phil Jones. Jones's communication strategy and planning are designed to assist organisations in communicating organizational strategy in an engaging and effective manner and will improve implementation and results. In addition to offering a clear framework for creating useful information and communication plans, Jones' communications strategy and planning also provide methods, resources, advice, and exercises that can be used to clarify and present comprehensive, cogent messages.

Stage 1

According to Jones, the strategies stages start with the strategy analysis and planning stage. At this stage, the communication strategist creates or forms an accurate mission statement that looks towards the future. The preparer must have clear targets and emphasise how the strategy can provide a path to the future, as well as the causes and effects and possible tensions and encounters. Phoenix Radio Bali combines public news reports with a few songs that are now popular among Generation Z in their broadcasts. Involve Generation Z in a unique programme that explores current trends and invites their feedback.

Phoenix Radio Bali employs social media platforms to facilitate the acquisition of feedback from Generation Z regarding their engagement with the news program. It makes Generation Z feel comfortable listening, which is challenging and exciting. (Cilliers, 2017; Singh & Dangmei, 2016; Sidorcuka & Chesnovicka, 2017) explained that Generation Z was born in the 1990s and raised in the 2000s. During this period, there were many significant changes due to digitalization. Everything can be easily and freely accessed. In this era, a few could argue that Generation Z can readily look for and obtain the knowledge they require because they will grow up and mature during a period of economic and social change. Apart from that, this generation also quickly shares information with other people. The communication

process continues continuously because this generation uses various communication tools, such as social media. Thus, it is very easy for this generation to validate news that is spread in society. Concerning anticipating the spread of hoax news, Phoenix Radio Bali analyzes trending news, which will later be suitable based on clear, trustworthy sources whose veracity can be accounted for. Apart from that, the Phoenix Radio Bali team also prepares competent resource persons to answer questions from listeners, especially Generation Z, to avoid hoax news that is spread using simple language that this generation can understand as the main listeners. The aim of this purpose is that Phoenix Radio Bali listeners will know and understand the news circulating in society to differentiate hoax news from real news. Phoenix Radio Bali has a clear plan to communicate this. At the same time, the team must brief, prepare, and train the people delivering the message. The team should also review progress periodically to check the feedback received.

Stage 2

The second stage is strategic design and implementation planning. Once a strategy has been chosen from a range of available options, the next step is to design the strategy, determine how it will be implemented, and plan for its execution. Strategists need to consider whether there are processes, practices, beliefs, or other elements of organizational behavior that could hinder the implementation of the strategy. They must have a plan to reduce or even eliminate elements that can impede the implementation of the prepared strategy. At the end of this stage, the preparer should have a simple program that aligns with the selection strategy. While the strategy details are being developed, plans for launching and communicating the strategy must also be formulated.

The Phoenix Radio Bali team will periodically review the progress of this phase and the feedback received. In implementing the strategy design, Phoenix Radio Bali started by going through the stages of designing a strategy that would be executed by the broadcaster initially as a communicator delivering news to Phoenix Radio Bali listeners. Phoenix Radio Bali conducts training sessions for all broadcasters for the first time within a specific period before they go on air to deliver news. In addition, the training process also instructs broadcasters on how to execute excellent and accurate broadcasting techniques. The training process for broadcasters aims to enhance their news sense. Through this initial training, Phoenix Radio Bali broadcasters can grasp the key information intended for the primary audience, thereby minimizing errors. This training process is crucial and requires careful handling when designing or implementing communication strategies to prevent fatal errors. It cannot be denied that errors may occur due to various factors, including the spread of hoax news. Hoax news can happen under any circumstances. Designing strategies and implementing plans are closely related units. This ensures that the main goal of efficiently addressing the spread of hoax news in society is achieved more straightforwardly and can be effectively communicated to the target audience.

Stage 3

Before a communication strategy and plan are prepared and determined, the third stage is launching the strategy. The organization will create a clear communication plan for the next 2-3 months. This planning includes the material (message) communicated, when it is communicated, by whom, and during which activities. At the same time, the organization must also direct, prepare, and train the individuals who will convey the message. In large

organizations, this stage typically takes about one to two months. During this time, messages are communicated to staff and other parties involved, including communications to external investors and communications based on laws or regulations. The preparer will establish or estimate expectations and ensure they are realistic while implementing the strategy. Organizations should also regularly review developments occurring at this stage.

To achieve the desired results, Phoenix Radio Bali's third strategy implementation procedure must be executed over a specific period of time. Phoenix Radio Bali conducts broadcast programs using materials that have undergone a thorough check-and-recheck procedure before being offered to the public. Furthermore, the news that will be shared is selected with care from credible, verifiable sources. Phoenix Radio Bali also collaborated by using social media as an option to carry out an interaction process with listeners to elicit responses. Phoenix Radio Bali broadcasters use language that resonates with Generation Z, the primary audience, when delivering news. Phoenix Radio Bali also invites knowledgeable experts in various fields to discuss current news topics in the community and prevent the spread of misinformation. With technological advancements, hoax news spreads rapidly through various media channels, leading to diverse perceptions in society. Phoenix Radio Bali is a radio media platform targeting Generation Z to combat the spread of fake news. The characteristic of Generation Z is that they are easily influenced. The challenge for Phoenix Radio Bali in conveying news to Generation Z is dealing with the spread of hoax news in society.

Stage 4

The fourth stage in communication strategy and planning is follow-up and commitment. Organizations can expect changes to emerge approximately 1-2 months after the initial launch. The organization can establish a period of up to three months, during which all components will reinforce the message, demonstrate commitment, and implement projects and other actions that are part of the strategy. At this stage, the organization may need to refine and elaborate on the strategic narrative as they progress. It must also be ensured that the messages conveyed at this stage are delivered as efficiently as the initial messages. The Phoenix Radio Bali reinforces this message and hopes that the strategies implemented earlier can be continued. However, the Phoenix Radio Bali team must also perfect its communication strategy to enhance it. During this process, Phoenix Radio Bali interacted more with the outside world, enabling them to experience changes before and after implementing new communication strategies. At this stage, Phoenix Radio Bali is also evaluating the implemented strategy and its outcomes. The station aims to refine the strategy further to enhance its effectiveness and readiness for future conditions. The changes experienced during the implementation of the strategy by Phoenix Radio Bali were perceived as more effective and efficient. This approach proved to be successful in delivering information or news to their primary audience, Generation Z, particularly in addressing the issue of hoax news prevalent in society.

The rising prevalence of hoax news spreading in society necessitates that Phoenix Radio Bali Broadcasters quickly acquire expertise in both knowledge and technological advancements to effectively cater to the characteristics of Generation Z and current trends. Apart from that, the Phoenix Radio Bali team also envisions creating news that will inform listeners in an enjoyable, light, and fresh manner, using higher quality sources. The Phoenix

Radio Bali team occasionally holds off-air meetings with listeners to enhance rapport and strengthen connections. Phoenix Radio Bali consistently leverages technology on its social media platforms to attract listeners to tune in to on-air broadcasts for more information on the topics being discussed. This helps to prevent listeners from being misled by fake news that is going viral in society. Likes (Alfani, 2020) stated that in order to maintain close relationships with the community and various institutions, as well as to ensure that radio continues to be the primary source of information for local media that provides the community with required information, a variety of events are organized in public (social) spaces in a methodical manner.

The final stage (5) in designing and implementing strategy is continuous. After 3-6 months, an organization needs to assess the changes. Organizations must also start to see accurate results from previously recommended and attempted behavioral changes. The preparer must continue communicating the strategy and results to external investors, suppliers, customers, and staff. The organization must also refine its message as it learns from strategy implementation and improves its strategy. After completing the analysis process, including the follow-up and commitment implemented by Phoenix Radio Bali based on the communication strategy theory proposed by Phill Jones, the final stage is the evaluation process. The evaluation assesses the strategies used, including their effectiveness. The staff at Phoenix Radio Bali conducts internal meetings at least once a month to facilitate this review procedure. If it still falls short of goals or expectations, future improvements must be made. The staff of Phoenix Radio Bali will experience changes in the coming weeks, and this adjustment in communication strategies is expected to produce specific results. After assessing the outcomes of the strategy's implementation, make further adjustments to it. The evaluation results acquired from the analytical process through the execution of the promised follow-up steps are listed below.

Several technical problems arise with the tools utilized in the broadcast process, which require rechecking for their readiness. Additionally, broadcasters encounter various issues when conducting interviews with specific sources, necessitating more chemistry due to time constraints. Several changes were made to the program, requiring broadcasters to adapt and re-learn to gain insight into the new program they were presenting. Due to time constraints, providing answers on air to the various questions posed by listeners also became somewhat challenging. As a result, several listener questions had to be resent and personally answered via Phoenix Radio Bali's social media to prevent misunderstandings in news delivery and curb the spread of misinformation. Phoenix Radio Bali strives to provide accurate and reliable news and information in simple language to counter the dissemination of fake news in society. This ensures that the station's primary audience, Generation Z, can easily comprehend and avoid fake news.

According to research by (Maryani et al., 2021) some local radio practitioners in Bandung remain optimistic that the audience actually needs local media in these circumstances, but management strategies must constantly be developed. As a result, they were unable to rely solely on the capital. (Yidong, 2019) stated that their current challenges include growing and maintaining an audience in the face of the developments of the digital era. The emergence of digital media brings benefits, but it also poses technical and commercial challenges for local media. Phoenix Radio Bali has managed to sustain its

presence in the digital era, despite the prevalence of fake news and hoaxes. The radio station's success can be attributed to the commitment of its staff to reporting news based on data and facts, and ensuring that all news broadcasted is thoroughly fact-checked before reaching its listeners.

CONCLUSION

Based on the results of the research, Phoenix Radio Bali uses strategic planning and communication in delivering the message to listeners initiated by Phil Jones that the communication strategy has five stages, namely the launch of strategy, planning and planning of strategy implementation, strategy analysis and planning, strategy follow-up, and commitments, and the final stage is the implementation of the plan and monitoring of its results. Through these five stages, Phoenix Radio Bali has implemented the ethics of radio journalism well and effectively, so it can be said that Phoenix radio Bali has taken responsibility and took action to avoid the spread of hoax news. The success of a radio station can be attributed to the commitment of its staff to report news based on data and facts, and to ensure that all news broadcasts are thoroughly tested facts before reaching its listeners.

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HALAMAN INI SENGAJA DIKOSONGKAN