

ABSTRACT**EDUCATIONAL RADIO BROADCASTING MANAGEMENT
A Case Studies of Managing RAPENDIK at Surabaya**

Educational and Culture Service, Provincial Government Province of East Java have developed Rapendik (Radio Pendidikan) to reduce the lack of information on education in east java. Main segmen of this educational based radio are students, teachers, and anyone concerned about public education.

Managing an educational radio actually needs a skill to predict what the need of audience. The educational radio is not that easy to get profit from selling information that has been covered by other media.

This research focuses to identify programming strategy, station format, human and financial resources management. The aim of this research is also to identify the prospect of Rapendik in the future after the regulation of Broadcasting (UU Penyiaran No 32 Tahun 2002) implementation.

This qualitative research is conducted with descriptive with Particularistic Case Studies is used as the main methods, that focused on situation, event and programme. Key informan of this study are Rapendik's personels, all of staff at Rapendik's, member of Broadcasting Regulation Institution (KPID), Education Council, non governmental organization and also social person expert or scholars.

This study show that Rapendik Programme is consisting of educational information and policy that based on formal education institution. *Semi flat* station format that used by Rapendik make a flexibility to arrange the radio programme, but eventhough Rapendik need to develop a programme package that contains a long distance programme, in this case Rapendik not just provide the educational information.

Human resources is a great assets of Radio, so Rapendik always develop personels to get more professional. As the frontier of radio services, personality and knowledge of broadcasters are needed.

Through the programme that mostly public education information, Rapendik is merely Public Service Broadcasting concept than Community Broadcasting. The Rapendik history is not the same as the board of other community radio, eventhough Rapendik provides a public services.

For further development, Rapendik recommends to develop coverage area and education information penetration by managing radio networking at the municipality or residence at East Java.

*Key Word: Management
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