

ABSTRAK

Perkembangan media digital mendorong radio untuk terus beradaptasi agar tetap mampu mempertahankan eksistensinya. Salah satu upaya tersebut dilakukan oleh RRI Purwokerto melalui Program Obrolan Warung Tarsun yang terus melakukan inovasi sesuai perkembangan zaman dan kebutuhan pendengar. Penelitian ini bertujuan untuk mengetahui proses difusi inovasi serta kategori adopter dalam penyebaran inovasi pada Program Obrolan Warung Tarsun. Penelitian ini menggunakan metode deskriptif kualitatif dengan teknik pengumpulan data melalui wawancara, observasi, dan dokumentasi. Hasil penelitian menunjukkan bahwa proses difusi inovasi berlangsung melalui empat unsur, yaitu inovasi, saluran komunikasi, waktu, dan sistem sosial. Inovasi dilakukan melalui perubahan konsep acara, penggunaan bahasa Banyumasan, penyesuaian tema, serta pemanfaatan media digital dalam penyiaran. Berdasarkan kategori adopter, ditemukan peran *innovator*, *early adopter*, *early majority*, dan *late majority* dalam proses penyebaran inovasi, sedangkan kategori *laggards* tidak ditemukan secara utuh, namun terdapat informan yang menunjukkan kecenderungan mendekati karakteristik tersebut. Penelitian ini menunjukkan bahwa Program Obrolan Warung Tarsun berhasil menjadi strategi adaptasi RRI Purwokerto dalam mempertahankan eksistensinya di tengah disrupsi media digital melalui inovasi yang berkelanjutan.

Kata kunci: Difusi Inovasi, Kategori Adopter, Eksistensi Radio, Media Digital, Program Obrolan Warung Tarsun.

ABSTRACT

The development of digital media has encouraged radio stations to continuously adapt in order to maintain their existence. One of these efforts has been carried out by RRI Purwokerto through the Warung Tarsun Talk Show program, which continuously introduces innovations in response to technological developments and audience needs. This study aims to analyze the innovation diffusion process and the adopter categories involved in the Warung Tarsun Talk Show program. A descriptive qualitative method was employed, with data collected through interviews, observations, and documentation. The findings show that the innovation diffusion process consists of four elements: innovation, communication channels, time, and the social system. Innovations include changes in the program concept, the use of the Banyumasan dialect, topic adjustments, and the utilization of digital broadcasting platforms. Based on Rogers' adopter categories, the study identified the roles of innovators, early adopters, early majority, and late majority, while the laggards category was not fully identified, although one informant showed characteristics approaching this category. This research shows that the Warung Tarsun Talk Show program has succeeded in becoming RRI Purwokerto's adaptation strategy in maintaining its existence amidst digital media disruption through continuous innovation.

Keywords: Diffusion of Innovations, Adopter Categories, Radio Existence, Digital Media, Warung Tarsun Talk Show.