

ABSTRACT

Technological developments and business competition between media require that media companies, one of which is Jusyan 92.7 FM radio, must be able to adjust to these changes. The purpose of this study is to find out how the political economy of media by paying attention to the commodification and spatialization that occurs on Radio Jusyan 92.7 FM in maintaining existence in the digital era and the media industry today. This research uses a critical paradigm with qualitative-descriptive research methods with data collection techniques using in-depth interviews and participation observations documented during the study. The results showed that Radio Jusyan 92.7 FM has been able to design media political economy strategies through commodification with aspects of content commodification, commodification of workers' commodification audiences and spatialization of vertical and horizontal integration aspects. Radio Jusyan is able to customize every content produced based on the needs of listeners and is able to keep up with market tastes that are constantly changing with the times. Radio Jusyan provides live streaming facilities and social media platforms. Listeners who remain loyal listening to Jusyan radio broadcasts is one of the selling forces that can be offered to advertisers. Jusyan Radio workers are also responsible for carrying out every task. Radio Jusyan 92.7 FM expands the same and different business fields, which is what makes Radio Jusyan able to maintain its existence to this day.

Keywords: *radio, existence, political economy of media, commodification, spatialization.*