

ABSTRAK

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Perkembangan teknologi digital menuntut media konvensional seperti radio untuk beradaptasi agar tetap relevan, termasuk RRI Pro 2 Sumenep perlu membangun kapabilitas dinamis agar mampu bersaing dan bertahan di tengah era konvergensi digital. Penelitian ini merumuskan dua pertanyaan utama, bagaimana upaya RRI Pro 2 Sumenep mempertahankan kapabilitas dinamis, dan bagaimana strategi adaptasinya dalam menjalankan konvergensi digital. Penelitian ini menggunakan metode kualitatif dengan pendekatan deskriptif, melalui teknik pengumpulan data berupa wawancara mendalam, observasi, dan dokumentasi, serta analisis menggunakan teori kapabilitas dinamis dari Teece.

Hasil penelitian menunjukkan bahwa RRI Pro 2 Sumenep telah menunjukkan upaya digitalisasi melalui penguatan SDM, inovasi konten siaran, serta adaptasi terhadap platform penyiaran digital. Tiga aspek utama kapabilitas dinamis *sensing*, *seizing*, dan *reconfiguring* terlihat dalam praktik RRI. Meskipun masih menghadapi tantangan seperti keterbatasan infrastruktur dan literasi digital, lembaga ini dinilai memiliki dasar kapabilitas dinamis yang cukup kuat. Transformasi yang dilakukan menjadikan RRI Pro 2 lebih siap bersaing di era digital, sekaligus mempertahankan perannya sebagai media informasi, hiburan, dan edukasi bagi masyarakat.

Kata Kunci: Kapabilitas Dinamis, Digitalisasi, RRI Pro 2 Sumenep

ABSTRACT

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The development of digital technology requires conventional media such as radio to adapt in order to remain relevant, including RRI Pro 2 Sumenep, which needs to build dynamic capabilities in order to compete and survive in the era of digital convergence. This study formulates two main questions: how does RRI Pro 2 Sumenep maintain its dynamic capabilities, and what are its adaptation strategies in implementing digital convergence? This study employs a qualitative method with a descriptive approach, utilizing data collection techniques such as in-depth interviews, observations, and documentation, as well as analysis using Teece's theory of dynamic capabilities.

The research findings indicate that RRI Pro 2 Sumenep has demonstrated digitalization efforts through strengthening human resources, innovating broadcast content, and adapting to digital broadcasting platforms. The three main aspects of dynamic capabilities sensing, seizing, and reconfiguring are evident in RRI's practices. Despite challenges such as infrastructure limitations and digital literacy gaps, the institution is deemed to have a sufficiently strong foundation of dynamic capabilities. The transformations undertaken have made RRI Pro 2 better prepared to compete in the digital era while maintaining its role as a source of information, entertainment, and education for the community.

Keywords: *Dynamic Capabilities, Digitalization, RRI Pro 2 Sumenep*