

## THE EFFECTIVENESS OF DELIVERING INFORMATION AND SOCIAL MESSAGES THROUGH RADIO PROGRAMS DURING THE COVID-19 PANDEMIC

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### Abstract

*This study explores the effectiveness of social messages conveyed by broadcasters in radio broadcast programs in changing the mindset of the listener community in dealing with the corona pandemic period (Covid 19). The object of research in this study is the capture power and changes in social attitudes of the people who live in the Serang Regency, especially those who listen to the radio. At the same time, the radio research subject is the Local Public Broadcasting Institute (LPPL) Serang Regency, which is located in Serang. The research data comes from the results of observations and interviews conducted by researcher on exposure to the message content conveyed by the announcer. The method used in this research is a survey to see how the community as listeners catches the message conveyed by the broadcaster as a message communicator and whether the listener community can accept the message. Research data in the form of findings in the field and the results of interviews complement the study's results. Through this research, researchers hope to get information about the program's effectiveness in delivering messages, especially during the current corona epidemic. The study's results are expected to be a reference, especially those that examine the effectiveness of broadcast programs on radio, the exposure of messages conveyed by broadcasters through radio broadcast programs, and recommendations for selecting the right media for delivering information*

**Keywords:** Effectiveness of information, Social messages, Changes in mindset, Local Public Broadcasting Institutions, Covid 19

### Introduction

Radio is an auditive medium whose message can only be heard. Currently, technological developments are increasingly rapid, and to keep pace with today's developments; many radios are conducting convergence, namely switching to internet-based media, media streaming, or even utilizing social media but still accompanied by frequency beams. Currently, it is very crucial and essential in delivering messages because, at this time, we are experiencing a covid 19 outbreak that has grabbed our attention since entering the month January 2020 (Simanjuntak & Fitriana, 2020; Ismandianto, 2021). All media discuss and inform about the development of the covid 19 outbreak from television to Instagram. The government and all parties use all media to provide accurate information for the wider community (Nur, 2021; Syaipudin, 2021). Likewise, the Serang Regency Local Public Broadcasting Institution (Serang GAWA FM) conveys information and entertainment to the public. Because it is synonymous with local government, radio in the form of LPPL is always used by local governments to socialize and convey social messages to the community. Based on this, the researcher is interested in examining how the effectiveness of delivering this information becomes everyday life and the delivery of messages. This research studies the cultural preservation activities carried out by the Local Public Broadcasting Institution.

The Local Public Broadcasting Institution, previously known as Radio Voice of the Regional Government based on the mandate of the Broadcasting Law number 20 of 2002, is a Broadcasting Institution under the auspices of and managed by the regional government that provides information and entertainment for the people in the region and where it broadcasts. In contrast to private radio, which purely serves the segmentation of listeners according to a predetermined segmentation and is free to be creative by the wishes of the owner, and is purely profit-oriented, Local Public Broadcasting Institutions are required to be a bridge of information for the local government with the community and at the same time provide entertainment for the community. Iroh et al., 2020; Armia et al., 2021; Mosey, 2022). However, the heavy burden of Local Public Broadcasting Institutions in providing information on regional developments and entertainment for the people served and facing competition with private broadcasters to attract public interest has made the creative team sometimes need to remember local content that should be an integral part of the program. The purpose of this study was to see how effective the delivery of messages by the local government of Serang Regency was by using the Local Public Broadcasting Institution owned by Serang Regency (Serang Gawe). as part of the culture of the community in the program of events at the Local Public Broadcasting Institution.

Radio is one form of mass media resulting from technological developments that allow communication to be carried out via electromagnetic waves simultaneously. Based on Broadcasting Law number 32 of 2002, "Radio broadcasting is a mass communication medium of hearing, which distributes ideas and information in the form of sound in a general and open manner, in the form of regular and continuous programs." So, radio,

in the context of communication, is a message delivery process that utilizes electromagnetic wave emission through the air and is received by the antenna to be converted into sound (Riswandi, 2009; Nasution, 2017).

Romli (2004:19) states that radio is an auditive media that uses audio facilities to convey information and entertainment to its audience. The entertainment referred to in radio is in the form of music and the announcer's speech. Radio provides information and entertainment through sound to reach private spaces that listen to it. The power of sound is considered capable of changing thoughts as well as influencing listeners, so the radio is called the fifth power (the Fifth estate), after the executive (government), legislative (parliament), judiciary (judicial institution), and the press or newspapers. Voice, music, and the voice of the announcer's speech led radio to become the primary entertainment medium for those who use it.

Characteristics of Broadcast Radio mass media. Radio media has a distinctive character. Romli (2004:23-24) describes the character of radio, including:

1. Auditory, namely radio characteristics that rely on sound in delivering messages directing the radio to audio or sound media to be heard. The content of messages conveyed in broadcasts is cursory. It cannot be repeated, in contrast to print media such as newspapers which can return to the previous page to find out previously obtained information.
2. Transmission, namely the process of delivering and disseminating messages to listeners through a transmitter (transmission).
3. Radio-containing interference in the delivery of messages using transmission will inevitably experience fading and technical interference, the "channel noise factor."
4. Theater of Mind shows that radio can create imagination for listeners through the power of words and sounds. Radio broadcasting is the art of playing with imagination through words and sounds produced by broadcasters.
5. Identical to music, radio is an entertainment medium that presents music as the central part of entertainment in addition to the voice of the announcer who accompanies it. The choice of radio as a medium of entertainment through music is presented because listeners need to know what song will be played before being informed; it is different from cassettes and CDs, which know the song's contents and the type of music to be played.

The number of radio broadcast programs makes radio a choice for people to entertain themselves. Radio is made the media of choice in entertainment because radio has advantages which are the strengths of radio (Sulistyarini et al., 2013; Arkanudin et al., 2021)

Romli (2004:23-25) conveys the advantages of radio, among others:

1. Fast and direct. Radio is fast and direct in conveying information to its audience; it does not require a complicated process and takes much time, unlike television broadcasts and print media, which have to go through a recording and editing process. Moreover, only by telephone media radio reporters can directly report events in the field.
2. Familiar Radio is a medium familiar to its listeners as audiences who receive messages. Familiarity is gained in listening to the radio because, in the process of listening to the radio, listeners listen personally both at home, in the car, in the room, or elsewhere by the wishes and opportunities to listen to the radio.
3. Close. The closeness between listeners, radio broadcast programs, and even broadcasters is part of delivering direct messages that touch the listener's aspects.
4. Warm. The combination of words, music, and sound effects in radio broadcasts can influence listeners. For example, listeners will react to the warmth of the announcer's voice and often think that the announcer is a friend to them.
5. Simple.
6. Radio is not complicated; not many knick-knacks, both managers and listeners.
7. Unlimited.
8. Radio broadcasts penetrate geographical, demographic, SARA (Ethnic, Religion, Race, Intergroup), and social class boundaries. It is the case of "deaf people" who cannot consume or enjoy radio.
9. Cheap. Listeners are not charged a penny to listen to the radio.
10. Can repeat. Radio has a transient natural nature, so it can repeat information that has been conveyed quickly.
11. Flexible. The radio can be enjoyed while doing other things without interfering with other activities, such as cooking.

The strength that is the advantage of radio is that radio is interactive. Radio can show that this advantage distinguishes radio from other mass media. However, in addition to the strengths that become advantages, radio has weaknesses, including:

1. At a glance. Radio broadcasts are quickly lost and easily forgotten; listeners cannot repeat what they hear.
2. Global. Radio information broadcasts are global, not detailed because the numbers are rounded.
3. Time limit. Every news or information broadcast is concise based on a predetermined time.
4. Linear grooved. Programs are presented and enjoyed based on the existing order.
5. Contains interference. Radios often contain interference, such as fading and technical "channel noise factor" problems.

The broadcast program is the result of the production process offered to the public to meet information and entertainment needs. The term program in the world of radio broadcasting can be analogous to goods or services that are sold to the public as users. The goods referred to in the analogy are the results of the production process in the form of music or songs and the announcer's speech.

In radio, station format is central to all programming performances. Each broadcast program production refers to the choice of radio station format, which is increasingly specific as it refers to the choice of many radios and the increasingly segmented listeners. Therefore, station format is defined as the formulation of all broadcast activities within the framework of listener service. The purpose of determining the station format is to meet specific target audiences and to prepare to compete with radio and television in a broadcast location. According to Masduki (2004:48), there are several types of popular broadcast programs in various countries, including Indonesia, namely:

1. Music. Entertainment and music are the main menus in radio broadcast production. Music is a universal language, a product of human culture, and no ethnic group in the world does not make music. Therefore, various programs with the primary material of music develop according to the listeners' characteristics and needs. Creativity in presenting music programs is rooted in several aspects, for example:
  - a. Geography, a broadcast program that only presents Indonesian, Indian, Mandarin, or Malaysian music.
  - b. Singer, a broadcast program that only shows songs from a particular singer's album.
  - c. Types of music, broadcast programs that only present particular types of music such as dangdut, campursari, and classical.

Radio broadcasts usually rank listeners' favorite songs within a week to determine music appreciation indicators. In Indonesia, the dominance of this type of music is monopolized by pop music, dangdut rock, and widespread ethnic music. According to Hilliard (1976) in Masduki (2004: 52), there are five primary purposes of using music, namely:

- a. As content for a music program, played in its entirety.
  - b. As a theme for the program, played as the identity of an event.
  - c. To bridge the movement of segments in an event (division) as a distraction.
  - d. As a sound effect, a treat that stirs the imagination of a particular event or location.
  - e. As a background, a sweetener to hear when the reporter announcer reads the script.
2. News and Information. Radio is required to serve the needs of more than just an entertainment medium. Every radio can have a news program, but only some events or topics will be familiar to listeners. Usually, the types of light information, tips, or practical guides held in monologues or interactively on the radio are also increasingly enjoyed by listeners.
  3. Interactive speaking. In this context, speaking is "glaring" at the script as a guide for improvising speech. Its primary purpose is to entertain while providing education in addition to the song request service, outpouring programs, quizzes, free conversations about celebrity gossip, and jokes to games that inspire a sense of humor. Various technologies are used, from regular mail, SMS, and direct telephone to email. Besides being tempted by the lure of prizes, interactive events can also bring interest to listen to listeners' broadcasts faithfully. In a modern package, this broadcast program is also known as infotainment.
  4. Public Discussion. For adult listeners, radio is an arena for conveying ideas and criticisms of social, economic, and political situations. Clever broadcast planning seizes this opportunity by presenting various debates on health issues, sexuality, narcotics issues, elite political dynamics, environmental problems, and urban planning. From the description of the broadcast format above, the format of radio programs is generally distinguished based on the elements that support it, namely music, information, and broadcasters. The radio carried out several mutations by changing the broadcast format for adaptation in a radio competition. The broadcast format change includes the program and song format on the radio. That is done by radio to maintain competition with other increasingly competitive radios

## **Methods**

This study tries to reveal the extent to which the effectiveness of messages conveyed through radio broadcasts by local governments. This research is descriptive qualitative research where the researcher describes the findings in the field and the results of interviews as research data based on research needs. This research was conducted by processing and interpreting data sources from in-depth interviews and direct observation. Survey methods and content analysis were used to produce the desired analysis. Data analysis was carried out based on the content of the message, its suitability, and the audience's interest in the message. The source of data used in this study is every program content contained in social messages delivered by the local government, in this case, the Regent of Serang Regency, and the effectiveness of delivering messages and influencing people's behavior.

## **Result and Discussion**

Based on the research stage and the research process, the research team found several things which later became the material to be studied in this research, including:

### Language Usage

The people of the Serang Regency are divided into two language mapping areas: those who use the Sundanese language and those who use the Javanese language of Serang. That also affects the language used in social messages in public service advertisements delivered by the Serang Regency Local Public Broadcasting Institution (Serang Gawe FM). Based on the results of interviews with the production team of the Serang Regency Local Public Broadcasting Institute (Serang Gawe FM), it can be found that the language that is more dominantly used in delivering messages in Public Service Advertisements, especially for the prevention and control of Covid 19, is Sundanese and Indonesian. The use of Sundanese and Indonesian is intended because, based on the survey results, the listeners are more dominated by the people of Serang Regency who speak Sundanese.

### Message Content

This study focuses on the effectiveness of delivering social messages during the pandemic by the Serang Regency Local Public Broadcasting Institute (Serang Gawe FM) to the community. To see the effectiveness of delivering messages, researchers focus on analyzing the content of messages conveyed in Public Service advertisements. There are three indicators, namely meaningful, distinctive and believable. Meanwhile, to measure the attractiveness of advertising and its effect on changes in social attitudes, it is influenced by factors of awareness, comprehension, interest, intentions, and action. These two groups of indicators are then used as material to produce research conclusions so that the research team can see how the messages conveyed can change people's social attitudes based on the delivery of social messages, both delivered through adlibs ads and produced public service advertisements. Based on the temporary findings, one of the production advertisements contained the voice recording of the Regent of Serang Regency, Hj. Ratu Tatu Chasanah SE invites the public to do 3M (Washing Hands, Keeping their Distance, and Wearing Masks) by inviting all offices, restaurants, and companies in Serang Regency to implement health protocols. Next, the research team grouped messages to see how people's social attitudes changed to see the effectiveness of delivering social messages through the radio.

### Conclusion and Recommendation

Based on the stages that have been completed. It can be concluded that the Local Public Broadcasting Institution of Serang Regency (Serang Gawe), as a medium of publication and information for the government of Serang Regency, participates in providing information and outreach to the public in the form of Public Service Advertisements either delivered by broadcasters (adlibs) or Public Service Advertisements produced. The use of language in advertisements is adjusted to who (segmentation) the listener or the listener community group who is the target or target of information. The use of community leaders, in this case, the Regent of Serang, as a figure that is followed and respected by the community in delivering messages, was chosen further to strengthen the delivery of messages in Public Service Advertisements. Based on the research process, the most obvious difficulty is that the research team needs to survey how the advertisement is in demand and changes in people's social attitudes based on advertising exposure.

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