

Effectiveness of News Broadcasting Via 98.7 FM Radio Among UI Vocational Students In The Media Production Study Program

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Abstrak

Penelitian ini membahas keefektifitasan Penyiaran Berita Melalui Radio 98,7 Fm di kalangan Mahasiswa Vokasi UI pada Program Studi Produksi Media. Penelitian ini memiliki rumusan masalah dengan rumusan masalah sebagai berikut, Seberapa efektifkah siaran berita di radio 98,7 fm di kalangan mahasiswa UI program studi produksi media. Tujuan pada penelitian ini adalah untuk mengetahui sejauhmana dan apakah sudah efektif siaran berita di radio 98,7 fm. Penelitian ini menggunakan metode kuantitatif deskriptif, metode ini bertujuan dengan membuat gambar atau deskriptif tentang suatu keadaan secara objektif yang menggunakan angka, mulai dari pengumpulan data. Data diperoleh melalui kuisioner yang disebarkan kepada responden yaitu Mahasiswa Vokasi UI dengan program studi Produksi Media dengan jumlah responden yang sudah ditentukan yaitu sebanyak 35 responden. Hasilnya dianalisis menggunakan analisis statistik data deskriptif. Hasil penelitian ini menunjukkan bahwa penyampain siaran berita melalui Radio 98,7 fm ini sudah sangat cukup efektif, dibuktikan dengan jawaban responden yang menjawab setuju dan sangat setuju di rentang 70-90% menjawab efektif, yang dimulai dari cara pembawaan berita oleh penyiar yang cepat namun juga detail jelas, sesuai fakta yang ada dan sumber informasi dapat dipercaya jelas akan kevaliditasannya. Selain itu juga cukup informasi yang diberikan berkualitas, terbaru, bermanfaat dan membantu pengemudi khususnya yang sedang di jalan dengan mendengarkan berita yang disajikan oleh Radio 98,7 Fm ini. Walaupun begitu penyiaran berita melalui radio 98, 7fm maupun radio yang lainnya untuk saat ini sudah mulai tergantikan oleh media massa lain yang lebih modern dan lebih menarik.

Kata Kunci: Efektivitas, Siaran Radio, Produksi Media, Berita

Abstract

This study discusses the effectiveness of news broadcasting through 98.7 Fm Radio among UI vocational students in the Media production Study Program. This study has a formulation of the problem with the formulation of the problem as follows, how effective is the news broadcast on radio 98.7 fm among students UI media production Studies program. The purpose of this study was to determine the extent and whether it is effective news broadcast on radio 98.7 fm. This study uses descriptive quantitative methods, this method aims to create an image or descriptive of a situation objectively using numbers, starting from data collection. The Data was obtained through questionnaires distributed to respondents, namely UI vocational students with Media Production study programs with a predetermined number of respondents, namely as many as 35 respondents. The results were analyzed using statistical analysis of descriptive data. The results of this study showed that penyampain broadcast news via Radio 98.7 fm is already quite effective, evidenced by the answers of respondents who answered agree and strongly agree in the range of 70-90% answered effectively, which starts from the way the news carried by broadcasters are fast but also clear details, according to existing facts and reliable sources of information will obviously be its validity. In addition, enough information is provided quality, latest, useful and memabntu drivers, especially those who are on the road by listening to the news presented by this 98.7 Fm Radio. However, broadcasting news via radio 98, 7fm and other radio for now has begun to be replaced by other mass media that are more modern and more interesting.

Keywords: Effectiveness, Radio Broadcasting, Media Production, News

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Introduction

As for some previous studies related to this title is as follows. First, Yulhaidir, (2023) said that at first radio was just a mass media that disseminated information. However, even though it is no more influential than television, radio has its own charm for listeners, with its simple presentation radio is one of the media that is quite competent in conveying information and entertainment. Second, Santri Indra Astuti (2008), argues that radio is the fruit of technological developments that allow sound to be transmitted simultaneously through the development of radio in the air.

Furthermore, Yusri, (2015) explained that although radio has very high competition from television and social media which are currently much favored by young people as the times progress, radio still has its own advantages compared to other electronic media. Because someone can follow radio broadcasts while still doing his job. Based on research by Sahputra, (2013) with the results of research showing that Madama FM radio listeners are satisfied with what has been presented by Madama FM radio so far, which means that the respondents' expectations are satisfied by the experience presented by Madama FM radio. Based on research conducted by Hidayat et al, (2019), the results showed that radio was considered quite good and effective in broadcasting Islam to increase religious practice in the community, Tanjung Morawa District, Deli Serdang Regency. Research conducted by Fadlia, (2020) the effectiveness of the local news broadcast program of the maros fm public broadcasting institution in fulfilling the information needs of the people of Maros Regency is classified as high with a percentage of 83.5%. Therefore, it can be concluded that the public's interest in listening to the local news broadcast program of the Maros FM public broadcaster is directly proportional to the effectiveness of the local news broadcast program of the Maros FM public broadcaster in fulfilling the information needs of the people of Maros district.

In addition, research conducted by Sandra, (2018) states that radio is still used effectively to get news, although not as the main mass media in disseminating information. Second, research conducted by Fauzi, (2015) included that the motive for radio information was the highest, so it can be concluded that the spread of news or information via radio still satisfies radio listeners. Third, research conducted by Kurniawan et al, (2022) that the information motive and the entertainment motive in radio broadcasting are the biggest motives of the other 4 motives, but it is very unfortunate that of the four motives that have been tested, it turns out that none of the motives can be satisfied by listeners. The news program on the Prambors radio broadcast did not show the satisfaction of the listeners. Fourth, research conducted by Mayasari, (2016) with the results obtained that the motives were very satisfying from several motives, namely diversion and habitual motives, which indicated that the respondents who had been studied, namely UMM communication science students class of 2012 were at a moderate level of satisfaction (46 %). This means that the satisfaction of broadcasting news on the radio is still lacking because it is still below 50% percent

The difference of this research with other studies, namely. First, this research is taken from a point of view which emphasizes the effectiveness of a radio for each UI vocational student in the media production study program for news or information conveyed via radio. Second, the subjects used in this study were more specific, namely UI vocational students with a media production study program that were still relevant to the title the researchers took, namely effectiveness of news broadcasting via 98.7 fm radio among UI vocational students in the media production study program. Third, in previous studies using objects with mass media in the form of magazines, tabloids and television, however, the object of this research was taken by researchers, namely radio, more specifically, radio listeners 98.7 Gen Fm, which is quite a trend among UI students.

This research uses several basic theories as a basis and also a reference in this

study. Firstly, Hari Lubis and Martani Huseini (1987:55) say state that effectiveness is a key element of activity to achieve predetermined goals or objectives. In other words, an organization is said to be effective if the predetermined goals or objectives are achieved. Second, according to the Big Indonesian Dictionary, effectiveness is an adjective based on the word effective which means to have an effect or influence and bring results. The word effectiveness can also be interpreted as the level of success that can be achieved from a particular method or effort in accordance with the goals to be achieved. Learning media can be said to be effective when it meets the criteria, including being able to influence, change or bring results.

With regard to the effectiveness approach, Lubis and Hussein stated that there are 3 (three) main approaches in measuring effectiveness, namely:

1. Source approach (resource approach), namely measuring the effectiveness of the input. The approach prioritizes the success of the organization to obtain resources, both physical and non-physical, that are in accordance with the needs of the organization.
2. Process approach (process approach) is to see the extent to which the effectiveness of program implementation of all internal organizational activities or organizational mechanisms. 18
3. Target approach (goals approach) in which the focus is on output, measuring success in achieving results according to plan. (Lubis and Hussein, 1987:55)

There are several reasons which concern the object of this present study. First, Radio 98.7 gen fm is a radio which has quite a lot of listeners and is included in the 3 best radio stations under Prambors radio which is in first place and HardRock Fm in second place according to Cekaja.com version. So the researcher is very interested in taking the object of listeners to 98.7 fm radio because this radio is quite well known by the public, especially among students. Therefore, researchers want to find out how effective news broadcasting is on 98.7 fm radio. Second, the subjects that the researchers took were UI vocational students with the Media Production study program, because the study program was still relevant to broadcasting news on radio. Because radio is part of the mass media and in the Media Production study program one of them is producing Mass Media, namely radio.

As for the formulation of the problem in this study are:

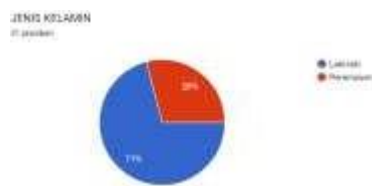
1. How effective is a news broadcast on radio 98.7 fm among UI students in the media production study program?

Methodology

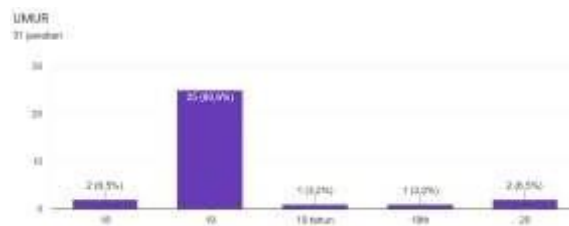
The research method used in this study is a quantitative descriptive method, where the researcher wants to reveal the conditions or reality that occurs according to the problem raised by the researcher. The quantitative descriptive research method is one of the methods that is very suitable for this research because this method aims to create an objective picture or description of a situation using numbers, starting from data collection, interpretation of the data as well as the appearance and results (Arikunto, 2006). Data were obtained through questionnaires distributed to respondents, namely UI Vocational Students with the Media Production study program with a predetermined number of respondents, namely as many as 31 respondents. The results were analyzed using statistical analysis of descriptive data so that the level of effectiveness of news broadcasting through radio mass media for UI Vocational Students with the Media Production study program can be illustrated.

Result and Discussion

Result

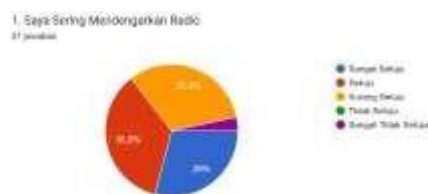


With the diagram above we can conclude that those who filled out the questionnaire were dominated by men with a rate of 71% while women were 29%.



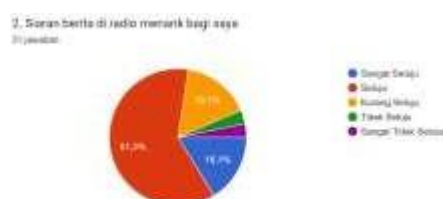
From these results it was found that the respondents were dominated by men aged 19 years, which indicated that this research object was appropriate, namely students of the Indonesian University of the Media Production Study Program semester 2 with a result of 80%.

Question 1



In the question of questionnaire 1, it can be seen that, as much as 64.5% agree and strongly agree. This indicates that the respondents who answered were on the pro side who often listen to the radio

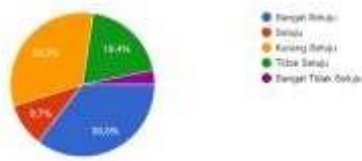
Question 2



In question 2 of the questionnaire, the results of the questionnaire diagram above we can see that the respondents were dominated by the answers agreeing with the number 61.3%. This indicates that news broadcasts on the radio still attract the attention of many people who listen to the radio.

Question 3

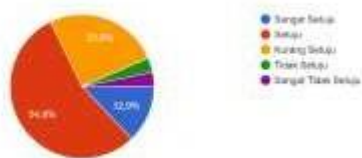
3. Dalam Seminggu Saya Mendengarkan siaran Radio Sebanyak Six atau lebih
21 jawaban



In question 3 of the questionnaire, we can see that as many as 44.7% of respondents agree that they listen to radio broadcasts more than 3 times a week. However, this figure does not meet half of the respondents. So it can be concluded that respondents rarely listen to radio broadcasts more than 3 times a week

Question 4

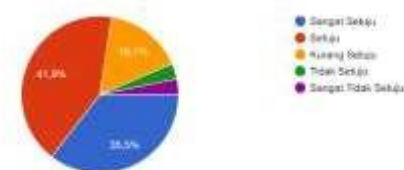
4. Saya Sering Mendengar Radio untuk Mendapat Informasi Berita Terkini
21 jawaban



In question 4 of the questionnaire, we can see that the respondents dominated the agree and strongly agree answers with a figure of 67.7%. This indicates that more than half of the respondents agree that they often get news information through radio broadcasts.

Question 5

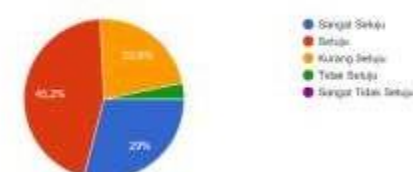
5. Menurut Saya, Pesan Berita yang Disiarkan Melalui Radio disampaikan dengan Jelas
21 jawaban



In question 5 of the questionnaire, we can see in the diagram above it shows that as many as 77.4% agreed and strongly agreed that in their opinion the message or content of information conveyed via radio was very clear in its delivery.

Question 6

6. Menurut Saya, Pemberitaan Melalui Radio pada Masa Kini masih Efektif
21 jawaban

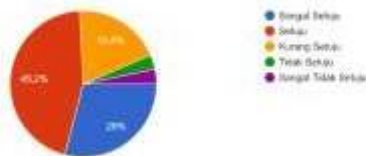


In question 6 of the questionnaire, we can see that the diagram of the results of the questionnaire shows 74.2% answered agree and strongly agree. This indicates that the

respondents agree that radio reporting is not out of date and has proven to be effective, many agree.

Question 7

7. Saya Mendengarkan Sajian Berita di Radio untuk Mendapatkan Informasi Sesuai Kebutuhan
31 jawaban



In question 7 of the questionnaire, the dominating diagram is the answers that agree and strongly agree with the number 74.2% indicating that their respondents agree that they get information according to their needs on radio broadcasts.

Question 8

8. Menurut Saya, Pemberitaan Melalui Radio Sudah Tergantikan dengan Media Lain.
31 jawaban



In question 8 of the questionnaire, we can see that radio media has been replaced by other media. Respondents' answers were dominated by agree and strongly agree answers with a figure of 90.3% indicating that radio has now begun to be replaced by other media.

Question 9

9. Saya Merasa Masih Perlu untuk Mendengarkan Berita Melalui Radio Guna Memenuhi Kebutuhan Informasi
31 jawaban



In question 9, we can see that respondents still want to listen to news via radio with 87.1% agreeing and strongly agreeing. This indicates that although now radio has begun to be replaced by other media, respondents are still comfortable listening to news via radio as needed.

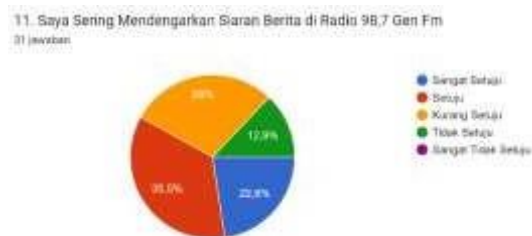
Question 10

10. Saya mengetahui frekuensi Radio 98,7 Gen Fm
31 jawaban



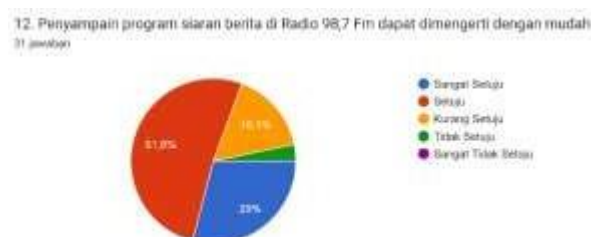
In question 10 of the questionnaire, we can see that the respondents dominated the agree and strongly agree answers with a value of 70.9%. This shows that the respondents already know the 98.7 fm radio broadcast wave and it is almost according to the research target

Question 11



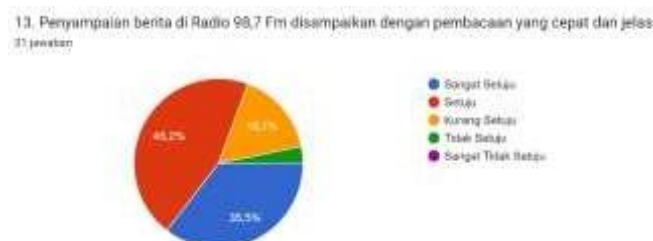
In question 11 of the questionnaire, we can see that the respondents dominated the agree and strongly agree answers with an overall score of 58.1%. This shows that the research target is quite in line with the target audience who frequently listens to news broadcasts on Radio 98.7 Fm.

Question 12



In question 12 of the questionnaire, we can see that the respondents answered with results that dominated agree and strongly agree with a value of 80.6%. This indicates that the delivery of news broadcasts delivered by the hosts of 98.7 fm radio, especially news programs, is delivered quite clearly and easily understood by listeners.

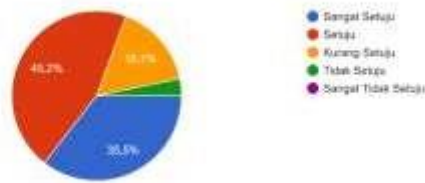
Question 13



In question 13 of the questionnaire, we can see that respondents dominated the answers agree and strongly agree with an overall score of 80.7%. This indicates that news broadcasts on radio 98.7 fm are conveyed in a way that reads quickly but can also be heard clearly by the listeners of the broadcast.

Question 14

14. Informasi berita yang disampaikan melalui Radio 98,7 Fm selalu sesuai fakta yang ada
31 jawaban



In question 14, we can see that respondents dominated the answers agree and strongly agree with an overall score of 80.7%. This indicates that the news information conveyed by 98.7 fm radio broadcasters is always in accordance with the facts.

Question 15

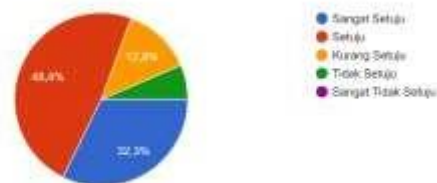
15. Saya mendapatkan informasi yang bermanfaat dari siaran berita di Radio 98,7 Fm
31 jawaban



In questionnaire 15, we can see that respondents dominated the answers agree and strongly agree with an overall score of 83.9%. This indicates that the respondents agreed that what they got from 98.7Fm was very useful.

Question 16

16. Saya mendapatkan informasi yang berkualitas dari siaran berita di Radio 98,7 Fm
31 jawaban



In question 16, we can see that respondents dominated the answers agree and strongly agree with an overall score of 80.4%. This indicates that respondents strongly agree that they get quality information from news broadcasts on 98.7 fm radio.

Question 17

17. Berita yang disajikan oleh Radio 98,7 Fm adalah informasi yang terbaru
31 jawaban



Pada pertanyaan kuesioner 17, dapat kita lihat bahwa responden mendominasi jawaban

setuju dan sangat setuju dengan nilai angka keseluruhan 80,7%. Hal ini menunjukkan bahwa responden setuju bahwa semua informasi berita yang disampaikan radio 98,7 Fm adalah informasi yang selalu terbaru setiap harinya.

Question 18

18. Informasi yang diberikan dalam siaran berita di Radio 98,7 Fm selalu memberikan sumber informasi yang resmi dan jelas.
31 jawaban:



In question 18, we can see that the respondents dominated the agree and strongly agree answers with an overall score of 80.7%. This shows that the respondents agree that the news broadcast delivered by the 98.7 fm radio announcer is news that is really clear, valid and verifiable and can be proven by a clear source.

Question 19

19. Informasi kemacetan jalan yang di siarkan oleh Radio 98,7 Fm sangat membantu para pengendara.
31 jawaban:



In question 19, we can see that respondents dominated the answers agree and strongly agree with an overall score of 83.9%. This shows that the respondents strongly agree with what was conveyed by the 98.7 fm radio announcer, especially in the news broadcast regarding information on traffic jams on the highway, which is very helpful for them.

Question 20

20. Informasi yang disampaikan siaran berita di Radio 98,7 Fm sangat mendetail dari sebab dan akibat.
31 jawaban:



In question 20 questionnaire, we can see that the respondents dominated the answers agree and strongly agree with an overall score of 90.3%. With the value of these numbers, it can be concluded that respondents strongly agree that the news information conveyed by the 98.7 fm radio announcer is very detailed in what is conveyed and the reading is fast but heard clearly and loudly.

Discussion

Based on the results of the above research, there are several questions that

respondents said were more precisely UI vocational students with Media Production study programs who disagreed and disagreed. Dianataranya is a question about that respondents rarely listen to radio broadcasts more than 3 times a week with a percentage value of 65.3%. The figure passed the value of half of the respondents' answers. And respondents who answered agreed and strongly agreed at 44.7%. This indicates that the respondents of UI vocational students with Media Production study programs rarely listen to radio more than 3 times a week, and it can be said that students prefer to listen to information or news through digital media that has visual and audio which is more interesting for them, especially UI vocational students of Media Production studies where their time is youth who are more interested in modern and futuristic things.

In addition, it was also obtained from the results of the above research on the effectiveness of a news on Radio 98.7 fm respondents answered with a range of 70-90% agree and strongly agree that they already know this 98.7 fm radio waves before and have listened to this radio frequency. The delivery of news via radio on the wave 98.7 fm is already very effective starting from the delivery of news by broadcasters who are clear enough in delivering news quickly but still clear, detailed and in accordance with the facts that occur. In addition, the respondents also benefited after listening to the news on radio 98.7 fm, especially UI vocational students of the Media production Study program or other drivers who are on the go who get quality and latest information such as traffic congestion news from news broadcasts on this radio. Of course this is very helpful for drivers when determining the road to be taken to avoid

Even so, broadcasting news via radio 98, 7fm and other radio for now has begun to be replaced by other mass media that are more modern and more interesting as evidenced by the results of the study above, respondents answered agree and strongly agree that the percentage value is quite high at 90.3%. This indicates that respondents consider that in the current era of radio as a mass media news anchor has begun to be replaced with other mass media such as online mass media. With a variety of reasons such as easier access and there is a visualization of interesting news seen and heard. Overall respondents consider that radio is still effectively used to get the news although not as the main mass media that is intended when in need of information or the latest news.

As for some previous studies related to this title is as follows. First, Yulhaidir, (2023) said that at first radio was just a mass media that disseminated information. However, even though it is no more influential than television, radio has its own charm for listeners, with its simple presentation radio is one of the media that is quite competent in conveying information and entertainment. Second, Santri Indra Astuti (2008), argues that radio is the fruit of technological developments that allow sound to be transmitted simultaneously through the development of radio in the air.

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the effectiveness of the local news broadcast program of the Maros FM public broadcaster in fulfilling the information needs of the people of Maros district.

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This research uses several basic theories as a basis and also a reference in this study. Firstly, Hari Lubis and Martani Huseini (1987:55) say state that effectiveness is a key element of activity to achieve predetermined goals or objectives. In other words, an organization is said to be effective if the predetermined goals or objectives are achieved. Second, according to the Big Indonesian Dictionary, effectiveness is an adjective based on the word effective which means to have an effect or influence and bring results. The word effectiveness can also be interpreted as the level of success that can be achieved from a particular method or effort in accordance with the goals to be achieved. Learning media can be said to be effective when it meets the criteria, including being able to influence, change or bring results.

Conclusion

1. Based on the results of the above research, it can be concluded that the respondents in particular here are UI vocational students with production study programs have rarely listened to 98.7 fm radio more than 3 times a week with a percentage of 65.3%. students prefer to listen to information or news through digital media that has visual and audio which is more interesting
2. News broadcasts through Radio 98.7 fm are quite effective, as evidenced by the answers of respondents who agreed and strongly agreed in the range of 70-90% who answered effectively, which started with the way the news was delivered by the broadcasters, which were fast but also had clear details. , in accordance with existing facts and sources of information that can be trusted, the validity of which is clear. In addition, the information provided is of high quality, up-to-date, useful and helps drivers, especially those on the road, by listening to the news presented by Radio 98.7f.m.

3. However, broadcasting news via radio 98, 7fm and other radio for now has begun to be replaced by other mass media that are more modern and more interesting. Overall respondents consider that radio is still effectively used to get the news although not as the main mass media that is intended when in need of information or the latest news.

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