

CHAPTER I

INTRODUCTION

1.1. Background of Choosing the Subject

Public Relations is an important activity for an organization or company because of the ever growing awareness to obtain sympathy and support from the public. The way that an organization carries out its duties often has a direct or indirect effect to the Public Relations activities. For this reason, an organization should consider the effects of the targeted public first. This is necessary so that an appropriate Public Relations program can be planned to better suit the targeted public's needs.

A radio station is a type of media that tries to obtain sympathy from the public because the radio is the closest form of media that is affected by the selective target audience/listeners. The more listeners a radio station have can ensure the success of the radio's programs. In this paper, therefore, the writer proposes the title "Teenagers' Responses to *Radio Gajahmada* FM Station's Programs".

Most of the radio station exist only for a special audience, for example the radio station which only broadcasts Indonesian songs, the radio station which only broadcasts old songs, the radio station which is exclusively for female and also the radio station that is exclusively for teenagers.

Radio Gajahmada is a radio station which specifically makes programs for teenagers. Teenagers often have a high sense of choosing programs that fulfill their criteria. This means that a radio station should have broadcasters that are good enough to handle interesting shows that will attract teenagers to follow the station everyday.

Teenagers also loves entertainment. From the radio, teenagers are usually entertained with the music show, quiz and other entertaining programs provided. In other words, the radio is a media that can fulfill one of the teenagers' needs. Thus, to keep the survival of the business entertainment, the radio station owner must ensure his broadcasters to play popular songs at a perfect show time each day to gain as many listeners as possible. In addition, many more interesting programs like informing teenagers about things that are considered trendy or organizing music concerts where teenagers can meet and greet movie stars must be planned to support the success of the radio station's programs.

1.2 Objectives of the Study

The purpose of the Final Paper are :

- To study how Public Relations is put into practice
- To understand that a radio is a media that has an important role to provide information, entertainment and education.
- To know that teenagers is the biggest fan of a radio station.
- To know the target audience of Gajahmada FM.

1.3 Scope of the Study

Knowing the need, attention and habit of an audience are important in a radio station, many radio stations feel that it is advantageous to have an appropriate amount of the target audience.

In this study the writer concentrates on who becomes the target audience or listeners for the so many programs broadcasted. Thus, the scope of this study is to know how many teenagers are loyal to this station and which of the programs offered received good response from the teenagers.

1.4 Review of Literature

In this review of literature, the author wants to explain about Public Relations definition and activity which has a relationship with how Radio Gajahmada FM station succeeded in reaching the target audience especially the teenagers. In addition, the history and definition of a radio station, radio audience and target audiences are also discussed.

1.4.1 Public Relations

In principle, Public Relations has the purpose to influence the public. Public Relations is a regular activity, which increases the understanding in two ways, i.e. between the organization and group of people (Prasadja, 2000 : 20). Jefkins (1996 : 2) understands Public Relations as a form of communication which exist in any commercial or non-commercial organizations.

1.4.2 History and The Changes in Radio Industry

After the end of World War II, in America, the radio industry has changed a large part of the economy. The radio is an industry, which makes a lot of fortune for many sides such as the singer, advertisement, and also becomes a new work for people who likes entertainment (Dominic, 1983 : 120).

1.4.3 AM and FM Modulation

The radio station is classified in two modulations, AM and FM, but FM modulation is better than AM, so in reality many audiences choose the radio station which is in the FM modulation (Dominic, 1983 : 228).

1.4.4 Radio Station

The Radio Station is the source of information and entertainment that is very easy to obtain and can have so many fans. One of the biggest fans is the teenagers because they always feel that the radio is the source which has many entertainment (Dominic, 1983 : 124).

In Indonesia, based on the Government in 1989 of the 692 radio stations available, 187 stations belong to the government, they are 49 RRI, 133 belongs to the government of region, 5 belongs to the government department and the rest is 505 private radio stations which are spread in 23 provinces.

Some of the radio stations feel that it is clearly an advantage if the major purpose of the station is to have a relationship with their audience (Tabing, 2000 : 2).

1.4.5 Radio audience

The Radio audience is divided into two, first is the loyal audience and the second is the marginal audience. The loyal audience is the audience who are loyal in one radio station and the marginal audience is the audience who always turns the radio modulation in random to find the program, which considers with their needs (Kasali, 1995 : 127). According to *Persatuan Perusahaan Periklanan Indonesia* the biggest part of the people

in Indonesia are exposed in radio. In 1984, 49,4% are by the radio, 44,6% by the television, 15,3% by magazines and newspaper and 4,4% by the cinema.

1.4.6 Target Audience

Target is the total number or production that are expected to be reached, and audience is a group of people who have been gathered together to hear or watch or a number of people to watch, read or listen to the same thing. Another concept about audience is audience as a mass, public or social group and as a market or a group that will become a consumer (Mc Quail, 1989 : 203).

So, a target audience is a group that becomes the target message of the media. In this case, the radio as a media sends the message to the listeners.

1.4.7 Teenagers as the target audience

Nowadays, the radio is already close with teenagers, it is known from many radio stations that they make as many best programs to attract the teenagers as the potential audience (Kasali, 1995 : 91).

According to Dominic :

The biggest change in the audience for a radio over the past ten years has been the steady increase in listeners for FM stations. In 1973, only 28 percent of the listening audiences was tuned to FM stations. Five years later the figure was 49 percent, as FM listenership nearly reached parity with that of AM. The largest increase in FM audiences has occurred among teenagers. Probably because of the trend toward Top 40, album rock, disco, and progressive rock apparent among FM station, the percentage of teens who reported listening to FM station over the five-years period mention above more than doubled, increasing from 24 to 57 percent. As far as demographics are concerned, the average listener, regardless of age, sex, or educational background, listen to radio about three hours or more a day. Of this group, female and young listeners are slightly more represented.

From the explanation above it is known that teenagers always love the media which provides entertainment especially the music programs offered.

1.5 Method of Research

The method of research used is descriptive. According to Prawira (2000) a descriptive research is the research that describes in specific way about the phenomenon to obtain a clearer picture about the object of the research by using a hypothesis that is not tested statistically.

The other methods of research used is qualitative research which is an in-depth research into motivation, attitudes and behaviour of respondents or into a given situation.

1.6 Method of Data Collection

1.6.1 Method of data collection :

1. Observation Method

The most effective way in the observation method is to complete a format or blank observation which contains answers about what has happened.

2. Interview

Interview is the way to collect information by questioning and answering with the announcer.

3. Questionnaire

Questionnaire is the way to collect information using the written answer list which is given to respondents.

4. Literature

The information obtained from books to support the paper/discussion.

1.6.2 Method of Data Analysis

The information obtained from many sources can be analysed using a qualitative analysis. It is a method of data analysis, which estimates the percentage produced from quantitative analysis (Arikunto, 1996 : 263).

