

CHAPTER II

COMPANY'S PROFILE

2.1 History of the Company

The name of the institution of *Radio Gajahmada* is *PT Radio Gajahmada* FM, which is established in 1972 when Bapak Haris Suharto and the late Bapak Hidayat has an idea to find a private radio station which is located in Jalan Gajahmada No.65. The name of that street is eternalized as the name of the new radio station. However, Gajahmada FM is now located in Jalan MT Haryono No. 161 Semarang. Since 3 years ago it has moved from Jalan Gajahmada No.65 Semarang. Under Bapak TD Moelyono's supervision, *Radio Gajahmada* starts to be better, with its solid organization structure and the things related to the broadcasting programs. According to PP nomor 50/1997, which makes clear that each private radio station organization should be legalized by law, Radio Gajahmada then converts its form into a Limited Company. *PT Radio Gajahmada* also joins with PRSSNI (Persatuan Radio Siaran Swasta Niaga Indonesia) Semarang branch as a member whose number is 239-9/1978, so it has the right to broadcast with the condition that the SK Menpen No. 38836/T/D/1997 is renewed every year.

In May 1991 Radio Gajahmada moved its frequency from AM 828 to 102,6 FM, because they realized that FM frequency is better because it has a lot more listeners.

The business type of *Radio Gajahmada* FM is Limited Company or Perseroan Terbatas (PT) because *Radio Gajahmada* realizes that a private company should be under a law, so *Radio Gajahmada* is registered as a PT and also be a member of PRSSNI.

The Field of business of PT Radio Gajahmada FM is entertainment, that consist of many kinds of programs, like music program, information and also religious programs.

2.2 Structure of Organization

The structure of organization in PT Radio Gadjahmada FM is as follows:

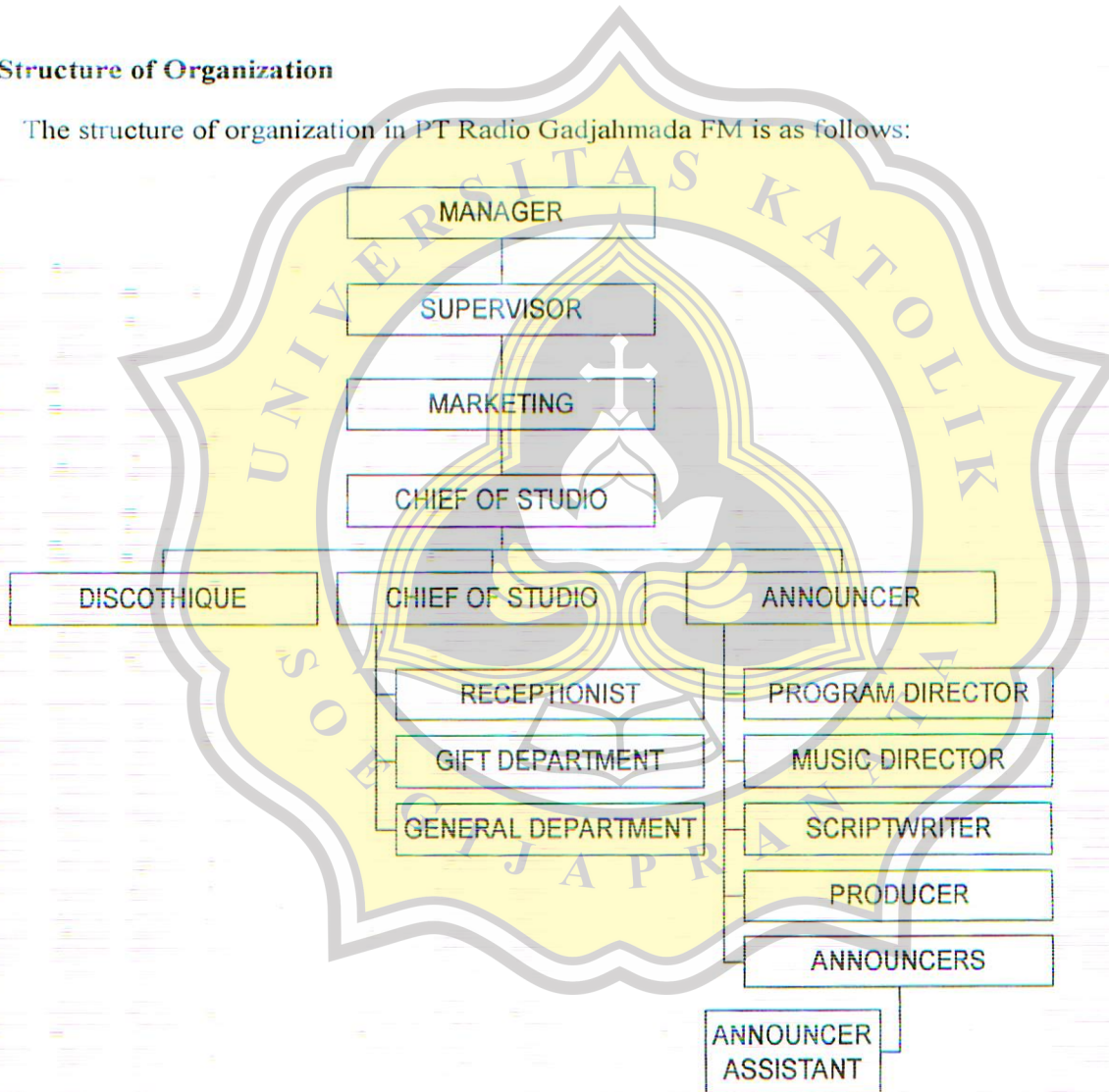


Figure 2.1

Gajahmada Structure Organization

Source : PT Radio Gajahmada FM Semarang, 2000.

The explanation of each department in *Radio Gajahmada* FM Semarang are :

1. Manager
 - Leads PT Radio Gajahmada FM Semarang
2. Supervisor
 - Responsible for all the daily activities of Radio Gajahmada FM
3. Marketing
 - Responsible for the advertisement which is broadcasted in the radio
4. Chief of Studio
 - Responsible for the discotheque program, studio administration and broadcasting team.
5. Discotheque
 - Controlling and managing cassettes
 - Checking for lost or broken cassettes
 - Buy the CD or cassettes
 - Labeling the cassette based on the type of music
6. Studio Administration
 - Helping the broadcaster team
 - Taking notes, making a list of names and addresses of the Quiz/Games' participant and making a report every month
 - Taking notes, making a list of the names, addresses and giving the gifts to the winners of the Quiz/Games
 - Making a financial report every month

7. Receptionist

- Functioning as front office personel of Radio Gajahmada
- Helping the studio administration

8. Gift Department

- Provide gifts for the winners
- Making daily reports

9. General Department

- Typing the script
- Sending letters to other companies

10. Broadcaster Team

- Working together with the Program Director, Music Director, Scriptwriter and Producer

11. Broadcaster

- The person who broadcasts the program. He is important because a program can become good if the broadcaster expresses the program well

12. Broadcaster Assistant

- Helping the broadcaster
- Answer questions which have connection with the program
- Taking notes of the name and addresses of the participant
- Making daily report

13. Program Director

- Making a program and the schedule for the broadcasters

14. Music Director

- Responsible for the music and song, because he should have a good taste about music
- Making a Play List

15. Scriptwriter

- Making the script for the broadcaster

16. Producer

- Responsible for the record room
- Finishing a package which is sponsored by a company
- Producing advertisements

