

## CHAPTER III

### ***PT RADIO GAJAHMADA FM STATION'S SPECIALITY IN TEENAGERS' PROGRAMS***

#### **3.1 Radio Station in Semarang**

The most obvious function of almost all media is to provide entertainment. Like television and newspaper, radio as an electronic media for many audiences is known as the sources of entertainment which offers many programs (Dominic, 1983 : 48) that indirectly gives current knowledge or news to the audience.

In this case, the writer chooses a very famous radio station in Semarang as her research object, i.e. Gajahmada Radio, which is in FM modulation. Her reason for choosing it, is she wants to know why and how it becomes popular among the teenagers. The number of teenagers as listeners experiences an increase. This is proven by the teenagers' request to add more special programs for teenagers. The programs especially broadcasted during after school hours, from the evening to night time makes Gajahmada Radio the teenagers' favorite radio station. Thus, it clearly shows that Gajahmada Radio has successfully reached its audience.

#### **3.2 Audience**

Generally the purpose of a radio station is to provide entertainment to any kind of human character like age, sex, education and social status.

A good radio station is usually well-received by the audience if most of their criterias are fulfilled. Gajahmada Radio tries to do this by providing various programs in

various formats so audiences from the young to old generation can enjoy. Below is the classification of Gajahmada Radio listeners :

Tabel : 3.1  
Audience classification based on group of age

No.	Audience classification	Group Age
1.	Children	3 years old – 12 years old
2.	Teenagers	13 years old – 25 years old
3.	Adults	26 years old – 35 years old
4.	Old People	36 years old – 50 and above years old

Source : *PT Radio Gajahmada* FM Semarang, 2000

### 3.3 Programs

The programs broadcasted in *Radio Gajahmada* FM Semarang are as follows :

- 05.00-06.00 AM : **Siraman Rohani Agama Islam** (a religious program)
- 06.00-08.00 AM : **Kota Kita** (a family program)
- 09.00-11.00 AM : **Gajahmada Megabahtera** (a woman's program)
- 11.00-12.00 AM : **Informusika** (provides information and songs)
- 12.00-13.00 PM : **Gajahmada Break Time**, (provides old songs)
- 13.00-14.00 PM : **Intermezo** (provides Indonesian songs)
- 15.00-17.00 PM : **Gamafans** (a greeting's program)

#### ➤ Sunday Programs

- 05.00-06.00 AM : **Siraman Rohani Agama Islam** (a religious program)
- 06.00-08.00 AM : **Kota Kita** (a family program)
- 08.00-09.30 AM : **Sunday Music** (provides Indonesian and foreign songs)
- 09.30-10.30 AM : **Kata Si Rabin** (a teenagers' favorite zodiac program)

- 10.30-11.00 AM : **Mimbar Agama Kristen** (a religious program)
  - 11.00-12.00 AM : **Informusika** (provides information and songs)
  - 12.00-13.00 PM : **Gajahmada Break Time** (provides an old songs)
  - 13.00-14.00 PM : **Intermezo** (provides Indonesian songs)
  - 14.00-15.00 PM : **Cikita**, (an interactive program about the personal experiences)
  - 15.00-17.00 PM : **Bintang Kecil** ( a kids program)
  - 17.00-18.00 PM : **Dasa Adi Gita** (information about the recent top ten list)
  - 18.00-19.00 PM : **Rock Action** (provides rock songs)
  - 19.00-20.00 PM : **Dimensi** (a talk show)
  - 20.00-21.00 PM : **Catch The Words** (provides songs' texts)
  - 21.00-22.00 PM : **PO BOX 1026** (letter reading from and to fans)
  - 22.00-24.00 PM : **Gita Malam** (provides soft songs)
  - 24.00-02.00 AM : **Kilas Balik Gita persada** (provide Indonesian old songs)
- Monday- Saturday Special Programs
- 08.00-09.00 AM
    - Monday and Thursday : **Oldi Goldi** (a special old song only program)
    - Tuesday and Saturday : **Konsultasi Kesehatan** (a live program with special guests from the health department team)
    - Wednesday : **Info Konsumen** (a live program with special guests from LP2K.)
    - Friday : **Kran Telkom** (an interactive program from Telkom)
  - 14.00-15.00 PM
    - Monday, Wednesday, Thursday and Saturday : **Cikita**, is Cerita Kita (an interactive program with the audience)

- Tuesday : **Hello Billy** (a live conversation and learning English with a native speaker)
- Friday : **Indo Dangdut** (a dangdut program)
  
- 17.00-18.00 PM
  - Monday : **Solid Gold** (playing the 80-90's songs)
  - Tuesday : **Pop Trax** (playing the 90's foreign songs)
  - Wednesday : **Star Corner** (a program which reads the biography of a band or individuals)
  - Thursday : **Mimbar Islam** (a religious program especially for Moslems)
  - Friday : **Oldi Goldi** (special program that plays old songs)
  - Saturday : **Top Ten** (a program about number 1-10 foreign songs)
  
- 18.00-19.00 PM
  - Monday-Friday : **Liputan Enam Petang** (a special program which broadcasts the information from SCTV)
  - Saturday : **Favorita Sepekan** (a package program about the Indonesian songs tracks from KTT G-7 radio Network Yogyakarta)
  
- 19.00-20.00 PM
  - Monday-Friday : **Games/Quiz** (a program about many kinds of games/quiz which the listener can join on-air)
  - Saturday : **Mak Comblang** (a program which accommodates a teenager's relationship)
  
- 20.00-21.00 PM
  - Monday : **Rock Request** (is a program which provides slow rock songs for the audience to request for)

- Tuesday : **Bahasa Mandarin** (a program that teaches Mandarin Language)
  - Wednesday : **Dialektika** (an interactive program with LP2S (Lembaga Pembinaan dan Perlindungan Semarang) which talks about the economic situation in Semarang)
  - Thursday : **Gelar Persada Hit** (a program which provides Indonesian songs of the 90's)
  - Friday : **Request Line** (a program to request songs)
  - Saturday : **Gajamadansa** (a program which provides house music)
- 21.00-22.00 PM
    - Monday : **Konsultasi Psikologi** (an interactive program and also answers the letters from the audience)
    - Wednesday : **Apestory** (a program which reads the letters about a funny or embarasing letters)
    - Thursday : **Wayang Kulit** (a traditional shadow puppet program)
    - Friday : **Request Line** (a program which provides the Indonesian and foreign songs)
    - Saturday : **Gajamadansa** (a program which provides house music)
- 22.00-24.00 PM
    - Monday, Tuesday and Saturday : **Gita Malam** (a program to provide soft songs of the 90's where listeners can request)
    - Wednesday : **Album Nostalgia** (a program which provides old songs)
    - Thursday : **Wayang Kulit** (a traditional shadow puppet program)
    - Friday : **Kilas Balik Gita Persada** (a program which provides Indonesian old songs)

- 24.00-03.00 AM
  - Monday : **Goyang Semarang** (a program which provides dangdut songs)
  - Tuesday : **Campur Sari** (a program which provides Java's traditional songs)
  - Wednesday : **Album Nostalgia** (a program which provides old songs)
  - Thursday : **Wayang Kulit** (a traditional shadow puppet program)
  - Friday : **Kilas Balik Gita Persada** (a program which provides Indonesian songs)
  - Saturday : **Gita Malam** (a program which provides soft of the 90's which listeners can request)
- 01.00-03.00 AM
  - Saturday : **Happy Slow Rock** (a program which provides slow rock songs)

### 3.4 The Radio Station's Staffing and Facilities

#### 3.4.1 Staff Ability

A radio station must be supported by people who have the ability in broadcasting because this is the basic success of a radio station. A radio station can attract the audience if the radio station is handled by a good person. A person who is going to join in a broadcasting field must speak English fluently, can handle a program and also be patient in facing the audience. Fortunately, all of Gajahmada Radio's staff are considered to have fulfilled criterias of good announcers.

### 3.4.2 Facilities

As the biggest station radio in Semarang, Gajahmada Radio has many kinds of facilities which has the connection with broadcasting such as new cassettes, a good broadcastings room and other hardwares.

### 3.5 Rating

*Radio Gajahmada* being the biggest radio station in town, it is known from the rating done by PRSSNI Semarang branch that make this radio being number one in Semarang. *Radio Gajahmada* have the motto *Radionya Orang Semarang*. This is because the radio station wants the people of Semarang to feel that *Radio Gajahmada* is theirs. What's more, it has already become the most popular radio station in Semarang.

*Radio Gajahmada* realizes the competition among the entertainment business. So, as a radio that has many fans especially the teenagers, the company always tries to provide the most wanted programs. Their success strategy is to also make programs outside the station to make closer relationship between the station and audience such as :

- To arrange meetings between the broadcasters and their fans.
- To arrange concerts which is sponsored by Gajahmada Radio, for example : *Michael Learns To Rock* concert (December 19<sup>th</sup>, 1997) and Potret concert (April 28<sup>th</sup>, 2000) to show how serious the radio station can be in organizing packaged programs.

### 3.6 Target Audience

The programs in Gajahmada FM Radio are generally for teenagers because teenagers are the perfect target for entertainment messages. For example : Gamafans is which

broadcasted from Monday to Saturday is the teenagers' favourite because this is a program that allows them to greet some friends and also request favourite songs.

*Radio Gajahmada* knows exactly the teenagers' taste right now, so the announcers work together with all of the staff to defend the quality by making teenagers' programs still attractive to be listened to. For example : the songs which are played in this radio is Indonesian and foreign songs that is considered the most recent wanted songs.

To evaluate how strong teenagers love Gajahmada FM Radio and also whether the target audience is achieved, the writer distributes questionnaires to 20 respondents, 10 males and 10 females aged 13-26 years old. The questions are about everything that is connected with Gajahmada Radio and also the teenagers programs such as : Gamafans, Cikita, Rock Action, Sunday Music, Top Ten, Dasa Adi Gita, Mak Comblang and Happy Slow Rock.

### **3.7 The Result of Data Analysis**

The result that writer gets from the questionnaires distributed to teenagers can be seen in the data of table analysis which shows how interested the audience is in the radio and how close teenagers are as the radio's target audience.

#### **3.7.1 The teenagers interest of Gajahmada FM Radio**

The interest level of Gajahmada FM Semarang Radio as a radio for teenagers can be seen in the table interest below :



Table : 3.2

## Teenagers' Response About Radio Gajahmada

No	Description	Frequency	Percentage
A.	Like it very much	11	55%
B.	Like it enough	9	45%
C.	Do not like it	-	-
D.	Do not like it very much	-	-
Total		20	100%

Source : Question no. 1

According to the table above 55% of teenagers said that they like to hear Gajahmada FM Semarang Radio very much and the rest, about 45% answer they like enough about it, because it is the biggest radio station in town.

## 3.7.2 Quiz/Games

The analysis about teenagers' response to Quiz/Games arranged by this radio can be seen in the table below.

Table : 3.3

## Teenagers' Response About Quiz/Games

No	Description	Frequency	Percentage
A.	Like it very much	5	25%
B.	Like it enough	10	50%
C.	Do not like it	5	25%
D.	Do not like it very much	-	-
Total		20	100%

Source : Question no. 3

It is found that 25% of the teenagers stated that they like enough quiz/games very much, 50% stated they like it enough because teenagers love present offered, for example T-Shirt. The rest said they do not like quiz/games because they always fail.

### 3.7.3 Songs played

The teenagers' response about songs played in Gajahmada FM Semarang Radio can be seen in the next table.

Table : 3.4

Teenagers' Response About Songs

No	Description	Frequency	Percentage
A.	Like it very much	7	35%
B.	Like it enough	13	65%
C.	Do not like it	-	-
D.	Do not like it very much	-	-
Total		20	100%

Source : Question no. 4

By seeing the table we know that 35% said they like the songs broadcasted very much and about 65% said they like it enough because Gajahmada FM always plays new and popular songs.

### 3.7.4 Talk Show

The analysis of teenagers about talk shows in Gajahmada FM Radio can be found out in the table below.

Table : 3.5

Teenagers' Response About Talk Show

No	Description	Frequency	Percentage
A.	Like it very much	-	-
B.	Like it enough	8	40%
C.	Do not like it	12	60%
D.	Do not like it very much	-	-
Total		20	100%

Source : Question no. 5

40% said they like the talk show enough, 60% said they do not like talk show, because sometimes they feel bored.

### 3.7.5 The Announcers in Gajahmada FM Radio

The analysis of teenagers response about the Gajahmada FM Radio announcers can be seen in the next table.

Table : 3.6

#### Teenagers' Response About Announcers

No	Description	Frequency	Percentage
A.	Like it very much	8	40%
B.	Like it enough	12	60%
C.	Do not like it	-	-
D.	Do not like it very much	-	-
Total		20	100%

Source : Question no. 6

From the table above, 40% said they like the announcers very much, 60% said they like it enough because according to teenagers most of the announcers are good and funny.

### 3.7.6 The Information

The favorite level of the informative programs which is broadcasted in Gajahmada FM Radio can be seen from the table below.

Table : 3.7

#### Teenagers' Response About the Information

No	Description	Frequency	Percentage
A.	Like it very much	15	75%
B.	Like it enough	5	25%
C.	Do not like it	-	-
D.	Do not like it very much	-	-
Total		20	100%

Source : Question no. 7

According to the table, 75% like the information very much, 25% like it enough, because news is important for them.

### 3.7.7 Gamafans

The analysis of the favourite level of Gamafans in Gajahmada Radio is shown in this table.

Table : 3.8

#### Teenagers' Response About Gamafans

No	Description	Frequency	Precentage
A.	Like it very much	7	35%
B.	Like it enough	9	45%
C.	Do not like it	4	20%
D.	Do not like it very much	-	-
Total		20	100%

Source : Question no. 8

From the table, we know that 35% like Gamafans very much, 45% like it enough, because they can greet their friends and only 20% do not like Gamafans because sometimes it so difficult when they want to make a phone call to Gajahmada Radio.

### 3.7.8 Cikita

In the next table we can find out the result of Cikita which broadcasted in Radio Gajahmada FM.

Table : 3.9

#### Teenagers' Response About Cikita

No	Description	Frequency	Precentage
A.	Like it very much	5	25%
B.	Like it enough	10	50%
C.	Do not like it	5	25%
D.	Do not like it very much	-	-
Total		20	100%

Source : Question no. 9

The result is 25% like Cikita program very much, 50% like it enough. The rest 25% do not like Cikita, because their problem it is too personal to share with others.

### 3.7.9 Rock Action program

The table below explains about the response of the teenagers to Rock Action program in Gajahmada FM Radio.

Table : 3.10

Teenagers' Response About Rock Action

No	Description	Frequency	Precentage
A.	Like it very much	10	50%
B.	Like it enough	7	30%
C.	Do not like it	2	25%
D.	Do not like it very much	1	5%
Total		20	100%

Source : Question no. 10

Therefore, we know that 50% like Rock Action program very much because teenagers love rock song, 35% like it enough, 25% do not like Rock Action and the rest said they do not like the show.

### 3.7.10 Sunday Music

The next table is the teenagers response about Sunday Music that is played every Sunday in the radio.

Table 3.11

Teenagers' Response About Sunday Music

No	Description	Frequency	Precentage
A.	Like it very much	12	60%
B.	Like it enough	6	30%
C.	Do not like it	2	10%
D.	Do not like it very much	-	-
Total		20	100%

Source : Question no. 11

From the table above, it is known that 60% teenagers like Sunday Music very much and 30% teenagers like it enough because Sunday Music can entertain them on Sunday morning. And 10% said do not like it because it is too early.

### 3.7.11 Top Ten

Teenagers response about Top Ten song is recognized in the next table based on the question number 12.

Table 3.12

#### Teenagers' Response About Top Ten

No	Description	Frequency	Percentage
A.	Like it very much	10	50%
B.	Like it enough	10	50%
C.	Do not like it	-	-
D.	Do not like it very much	-	-
Total		20	100%

Source : Question no. 12

Based on the table, 50% respondents said they like Top Ten very much and 50% like it enough the show. This is proven by the fact that teenagers always wait for the latest new songs.

### 3.7.12 Dasa Adi Gita

The responses from teenagers about Dasa Adi Gita which contains Indonesian songs is shown as follows.

Table 3.13

## Teenagers' Response About Dasa Adi Gita

No	Description	Frequency	Percentage
A.	Like it very much	5	25%
B.	Like it enough	15	75%
C.	Do not like it	-	-
D.	Do not like it very much	-	-
Total		20	100%

Source : Question no. 13

25% said that they like Dasa Adi Gita very much because it contains 10 Indonesian popular songs and 75% like it enough.

## 3.7.13 Mak Comblang

Teenagers' response about Mak Comblang in Gajahmada FM Radio is explained in the next table.

Table 3.14

## Teenagers' Response About Mak Comblang

No	Description	Frequency	Percentage
A.	Like it very much	4	20%
B.	Like it enough	5	25%
C.	Do not like it	1	5%
D.	Do not like it very much	10	50%
Total		20	100%

Source : Question no. 14

According to the table, 20% like Mak Comblang very much, 25% like it enough, 5% do not like it and the rest of 50% teenagers do not like Mak Comblang very much because if teenagers want to look for a special friend they do not need a third person.

### 3.7.14 Happy Slow Rock

Teenagers response about Happy Slow Rock in Gajahmada FM Radio is shown in the next table.

Table 3.15

Teenagers Response About Happy Slow Rock

No	Description	Frequency	Precentage
A.	Like it very much	15	75%
B.	Like it enough	5	25%
C.	Do not like it	-	-
D.	Do not like it very much	-	-
Total		20	100%

Source : Question no. 15

Based on the table, 75% like Happy Slow Rock very much and the other 25% also like it enough because Happy Slow Rock is the teenagers' favourite program because it contains slow rock music.