

CHAPTER I

INTRODUCTION

1.1 Background of the report

Language and communication are two interrelated items in the world of media. English is the world of the lingua franca which is used by people all over the world for various national backgrounds who meet together to communicate (Zukiati, 2005). Therefore, English is the language that plays an important role in communication. Many companies have asked or demanded that workers or prospective workers to be able to communicate in English.

Communication is a message or information conveyed by one person to another person where the message or information must be easily understood (Barry, 1965). The allure to launch messages or important information in the communication process, namely through the mass media. The meaning of mass communication is communication that uses modern mass media such as print or newspaper, radio and television. Radio mass media (Radio Broadcast) is one of the media used to provide important information to radio listeners or the public since 1802 (William, 1956). The radio broadcast is still run and delivered to the public because of a broadcaster who has presented broadcast material to his listeners to date.

Radio is a source of information resources that never dies or extincts because there ere still many people who ere still loyal to listen from all groups of young and old (William, 1956). People can still get important information with a

variety of circumstances, not so with other mass media. Broadcasters will not succeed if they are unable to write radio scripts. Broadcasting writing is where we as broadcast writers, think about how to compile a word or sentence that will be heard clearly and can be understood it (Gough, 1999). In addition, broadcasters also have to do the broadcast production process which is done in the recording studio for broadcasters who will record or broadcast it.

The advertising process is the advertisement that will be broadcasted on various radio programs with a set time. Advertising in radio describes or presents a product, organization, idea, etc. In medium of communication is to induce the public to buy, support or approve of it (Kleppner, 1966). Like public service announcements, namely the most modern, clear, fast communication and persuasive forms of information. Where the public service ads are made to provide ideas, support the integrity and aspirations of the community.

According to Mr. Ernal, the use of English or radio broadcasts in English is very rarely found on Indonesian radio broadcasts. Basically, Indonesian radio will be more advanced if Indonesian radio has broadcasts or advertisements in foreign languages. Because, with English-language broadcasts or advertisements, radio listeners are not bored it, can help listeners to improve their English-language skills. Foreigners are also happy and understand about radio broadcasts in Indonesia and also to improve the quality of radio broadcasts to be higher . Therefore, the writer finally found a suitable case study for him. At the internship place, the writer will make a public service broadcast delivered to the public in a friendly and trustworthy communication style. Where the writer see the relationship between English and radio as one of the trusted mass media in the interaction of information. thus, the writer makes a case study with the process of

making public service announcements entitled "Smoking ban while driving up" on Radio Republik Indonesia Surabaya.

1.2 Statement of Problem

There are two main problems in this report those are:

1. How to make a good public services advertisement script ?
2. How to be a good broadcaster in radio broadcasting?

1.3 Purpose of the Report

The purposes of the report are:

1. To know how to write a good public service advertisement script in radio broadcasting.
2. To discover a how to be a good broadcaster in radio broadcasting.

1.4 Significance of the Report

1. For the writer

The benefits of this final report are to:

- a. Improving the writer ability in utilizing English especially for writing skill.
- b. Sharing to others about the writer's experience.
- c. Getting a lot of knowledge, new skills, and information by using English communication skill while in RRI .

2. For the English Diploma Program

The advantages of this study are to:

- a. Share experiences about internship in Radio Republik Indonesia.
 - b. Help and prompt student to broaden their knowledge and seek more opportunities.
3. For company/institution

There are beneficial objectives of this final report for the institution, such as:

- a. Introducing work in media of Radio Republik Indonesia to junior in English Diploma.
 - c. Finding cooperation between Airlangga University and Radio Republik Indonesia.
4. For other interns

The advantages for other interns are to:

- a. Assess them to make a better final report while making this one as a guideline.
- b. Urge them to be more active in finding internship place and various problems.
- c. Help them to find their potential by themselves.

1.5 Review of Related Literature

1.5.1 Good Public Services Advertisement

According to Pete (1996), Public Service Announcements are advertisements that present social messages that aim to raise public awareness of the number of problems they must face, namely conditions that can threaten

harmony and public life. Public service advertisements are one of the efforts to persuade people by inviting and encouraging them to understand, realize, participate in thinking, and put themselves on it, so as not to dissolve and get into trouble.

According to Adji (2008), in the United States through the Advertising Board, an advertising agency said that public service advertising campaigns have the following criteria. The first is Non-commercial advertisements are also referred to as Social Ads or Community Service Ads. This public service announcement is not intended to offer goods and services. (example: advertising the use of helmets in driving). Secondly, it. Does not contain religious and politics because it could be assumed that it looks like taking-side. Thirdly, public service advertisements are public service advertisements contain a national vision, such as the point of view of a country that has maintained its environment in an interrelated manner (interactions & interrelations) and built the nature of society to think nationally, regionally, and globally environments. The criteria mentioned earlier are also in line with the opinion of Mrs.Sari as someone I interviewed about it. According to her, an announcer must have planning from the start by preparing material suitable for broadcast. Fourthly, prepare the right sound and pronunciation of vocabulary must be clear.

From my observation during intership, how the entire communities discuss how to overcome, understand and avoid if there are problems in advertising. Because, public service ads can be advertised if the ad has met the existing Procedures. So Public service announcements are

needed for people who don't know how to use public safety, environmental care, environmental care, use of useful technology and the wider community.

1.5.2 Writing Public Service Advertisement

According to Roger (1966), PSA's or Public Service Advertisement are script, "non-commercial" announcements that are designed to provide information to the public. A non-commercial announcement contains information that benefits its intended audience. PSA's must include information that is beneficial to the community and should not include controversial or self-serving material.

There are several tips to write good PSA. The first one is avoiding the cliché "we hold events" or sentences that are not clear and illogical, and also emphasize as well as maintain the contents of the manuscript material. The second is including the additional material concerned in the text to draw attention to the listener. The next one is using active and different language and conversation styles. Then, avoiding words that are difficult to pronounce and complicated sentences that are not easily understood by the listener. The last is the existence of a test script before sending it to the recording studio.

1.5.3 Good Broadcaster

According to Sara (2017), broadcasters are one of the radio marketing products that run a radio program in which they also play a role as public relations that can interact with their listeners or audience.

The broadcaster profession does not just sit and run a computer mixer, but broadcasters are also required to deal with a variety of people who are appointed as speakers in their programs. Broadcasters are also required to do other

professions as reporters or masters of ceremonies. Being a good and reliable broadcaster there are several criteria that we must learn and understand according to Sara, namely:

1) Able to speak well

Speaking skills are the main requirements, good delivery a supporter when broadcasting. so that the message delivered can be well received by the listener.

example :

- a. how the announcer can adjust the tempo of the sentence.
- b. the intonation of proper and clear delivery. usually, the intonation is a sign that there is an emphasis sentence which is a sentence that is important information or important words that must be pronounced clearly and loudly.
- c. talk with a smiling face or smiling voice that is talking with a still smiling face. broadcasting in the studio and rarely meeting with the listeners does not mean that the broadcaster is not required to do a smiling face at the time of the broadcast because by doing a smiling face, the broadcaster's speaking skills will be more weighted.

2) Broadminded

Being an broadcaster is no reason to be lazy to read and add insight. Because in the current era, broadcasters can access many insights from a variety of available information. example :

Writers may not have insights limited to the world of music and interaction but the author must also provide a variety of information about various fields of life, such as information or news about business in the world and others.

3) Strong personal branding

Personal branding that is forming the personal skills and passion the broadcaster has. By having a strong personal branding on the broadcaster the broadcaster will get many benefits. for example: socializing "in the air" and also "on land" means that the writer must develop in the world of radio broadcasting and television or events.

4) Integrity

Being a good and reliable broadcaster must run his profession professionally. broadcasters should not feel bored to hone and add insight and are always looking for new experiences. example :

- a. Critical writers must arrive on time when there is a broadcast schedule.
- b. Always creative with new ideas.

1.6 Methods of the Report

1.6.1 Location and Participant

The writer conducted a case study on Radio Republik Indonesia to make a broadcast that presents this broadcast useful and positive in the community from various groups of young and old with the existence of public service ads about smoking bans while driving.

1.6.2 Data collection

In accomplishing the case study, the writer used several instruments below:

A. Interview

The writer conducted interview with people around the writer, such as RRI employees themselves, who were in programs about news or news channels and programs 2 where Pro 2 FM channels were radio, Young people. The Writer Interviewed about the part of making a good and proper script, how to get the right topic, convey to radio listeners who were well received, always remembered, and could stimulate listeners become carried away

. B. Observation

In order to collect data not only their behavior but also their act and manner during interview, the writer used observation. Due to privacy matters and the condition where the case study took place was busy, so the writer could only took a record and take a note after she did interview. The note would be elaborated and explained well.

C. Documents

The writer wrote a public service ad script that entitled "Smoking ban while driving up" because these issues have been formalized again. However, the information has not been announced or widely disseminated. The writer is interested in this material because the writer feels this material is worthy to be broadcast on the radio.

The material "smoking ban while driving up" was developed, so that the community could reduce or avoid traffic accidents that never diminished. The writer is quite collecting a lot of accurate, clear data and the contents of the material to be conveyed contain elements of mutual awareness and respect for each other when

driving. So that the information conveyed will be easily accepted and understood by radio listeners.

1.6.3 Data Analysis

Units of analysis	Data Collection Techniques
1. How to make a good public services advertisement script ?	Observation, interview with senior and documents.
2. How to be a good broadcaster in radio broadcasting?	Observation, interview with senior and documents.

For analysing data, the writer used triangulation of data collection techniques to answer statement of problems in point 1 and 2. It consisted of three data collections such as observation, interview with senior, explanation the documents. The table of triangulation of data collection as follow below.

1.7 Framework of the Report

