

CHAPTER II

GENERAL DESCRIPTION OF THE OBJECT OF THE RESEARCH

1. Frequency Modulated Radio

According to Isaac Adam, a componist, (issue of Eksponen, Radio Siaran Th.XXII number 06 Sunday IV January 1994) the growth of radio is surprising, though it has not been widespread yet. He added that people will always need all kinds of information nowadays. Especially when they become fed up with their job routines, they will be looking for the entertainment.

As a matter of fact, private radio station will always exists with accordance to "to be or not to be", though the present coming of the private television will affect the amount of the listeners but there is time when the audience of televison will come to the 'fed up' point. It happens because they play the same programs several times, usually the films. In that situation, radio will be the ultimate choice. In other words, radio will not vanish.

Radio is still the most effective way, not only to advertise but also to fulfil the personal need, said Totok Supriyanto, the chief of THR Solo. That's why he was so sure radio has a bright prospect in the future.

FM was invented by Edwin Armstrong while working at Columbia University in 1933. FM radio operates at a higher

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frequency than AM radio does. The higher frequency permits the signals to travel in a straight line, rather than bounces them off the atmosphere in a zig zag pattern. Because the result type of modulation employed, FM signals are less susceptible to atmospheric distortion than AM signals. That, plus other advantages, has made FM radio a growing, popular medium. The development of FM stereo also gave FM stations the ability to broadcast music of quality and distinction previously limited to the stereo record player (Bittner, 1986: 108).

The basic difference between Frequency Modulated and Amplitudo Modulated is the sharp segment. Several FM radios which have been segmented, pour it to its specific format. The sharp format which functions as a logical demand of commercial strategy will ease the radio programmer to operate his programs because FM radios have certain goals.

The Frequency Modulated of radio stations are more likeable because they can satisfy the listeners need and to be able to hear the clear voice. Besides, the style of the broadcasters, in this case the way of speaking and choice of words , are more interesting than Amplitudo. Here I concentrate only on the Frequency Modulated for it has clear segment. In other words, it has a small and sharp scope.

Both of the radio stations, Istara and EBS, as the sample of this research, have the same target for teenage's listeners who come from the middle to upper middle classes. In the same market-share, they compete for all of their programs.

The reason to choose young educated people is they are trusted to be the potential target for there is not any radio stations which really concentrate on it. Besides, the company will make a distinct radio station.

The success of being the most popular young-oriented radio station showed by the ability of EBS which can be number one while Istara can be number two. It means that both of them have qualified programs which may attract many listeners to listen and even to join to all of their off-air activities. It is the main reason to choose them to be the population. The other reason is that they are the only segmented FM radio stations which use English as a foreign language during their show time.

2. Top-Forty Format

Radio has become an exciting and competitive business as professionals battle for audience and advertising. As has been noted in the magazine *Channels of Communication*: "Each communication now has its own sharply focussed brand of entertainment, its own mood and identity and thus its own segment of the listening audience" (Gamble, 1986:175).

Both EBS and Istarà have the same segment of listeners, young people, and the same type of format. They both belong to Top 40.

The top-40 format (sometimes also called "contemporary hit radio") is based on the premise that not only do young people like to listen recorded musics, but they also like to listen to some recordings more often than the others.

Top-40 is very present tense what is happening now and what people seem to want when times are good. In this format the records Billboards lists on its top 40 chart are played repeatedly, with some room left for a few new songs to be played as well. Today,s top 40 format is fast-paced and youth oriented, attempted to create a felling of vibrant, electric motion combined with a sense of urgency (Gamble, 1986: 176).

In other words, the both EBS and Istarà which belong to the top-40 format have the main function to entertain. It means, whatever the type of programs are always served in interesting way.

3. English Language Used on Istarà and EBS FM

All of the programs on both radio stations are brought in natural way. It means that the broadcaster keeps the close relationship with the listeners by using ordinary words which are inserted in the form of fresh jokes. Each

topic of chatting occurs familiarly and in informal situation.

Because the market-share are teenagers, that's why both of the radio stations select the language which they prefer to use. As a matter of fact, the teenagers like to imitate something which are trusted to have greater ability than theirs. They like to copy the western culture, not only the music but also the language. It is the reason, but not the only one, why the radios use the English language.

As an international language, English is always learnt by people all over the world. It means as the symbol of prestige for whoever speaks it are considered to be educated as well.

In order to make all programs become more interesting, the broadcasters are expected to use another language. As a matter of fact, they usually speak English during their programs. It is one of the facts that supports the reason.

The use of English on both radio stations, Istara and EBS, are limited. It means the broadcasters are forbidden to speak English continuously on each program. They only speak English as to give variety to the way of speaking. It is done in order to avoid the overlapping situation where one program uses English all the time and the other do not.

Because of different English educational background, as a matter of fact, there is a broadcaster who had lived abroad and automatically he tends to speak English more often than the others. This fact are prevented.

As a matter of fact the object of the research, on special programs which belong to Istara and EBS FM, still has higher percentage of using English words occurrence than the other programs.

All of the broadcasters are expected to have good command of English as to satisfy the wish of their listeners. As a matter of fact, the teenagers are interested in anything which has close relation to the western-culture, that's why the radio station must provide their skills to meet their listeners's need. They must be able to, at least, pronounce the English words correctly since they have more than 50% chance to state the title of the songs played on that radio station. As a matter of fact, Istara has 90% western-music meanwhile EBS has 100%.

4. EBS

It has an English program called "The Blue Melon Show" which is broadcasted every wednesday at 2.00 to 3.00 pm with duration of 20-25 minutes. It is on air on 9 february 1994 for the first time. It has type of chatting between foreign and native speaker.

Eventhough the broadcaster is a foreign speaker but he had lived in America for one year and teach English in the courses until now. The idea of this program came from the listeners who wanted an English program since there is not any.

Eventhough it is an English lesson but is not a direct-education for it occurs in informal situation and the broadcaster sometimes speak Indonesian. It occurs when the broadcasters have to translate the English jokes for only 5 out of 100 listeners can understand and laugh at them. That's why, it needs some translation as to make all listeners (100%) laugh.

The title of this program is invented in order to attract the attention of the listeners. It is hoped to create the curiosity of the listeners since there is not any melon with blue color. Then they can be interested in it and after hearing the program they are expected to like it.

It is a talk show with topics of chatting like jokes, experiences, etiquette and life style. The funny stories can be a part of time when the broadcaster tells about the cultural differences, social behavior until daily habit. Sometimes it is about the broadcasters's experiences, hobbies and attention. Meanwhile the etiquette and life style give description to the listeners

about the western-society in their social interaction. It can also deal with the story about the life style or the culture of certain tribes.

Since this program has a purpose to understand English in interesting way, that's why, it occurs in informal situation. Each of the broadcasters tell a story or two of them argue on something. They do not speak English continuously for they concern on the various ability of the listeners. That's why when the broadcaster think that the spoken English words are difficult, he will consider the speed of speaking or the other will remind him by asking the meaning of what he has spoken.

If necessary, they will speak Indonesian, for instance they have to interview the hunger-boy who can not speak English. Here the use of English is not a must but it still has higher percentage of occurrence than the others.

This program does not teach English to the listeners for it only motivates them to be interested in it first. Its goal is not to make the listeners understand, but to realize and know English words. It tries to erase the bad image about English and to make them realize that it is interesting to be able to speak and understand English.

It avoids serious discussion on certain topics. On the contrary, when certain things are being discussed, it will let the listeners use their imagination and give message

without forcing them to do anything. For example, if the topic is "the danger of smoking" discussed, both broadcasters will be small people who can come into the cigarettes and tell the components of the cigarettes to the listeners, and the bad effect of being a smoker will also be discussed by entering to the human's lung. In other words, the message are not directly told.

In every program, the listeners will always get new vocabulary and also know the way how it is pronounced. In games section, the broadcasters will give description about certain thing (could be man's job and the like), for example the answer is a plumber. The listeners will be looking the English words up in the dictionary and also the way how it is pronounced then the listeners have to answer by telephone.

4. Istara

It has a program in English which is broadcasted everyday except Sunday at 5.00 to 7.00 pm. In this program, called the "Super DJ", the broadcaster will play the continuous dance music. The English language spoken here is only to entertain the listeners and bring the situation as natural as possible like in the other places of entertainment such as pubs and discotheques.

As the foreign speaker of English, the broadcaster always use English especially in the holiday. Because he regularly spent his holiday-time abroad.

The title of this program does not have a specific meaning. It is chosen to give a broad description on this entertainment program. It is accordance to the radio's type which is to introduce new songs that are going to be number one.

The idea of this program came from the programmer of the Istara. He saw the chance to make the distinctive program which does not only satisfy the needs of their listeners but also fit to the type of Istara as "Top 40".

That's why the other social function of the radio station which is to give information and to educate are done in interesting and informal situation. The education here deals with social knowledge. Usually the broadcaster will give some solution, eventhough they let the listeners to the final decison but still they give the effect of good and bad alternatives.

At the show time the Disc Jockey gives information about anything related to the songs played or about the other world celebrities. He will speak English at high speed. The way he utters expressions reflects the basic characteristic of the Disk Jockey. It is a kind of habit which he has to follow.

During the continuous dance-music played, the Disc Jockey speaks English quickly just like the other DJ at the places of entertainment. At the beginning or in the middle or even at the end of the songs, he inserts the information related to the world of the celebrities. He is so sure that the listeners can follow what he has just said for he only says the common words which are usually spoken and heard many times from the other mass media.