

CHAPTER 2

General Description of The Object of The Study

2.1. The History of Radio Invention

Radio was created by man when communication took a more essential role in human's living than before. The invention of radio as a means of communication gives more chance for man to do a long-distance conversation with others, where a face to face encounter is no longer required.

Radio, in its simplest model, was invented by an intellectual Englishman, James maxwell in 1865. His work was continued by Heinrich Hertz in 1884, and Guglemo Marconi in 1894. The most sophisticated model, that is called FM system or Frequency Modulation system, was invented by Edwin Amstrong in 1933.

In Indonesia, broadcasting radio has also been developed since the Dutch colonialism. For the first time, private broadcasting radios that were owned by the colonial government turned up in most important cities such as Jakarta, Bandung, Surabaya, Yogyakarta, and Solo. After gaining her independence, Indonesia has its own broadcasting radios, which belongs to the

government. The first non-government one came to exist in 1974. Up to the 90's Indonesia has already had a great number of it employing of AM and FM systems. systems.

2.2. S C F M (Surya Cakrawigra FM)

2.2.1. General Characteristics

Surya Cakrawigra FM, or even better known as SCFM radio which becomes the object the research in this thesis, was established on February 21st, 1993, which also became the first day of the operation. Its real mission is to improve the quality of radio programs as to enrich the everyday lives of the young professionals. Beside that, SCFM has a philosophy of work that is to reach professionalism with the spirit of togetherness and familiarity. SCFM's concept of positioning is "radio and friend" which is not only to entertain but also to distribute useful information, as "the real radio, more than just music, more than just information".

SCFM is located near the SCTV's studio building, an elite housing district Darmo Permai Surabaya. SCFM is one of the realizations of expansion of Trijaya FM Jakarta. The latter also expands its network to northern Sumatra -that is Medan- which is known as Kiss FM. These three stations operates in the same frequency

that is 104,75 kHz.

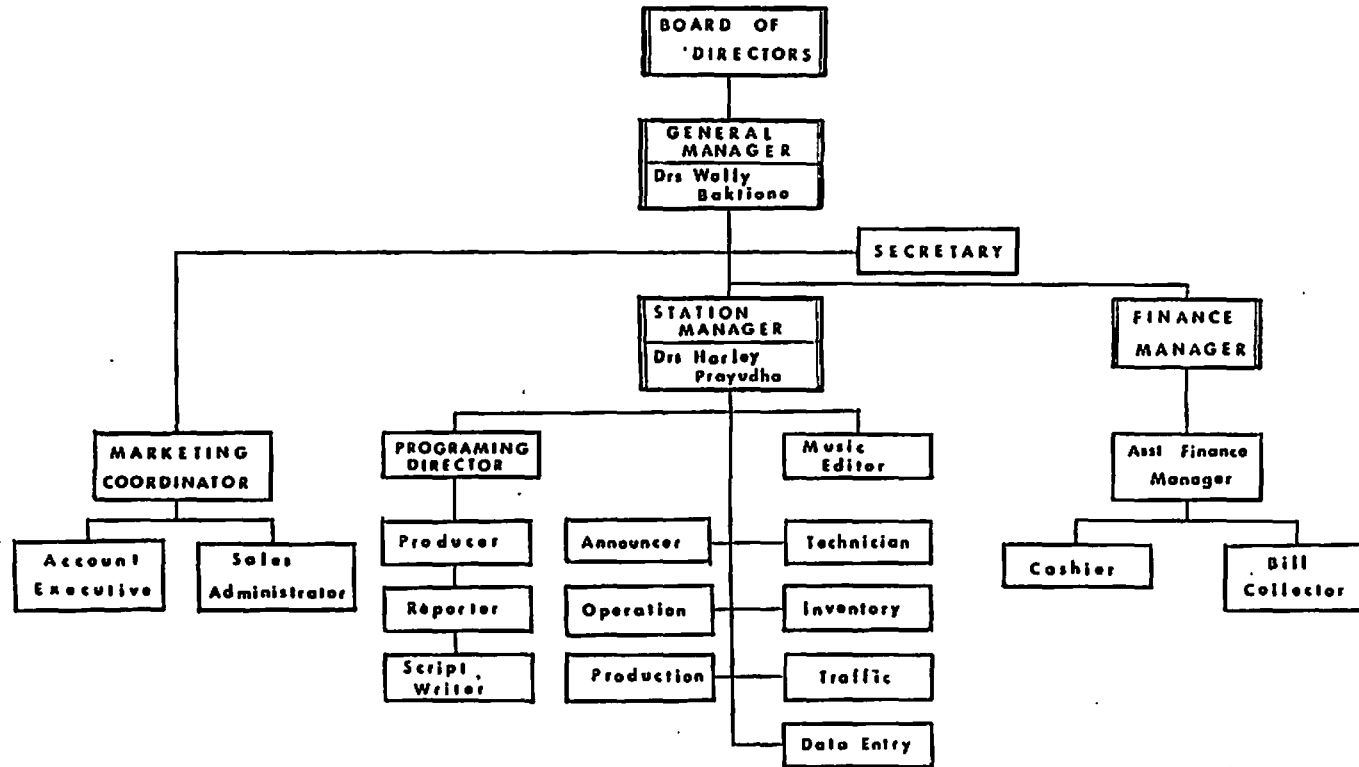
SCFM which was established 3 years ago, and used to be called Radio Cakra FM, has now been upgraded and better managed. The 'old' SCFM was considered to be unsuccessful and badly managed if it is viewed from the aspect of management, and the consistency of the schedule. Therefore, it now becomes exclusive in its program selection, due to the fact that Surabaya does not have any stations which has target market with pre-operational research-based local modification as SCFM today. That is why SCFM, as the winner of Widya Kencana Award 1995- confirms itself as the station that has special programs directed to a particular group or level of community. This group of people is called as the young professional, as is mentioned in SCFM's term of address that is "*profesional muda*" or *the young professional*. Most of these people are everyone in the age range of 20 up to 40, with the minimum monthly- income about 500-700 thousand rupiahs. They could be executives at management level, expertises, having particular professions, or a professional artists. By having these requirements, SCFM chooses to direct the program to the professional rather than to the executive. For SCFM, professional people seems to be the elite and exclusive. No wonder if it is also known as a station for the elite.

2.2.2. Crews and Organization chart

SCFM has 57 employees (crews) which are divided into two groups that are the announcers and the non-announcers (back officers).

SCFM is organized into several departments which are connecting each other, and having an equal responsibility according to their task and job-description. In general, the organization chart can be drawn as the following structure :

Diagram 1. SCFM Organization Chart



2.2.3. Segment of Listeners

Based on SRI (Survey Radio Indonesia / Survey toward radio in Indonesia), on 1995, SCFM is identified as a station that hold a certain group of people as its major listeners.

SCFM's listeners in 1995

Table 1. SCFM's listeners in Surabaya in 1995 based on occupation category.

Occupation	Number of people	Percentage
White collar(s)	55.000	60,4 %
Blue collar(s)	22.000	24,2 %
Enterpreneur	12.000	13,2 %
Housewife	2.000	2,2 %
Total	91.000	100 %

Source : SRI Media Index 1995

More than 60 % of SCFM's listeners are the white collars people or professional ones, that are persons who are working professionally on particular job, as an employee of a company in a management level, or businessmen. The rests are the blue collars, enterpreneur, and housewives.

Table 2. SCFM's listeners based on background of education category.

Background of education	Number of people	Percentage
Senior high	102.000	72,9 %
Academy graduate	6.000	4,3 %
University graduate	32.000	22,8 %
Post graduate	-	-
Total	140.000	100 %

Source : SRI Media Index 1995

Based on the survey, most of SCFM listeners possess senior high background of education (e.g. college students, company employees, etc) and university background of education. Having this group of listeners is due to the topic that is presented by SCFM is the one which is suitable for their level of education.

In conclusion, from the two above mentioned categories (occupation and background of education), SCFM target market has already been identified. Those are the white collars and educated people. Indeed, in the same portion, it also shows their identity of being the station of the educated and professional listeners.

2.2.4. Broadcasting-hour and Routine Programs

SCFM has many kinds of programs which are broadcasted regularly (daily or weekly) 7 days a

week, from Monday to Sunday. It has 19 hours per day for presenting the programs (on-air), started at 5 o'clock in the morning (the opening), and ended at 1 o'clock in the next morning (the closing). 1 o'clock until 5 o'clock is the break (off-air). During the fasting month this year, SCFM adds several hours to its broadcasting-hour for presenting special Ramadhan programs.

SCFM routine programs in a week are listed below :

1. Surabaya Round Up :

Surabaya Round Up brings various topics of trend news or current affairs taken from Indonesian or overseas newspaper headlines. Those are broad concerning the national and international macro-economy, politics, sport press, etc.

2. Surabaya Forum :

Discussing various kinds of social phenomena in society.

3. Bisnis dan Etiket (Business and Ettiquette) :

A weekly talk show program bringing various problems around business sphere. This program is presented in cooperation with John Robert Powers (JRP) education institution, and presenting the vice president of JRP Surabaya, Mrs. Indayati Oetomo as the permanent speaker.

4. Tren Perilaku (Behaviour Trend) :

A weekly program discussing various interesting problems around business topics and working-sphere, and looking for the problem solutions viewed from psychological point of view. This program is guided by Mrs. Endang Persitarini MSc, a psychology consultant, and in cooperation with Tiara Magazine.

5. Dunia Bisnis (Business World) :

This program is presented in order to extend listeners insight of business and the social need of the society in doing business. Dunia Bisnis brings the business experts to be the speaker, and in cooperation with Swa Business Magazine.

6. Happy Hour :

Giving information to the young professional in order to be able to anticipate various kinds of activities taking place around them. It brings a serious topic in a light discussion.

7. Retro Show :

SCFM's music program which presents America's west wood one musics that used to be the hist of the year of 80's.

8.Thank God It's Friday (TGIF) "

A soft promotion of particular products or services from particular company/manufacturingindustry and continued by discussing their secret of success. This program presents the experts or famous

businessmen.

9. Hot 20 :

SCFM music show presenting adult contemporary songs which are the latest hits of 45 overseas radio stations, referring to foreign music magazines.

10. On The Radio :

Presenting America's today hit west wood one songs.

11. Traffic Info :

Informing traffic situation anytime everyday.

12. Lintasan Info :

An insert of information summed up from famous medias such as : CNN, VOA, Reuter, Antara, etc.

13. Hermawan Kertajaya Menjawab (Hermawan Kertajaya will Answer your questions) :

Inserts a piece of information from an expert of marketing consultant, Hermawan Kertajaya.

14. SCFM Live Music :

A live music program which is held lively in Surabaya's cafes.

15. Saturday Morning Show :

Presenting famous entertainers discussing a light, and intelectual topics.

16. Lintasan Reporter :

A 'straight to the point' live report from the location.

In general, the duration of those abovelisted

programs can be concluded as in the tables below.

2.2.5. Talk Show

The term of SCFM's talk show here refers to a program or a show where there is a speaker or some speakers whether permanent or temporary, who discuss or talk about particular topics, guided by someone (announcer, magazine or newspaper reporter) as the moderator or interviewer. The process of interview can be carried out by telephone-interview or face-to-face interview.

Talk show program have existed since few days after the establishment of SCFM in March 1993. In the United States, talk show program has been presented by many stations and have the same purposes that are to inform, to educate, to entertaining and also to comfort the need of the audience. Here in Indonesia, the existance of radio station with the same purposes considered to be important. That is why SCFM resolutely move a step ahead in presenting talk show programs.

From all SCFM's programs mentioned in the previous section, some of them are talk shows and some are not. The talk shows are listed below.

1. Surabaya Round Up
2. Surabaya Forum
3. Bisnis dan Etiket
4. Trend perilaku

5. Dunia Bisnis
6. Thank God It's Friday
7. Happy Hour
8. Hermawan Kertajaya Menjawab
9. Saturday Morning Show.

Most of these programs are recorded ones, due to the limited time of the guest speaker that is going to be interviewed. But it does not influence the quality of the program itself.

The speaker being invited on SCFM talk show programs are the ones who are competent in his/her job, expertists of particular fields. It does not have to be a person with a certain academic degree. The most important is their competence. While on the other hand, the announcers act as the interviewer or moderator. This position can be replaced by a famous mass media reporter. It is an alternative due to the fact that a reporter has a professional credibility.

All talk shows are broadcasted at 7 until 9 o'clock in the morning and 5 until 6 o'clock in the evening. These hours are called drive-time, that is the most effective time of listening to the radio. SCFM has particular consideration and purposes of choosing these hours, i.e :

1. Morning drive-time is to hold listeners' attention as they arise and drive to work.

2. Evening drive-time is to hold listeners' attention as they are driving home from work.

