

CHAPTER IV

CONCLUSION

Many radio stations in Surabaya, especially FM radio stations use English to name their programs or slogans. Some radio stations, with their specific audience, mix Indonesian with English, or use English as the medium of conversation in a certain program. They use English because English is considered to have higher prestige and considered as a stylish language than Indonesian.

By using English, the radio stations expect to increase their image. The most important purpose is to attract more audience. One FM radio station in Surabaya, Colors radio conducts an interactive program by using English as medium of communication. The program is entitled 'Parcel in English', which is broadcasted every Saturday, at 1.00-3.00 p.m.

The idea is to ask the audience to talk about anything they want, so that both the announcer and the audience can practice their English. It is a good way to comprehend the audience's English skill in speaking and listening. Sometimes, the announcer corrects the audience's mistake by repeating the words. In that case the audience may learn and fix their mistake and comprehend their skills.

The writer found out that the announcer of Colors radio still makes errors in English, while broadcasting 'Parcel in English.' The writer recorded the program for four sessions and transcribed the recording. The errors were

then classified into four categories; mispronunciation, morphological error, semantic error, and syntactic error.

From the fact that the announcer still makes errors, the writer proposed two problems to answer. The first is 'what is the acceptable error made by Colors radio announcer according to the audience?' and the second is 'is it necessary for radio announcer to be able to speak English properly?'

To count the acceptable errors, the writer applied semantic differential scale on each error. The scale uses the adjectives 'unaccepted' and 'accepted' and consists of seven spaces. As the value of the spaces, minus three to plus three are utilized.

The respondents were asked to fill the blank space nearest to the trait, which represented their opinion. After all the respondents gave their opinion, the writer did the calculation to find the mean value of each scale. In this case the writer used a formulae to multiply the value of each space with the number of marks on the space. All the multiplication was totaled and divided by the number of the respondents.

The results of the calculation are -0.76 for mispronunciation, -0.36 for morphological error, -0.93 for semantic error, and -0.93 for syntactic error. Even though the mean values are less than one but all of them are negative. It means that all the errors are unaccepted.

Except semantic differential scale, there are 2 open questions and 4 closed questions in the questionnaire. The last question asks 'is it necessary for radio announcer to be able to use English properly?' From the data, all

the respondents agreed that it is necessary for radio announcer to be able to use English properly.

The decision is based on the fact that the announcer ability in using any language may affect the radio stations' image. Every radio announcer must be able to perform his knowledge of a language properly so that the audience can accept the message of the announcer. Both the radio stations' owners and the announcers must realize that the declining of the radio stations' image may cause the decline of their existence.

The announcer often makes mistake in English because he talks too fast. It is better if he talks slowly and concentrates to what he is going to say in order to minimize or avoid the errors. The announcer should consider the existence of the program as the medium for him and his audience to practice their English.



BIBLIOGRAPY