

Ringkasan

Khalayak media merupakan salah satu mata rantai dalam proses komunikasi massa. Sudah menjadi karakteristiknya, komunikasi massa melibatkan khalayak secara langsung maupun tidak langsung, menjangkau khalayak secara luas karena sifatnya yang massal dan meraih khalayak sebanyak mungkin. Masyarakat sebagai khalayak media, secara sadar memilih dan termotivasi untuk memanfaatkan media massa sebagai upaya penyelesaian masalahnya. Khalayak media sesungguhnya dapat melukiskan pengalaman media mereka dalam artian fungsional sebagai pemecah masalah atau pemenuhan kebutuhan. Pentingnya peran khalayak dalam komunikasi massa, mengundang keingintahuan yang lebih mendalam tentang khalayak karena itu banyak riset dilakukan tentang khalayak. Riset khalayak dipercaya sebagai sumber informasi untuk melayani pendengar yang terus berkembang. Informasi itu juga membantu pihak manajemen mengalokasikan sumber dayanya dengan lebih baik lagi dalam melayani publik. Riset tentang khalayak radio juga cukup banyak dilakukan. Bila pengelola radio tidak mengetahui kekuatan dan kelemahan dari radionya sendiri dan pesaing utamanya, tidak mempunyai pegangan terhadap selera pasar, juga tidak merasa yakin apa yang bisa dilakukan bila esok muncul pesaing baru, berarti pengelola radio itu sama saja dengan terbang dengan mata tertutup.

Satu diantara radio yang sejak awal menetapkan format siaran sebagai radio berita adalah Radio Suara Surabaya. Radio Suara Surabaya menerapkan konsep jurnalisme interaktif dalam 24 jam siarannya. Disebut jurnalisme interaktif karena dalam siaran Radio Suara Surabaya mengandung unsur-unsur yang disyaratkan dalam jurnalistik. Penelitian tentang tipologi pendengar sifatnya kualitatif, yaitu berusaha memahami fenomena-fenomena dalam keseluruhannya untuk mengembangkan pemahaman yang utuh tentang pendengar Radio Suara Surabaya. Penelitian kualitatif ini dilakukan dengan observasi yang spesifik tentang karakter pendengar Radio Suara Surabaya yang berinteraksi dengan siaran Radio Suara Surabaya. Dalam penelitian kualitatif tentang tipologi pendengar radio *news* interaktif, menggunakan metode fenomenologi, dimana peneliti ingin menggali pengalaman pendengar Radio Suara Surabaya dalam aktivitasnya mendengarkan siaran yang berformat berita dan kegiatan interaktifnya ketika menyampaikan informasi maupun berpendapat secara *on air* dalam siaran interaktif. Penelitian tidak hanya dilakukan pada pendengar yang melakukan interaksi dengan Radio Suara Surabaya misalnya melalui telepon, surat atau sms, tapi juga pendengar yang hanya mendengarkan siaran interaktif Radio Suara Surabaya dan tidak melakukan kegiatan interaktif. Untuk menemukan deskripsi yang kuat tentang pengalaman pendengar dengan tingkat interaksinya dengan Radio Suara Surabaya, peneliti menggunakan wawancara mendalam (*in depth interview*). Dengan wawancara mendalam, peneliti mengetahui hal-hal yang lebih mendalam tentang pendengar Radio Suara Surabaya dan menginterpretasikan situasi dan fenomena yang terjadi di sekitarnya, sehingga bisa diketahui pendengar ingin selalu mendengarkan dan berinteraksi dengan Radio Suara Surabaya, situasi yang sedang dialami, serta latar belakang yang dimiliki pendengar.

Dari penelitian ini terdapat definisi baru tentang khalayak aktif dan khalayak pasif dalam interaktif di Radio Suara Surabaya. Konsep ini menambah

pengayaan konsep khalayak aktif dan pasif yang didasarkan pada pemaknaan pesan. Dalam konteks jurnalisme interaktif, khalayak aktif memberikan informasi dan menyampaikan pendapatnya tidak hanya menjadi obyek terpaan media. Konsep interaktif dalam proses komunikasi yang terjadi antara pendengar dengan penyiar dan pendengar dengan pendengar tidak lagi hanya *one way traffic* yaitu informasi satu arah, dari media massa pada khalayaknya tapi bisa terjadi *multi traffic* yaitu interaksi pendapat yang terjadi antara pendengar yang satu dengan pendengar lainnya. Dengan konsep interaktif multi arah, siapapun pendengar bisa memberi tanggapan atau komentar dari pernyataan nara sumber maupun pendengar lainnya. Ranah inilah yang disebut dengan demokrasi dalam siaran radio. Pendengar dan nara sumber diberikan peluang untuk bicara dan menyampaikan informasi atau pendapatnya. Konsep interaktif yang membuka peluang bagi pendengar Radio Suara Surabaya menyampaikan masalahnya di udara memberi kesan siaran Radio Suara Surabaya hanya menawarkan pesimisme, karena terdengar lebih banyak keluhan dari pada solusi terhadap masalah yang dikemukakan. Dari hasil penelitian ini, telah ditemukan tipologi-tipologi baru tentang khalayak media massa, khususnya radio yang berformat *news* interaktif. Penemuan tipologi-tipologi baru tersebut, secara teoritis, akan memperkaya pembagian tipologi pendengar secara kualitatif.



SUMMARY

Media's publics are one of chains in mass communication process. As its characteristic, mass communication involves publics both directly and indirectly, touches publics broadly since its plural characteristic, reaches publics as much as possible. Citizens as the publics of the media consciously choose and are motivated to take some advantages from mass media to solve their problems. Media's publics are able to portray their media experiences as the solution or necessities fulfillment functionally. The importance of public's role invites our curiosity about public. Because of that, there are a lot of researches about public. Public research is believed as information source which use to serve the listeners that always develop. The information is very helpful for managerial to allocate the source well in serving public. The research about radio's public has already done many times. If the radio managerial does not recognize their own strengths and weaknesses and their main competitor, know market's interest, and sure that there will be new competitors, means that the managerial flies with closed eyes.

One of some radios that are formatted as news radio is Suara Surabaya Radio. Suara Surabaya Radio applies interactive journalism concept in their 24 hour broadcasting. It is called as interactive journalism since Suara Surabaya broadcasting contains some aspects that are needed in journalism. The research of listener typology is qualitative research which is used to identify all phenomenons to get depth understanding about Suara Surabaya Radio listeners. The qualitative research is done by specific observation about the character of Suara Surabaya listeners who interact to the radio broadcasting. The method that is used in the qualitative research about radio news interactive listener' typology is phenomenology method. The researcher wants to get a lot of information about Suara Surabaya Radio listeners' experiences in their listening activity and interactive activity on air in interactive program. This research not only analyze the listeners who interact to Suara Surabaya Radio, such as by phone, letters and short message service, but also the other who only listen the interactive program without interacting to the program. In finding description about the listeners' experiences in interacting to Suara Surabaya Radio, the research will apply in depth interview. By in depth interview, the research gains deeper description about Suara Surabaya Radio listeners. Besides that, the researcher is able to interpret the situation and phenomenon that happens in listeners surrounding environment. Thus, it results some information why the listeners always want to listen and interact to Suara Surabaya Radio, the situation happens to them, and the background that they have.

The research results new definition about active and passive listeners in interacting to Suara Surabaya Radio. This concept enriches the concept of active and passive listeners which are focused on message meaning. In interactive journalism context, active listeners give some information and opinions. They not only act as the object of the media. The interactive concept in communication process between listener and announcer and between listener and another not only becomes one way traffic (one way communication) but also multi traffic, opinion interactions that happen among listener and the others. By multi traffic interactive concept, every listener may give feedback and opinion toward the statement of the source or other listeners. This field is usually called as radio broadcasting

democrat. The listener and source are provided some opportunities to speak and give their opinion and information. This research results some new typologies of mass media public, especially in the radio that has interactive format. The searching of those new typologies theoretically will enrich the division of listener typology qualitatively.



ABSTRACT

In mass communication, publics become the most important part for media in making a decision. Research about public will enrich the media's understanding about their publics. If a mass media recognizes their publics' interest, it will be easier for the mass media to find a program for their publics. The program will be interested by the publics since the program is created based on publics' choice.

The research about Radio News Interactive Listeners' Typology (The Study of Suara Surabaya Radio Listeners' Typology) is done in order to recognize how the listeners listen to Suara Surabaya Radio, the interactive pattern of Suara Surabaya listeners, the motive of Suara Surabaya listeners, and the listeners' opinion that are told on air in Suara Surabaya Radio. In order to gain some types of listeners' typology, the researcher uses the phenomenology approach which explains about Suara Surabaya listeners' experiences during listen to the radio in interactive format including the interactive format that is done with Suara Surabaya Radio. In gaining the best description about the listeners' experience in their interaction with the radio, the researcher does in depth interviews. By in depth interviews, the researcher is able to get the best things about Suara Surabaya listeners and interpret the background situation and phenomena that happen in the listeners surrounding environment. Thus, it can be known why the listeners always want to listen and interact to Suara Surabaya Radio, what situation that is happened, and what background that listeners have.

The research result shows some listeners' characteristics which then they are grouped in certain typologies. The researcher finds that the listeners' typologies are based on the mobility level. There are mobile listeners, non mobile listeners, and mobile and non mobile listeners. Beside that, there are also internet listeners and satellite listeners' typologies. Based on the interactive with the radio, the listeners are divided into: active, hyperactive, and passive. Active listeners are the listeners who phone and send short message service to Suara Surabaya Radio actively. Hyperactive listeners are the listeners who often phone and interact with Suara Surabaya Radio. The passive listeners are divided into two, permanent and non permanent. Another typology is based on the motive in using Suara Surabaya Radio broadcasting. It includes self-existence, finding information, giving opinion, and responding motive. In addition, there is also loyal listeners' typology. Based on something that is told by the listeners, the listeners' typologies are divided into optimist and pessimist.

Keywords: typology, listener, radio.