

CHAPTER I

INTRODUCTION

“Broadcasting, radio and television primarily means by which information and entertainment are delivered to the public in virtually every nation around the world. The term *broadcasting* refers to the airborne transmission of electromagnetic audio signals (radio) or audiovisual signals (television) that are readily accessible to a wide population via standard receivers”.

“Broadcasting is a crucial instrument of modern social and political organization. At its peak of influence in the mid-20th century, national leaders often used radio and television broadcasting to address entire countries. Because of its capacity to reach large numbers of people, broadcasting has been regulated since it was recognized as a significant means of communication.” (Marc, 2000)

In the modern era, radio is one of the most popular media used in getting the information. Radio is one of the mass media communication. The audience includes those of different kinds of work, age, culture, the place, different economic and social conditions. Many people need information from the media. The media have the power to invite audience directly to get the information. The media in modern time are believed to be one of the main force in promoting and preserving culture and also radio have many functions such as the function of information, education, entertainment, and means of propaganda.

Radio is regarded as the media that able to broadcast a satisfying information, even though it is only equipped with only audio element. Radio broadcasts can manage information in the form of news broadcast, interview, editorial, direct report, talk show and others.

Prambors Radio is the biggest radio network in Indonesia. Its First radio station and head office were located in Jakarta and launched on March 18, 1971. It broadcasts their live transmission for 24 hours a day. The station is very popular all over the country for its quality music program. This station is owned by Malik Sjafei, Bambang Wahyudi, and Tri Tunggal. Nowadays, Prambors has eight stations in some major cities, in Indonesia : in Jakarta (102.2 FM), Bandung (98.4 FM), Semarang (99.2 FM), Surakarta (99.2 FM), Bogor 100,1 FM, Surabaya (89.3 FM), Yogyakarta (95.8 FM), Makassar (105.1 FM), and Medan (97.5 FM).

Prambors radio is one of the most popular radios in Indonesia, especially for young listeners. Prambors radio has many extraordinary programs, and announcers. Danang and Darto are two of the popular announcers. Listeners are very amused by their jokes. Not only Danang and Darto, but also the music programs are popular too. Prambors also invites listeners to make their own playlist by selecting their favorite songs in www.yourdailyplaylist.com to be kept in Prambor's playlist.

The writer chose this place to do this internship because he thought that it was the best place to practice English has an Assistant of Program Planner because he could apply his skills there. He could apply his English to translate some information as long as it is needed. The other reason why the writer chose

Prambors radio are because he wants to know how to become a program planner and to learn how to become a copy writer. He also wanted to learn about mass media and become a journalist. He hopes after graduating from the University he is able to continue his career in the field of journalism.

