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The writer



CHAPTER I
INTRODUCTION

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Basically, humans are social creatures, which mean humans need to interact with the others by communication. The functions of the communication itself are to know something, tell something, and even influence the others to do something. There are three types of communication, such as interpersonal communication, group communication, and mass communication (Rudi, 2005, p. 12). To communicate, sometimes we need the media. And for each type of communication as mentioned earlier, we also need a different delivery media to be used.

Long time ago, people communicated traditionally in which the access was very limited. But in the recent years, the importance of communication has evolved beyond the forecasts. The dissemination of information has been aided by the presence of a wide range of technologies. Communication technology, in this case we call communication media, has increased not only in number but also in the speed, accuracy, and clarity. It means the need of information has been increasing too. People need communication technologies not only to share some information or issues but also to entertain themselves as fast as they can. One of the ways of spreading information easily and rapidly is by using electronic media such as radio.

Radio is a familiar and popular tool in the mass communication. The users can enjoy the radio programs while doing some activities at the same time and the radio itself can be brought wherever the listeners are. Radio is a private media too which is giving space to the audiences to get and imagine in their own brains by listening the announcers'

words. Usually some radio stations have different target of their listeners, and the targets will affect in the way the radio station itself presents its programs.

The beginning of radio broadcast in Indonesia was in 1911. At that moment, the radio was operated in Sabang as the first radio in the Dutch East Indies era which was used by the Navy. Then, radio became more popular to be broadcasted by some amateurs in Indonesia, although it was still illegal. The persistence of the amateurs was evidenced by the establishment of Bataviase Radio Vereniging (BRV) on 16th June of 1925. At that time, the presence of amateur radio stations were more profitable to the Dutch colonial government, because the broadcast programs were always oriented to the interests or mission of the Dutch colonial government itself. To anticipate the rapid development of the Dutch broadcast radio, on the 29th March of 1937 was held a meeting spearheaded by Volksraad, Council of People, members. From that meeting, was born an institution named Perserikatan Perkumpulan Radio Ketimuran (PPRK) which aimed to promote the arts and culture of Indonesia. In 1942, when Japanese colonized Indonesia, all radio stations activities were taken over by the Japanese government. The next radio broadcast was maintained by a special agency called Hosokanri Kyoku which was intended for the benefit of the Japanese military. Despite being forbidden, there were some radio stations which still continued their activities in the underground operation for the Indonesian Independence. After Indonesia declared its Independence on 11th September of 1945, Indonesian radio leaders held a meeting that resulted in an agreement to establish a radio broadcast organization and determine some actions that would be taken by the regions. Based on the agreement, the date of 11th September of 1945 was set to be the birth of Radio Republik Indonesia (RRI) (Sufi, 1999, pp. 25-31). RRI is based in Jakarta and exists in several cities such as Bandung, Surakarta, Purwokerto, Semarang, Yogyakarta, Malang, and Surabaya.

Nowadays there are so many radio stations that exist in Indonesia. All radio stations try to attract the audiences by giving some information and entertainment instantly. They have different concepts on their own company which depends on their listeners. In Surabaya, the development of competition in the broadcasting industry is quite tight. At least there are some big radio stations which opened their branch in Surabaya, such as Prambors FM, Kiss FM, Hard Rock FM, and Sindo Trijaya FM.

One of the most popular radio stations for adults and business people in Surabaya is Sindo Trijaya FM. As a radio station which stands under a big name of MNC Group, the name of Sindo Trijaya FM must be familiar to Surabaya people. Sindo Trijaya FM has an information format as the main menu and the music program as the interlude. The examples of Sindo Trijaya's prior programs are Mitra Bisnis and Bincang Bisnis. Both of them discuss everything about business. In Mitra Bisnis program, Sindo Trijaya FM presents about how to start a business, how to run it, and how to solve problems that occur in the business. And for the Bincang Bisnis program, Sindo Trijaya FM gives some space for the business people to promote their products to the audiences. Someone who is experienced in the business sector will be chosen as the speaker in both programs.

The writer has taken her internship in Sindo Trijaya FM Surabaya as a script writer. As a script writer, she has a responsibility for making a script before being edited by a program director and being aired. The writer had some reasons, why she chose Sindo Trijaya FM as a place to do an internship. First, the writer has an interest in broadcasting sector, and she thought doing an internship in Sindo Trijaya FM is a chance to add some knowledge in the broadcasting sector. Second, broadcasting sector is currently developing rapidly, which encourages the writer to try to work as a script writer and experience how to be a part of big broadcasting company.

The writer gains a lot of knowledge and experiences after doing her internship in Sindo Trijaya FM. When doing an internship, the writer could also improve her translating skill, because she also had to make a deal with international news. In Chapter II, the writer will explain the company profile of Sindo Trijaya FM. The writer also will explain more specific information about her job analysis and responsibilities as a script writer in Sindo Trijaya FM in Chapter III.