



**CHAPTER I**  
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### INTRODUCTION

Humans as social creatures need communication. Communication is one of the most important daily activities in human's life because people can transfer information. Communication is a process of delivering messages or giving information between people in a group or organization or individual from one to others (Yan Yan Cahyana & Bagong Suyanto, 1997). From the statement, it is concluded that people can not live without communication because it is essential for human development.

Nowadays, the need to communicate to get information is almost as great as the need for energy. People are demanded to know the newest information so that they will not be left behind. The rapid development of technologies also creates some innovations which help people communicate easier. One form of communication is through mass communication. Mass communication is communication that uses mass media, both printed (such as newspaper, magazine, book, pamphlet) or electronics (such as radio, television, recorded music) to make the process of communication a lot easier. Mass media is managed by an institution or institutionalized persons, addressed to a large number of people who scattered in many places, anonymous, and heterogeneous. The messages are common, delivered quickly, simultaneously and briefly especially those through electronic media (Deddy Mulyana, 2000)

One of the most common mass media is radio. Radio becomes so popular because it has existed for years. The early users of radio were those maritime. They used radio to send

telegraphic messages with morse code between ship and shore. Nowadays, radio can be accessed by all members. Moreover, people can buy radio in almost every electronic store or install it their mobile phone. Its operation is also not expensive. Even though the stations and programs are varied, there is no annual payment.

Radio offers more benefits to the society. There are several functions of radio. First, it gives critical information that is useful for listeners. Second, radio broadcast attractive, entertaining package, and fashionable (Yan Yan Cahyana & Bagong Suyanto, 1997). Radio attracts the listeners by giving fast and accurate information anywhere, anytime without spending much money. In addition, radio is more practical than television because the listeners do not have to stay tune in front of the radio all the time. For example, people can do their activities like studying, reading or eating, while they are listening to the radio.

Radio can be categorized into three types: public radio, private radio and community radio (Morissan M.A, 2008). A public radio is a radio that is owned and controlled strictly by the government. The management is delegated to one of the Government departments. The purpose is to give information from the government to the society. In Indonesia, there is only one public radio that is RRI which main station in Jakarta and some stations in many different cities. A private radio is a radio which is owned by a private or non-governmental company. This radio focuses on getting profit. Private radios are more varieties, almost every cities has their own private radios. Some of them which exist in Surabaya are EBS FM, SCFM, JJFM, GEN FM. They serve certain of group people which are segmented for youths or student (junior high school, high school and college students) and serve daily and weekly program. Hardock, DJ FM, and Colours are private radios that

concern in top chart, magazine or the internet. Their market segment is people at ages 20-30 years old. Finally, community radios serve certain communities and their characteristics depend on the community, for example Bahterayuda a Christian community radio that broadcasts special events for Christian religion spirituality. Another example is UNAIR radio. It presents events around campus, motivation, health, music and others for residents of UNAIR.

In this study the writer focus on Sindo Trijaya FM which is a private radio and one of the most popular radios for adult and business people in Surabaya. It provides information needed by listeners, especially information related to the traffic, law, health, music, lifestyle and other special problems in the society. Sindo Trijaya FM is radio which has synergy with other media of MNC Group: Harian Sindo (newspaper), Sindo TV, Majalah Sindo Weekly (magazine) and [www.sindonews.com](http://www.sindonews.com). Sindo Trijaya FM provides 80% worldwide latest information and 20% music and entertainment.

The writer did her internship in Sindo Trijaya FM as a script writer for program *Tiga Berita*, adlibs of *Pemulis Bicara* and *Women Says*, and additional job as marketing officer from 20 January until 20 February 2014. During the writer's internship, she gained a lot of information about Sindo Trijaya FM and experiences on radio program. Some experiences are related to the subjects that the writer had learnt while some others are not different. The next chapter describes further about Sindo Trijaya FM and the writer's experience during her internship as a Script Writer and marketing officer, and the subjects of English Diploma that are related to her job.