



Survey on the Use of Information from Prambors Radio on Student Journalistic Information Data

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Abstrak—Di tengah gempuran kemajuan teknologi, radio terus berkembang pertumbuhan pendengar. Di Indoseia, Jakarta adalah kota dengan pendengar terbanyak dalam satu tahun terakhir. Radio adalah salah satu media yang disukai masyarakat Indonesia untuk hiburan maupun informasi. Informasi merupakan elemen dasar yang tersirat dalam konsep penggunaan yang direncanakan. Karakteristik radio yang *familier* (keterikatan emosional) menyampaikan perasaan mendengarkan ifnormasi dan hiburan. Selain mengutamakan siaran hiburan, radio di Jakarta kini terus mengarap program jurnalistik dalam bentuk *insert*. Perkembangan zaman dan perkembangan kedatangan media televisi, radio perlahan berubah, tetapi radio masih memilikinya tempat di hati permisanya. Sifat audio radio memungkinkan aktivitas lain dari pemirsanya pada saat yang sama. Di antara belasan stasiun radio di Jakarta, terdapat delapan stasiun radio besar yang rutin menyiarkan kilas berita maupun hiburan. Salah satunya adalah Prambors, stasiun radio yang masih eksis dan populer masa ini yaitu Prambors Radio. Tujuan dari penelitian ini, yaitu untuk menganalisis penggunaan media massa sebagai data informasi mahasiswa lewat Radio Prambors. Diambil kesimpulan bahwa Prambors Radio berperan sangat penting dalam hal ini menyebarluaskan informasi kepada masyarakat, “Selain memperkenalkan sesuatu yang baru Prambors Radio juga bisa mengisi menginginkan atau menawarkan kepuasan kebutuhan untuk menghibur penggемarnya terutama saat waktu senggang”, seperti yang dikatakan Dasa saat berpartisipasi dalam wawancara. Semua sumber mengakui bahwa mereka menikmati radio sebagai sarana informasi. “Seperti ketika ada berita tentang pengenalan informasi pembelajaran di media sosial dinominasikan topik siaran sehingga menambahkan pengetahuan pendengar dan wawasan kedepannya”. Seperti yang dikatan oleh salah satu mahasiswa jurnalistik dalam pernyataannya sebagai pendengar Prambors Radio.

Kata Kunci: Prambors Radio, Komunikasi Massa, Jurnalistik, Informasi

Abstract— In the midst of the onslaught of technological advances, radio continues to grow listener growth. In Indonesia, Jakarta is the city with the most listeners in the past year. Radio is one of the media preferred by the Indonesian people for entertainment and information. Information is a basic element implied in the concept of planned use. The familiar characteristic of radio (emotional attachment) conveys a feeling of listening to information and entertainment. Apart from prioritizing entertainment broadcasts, radio in Jakarta is now continuing to work on journalistic programs in the form of inserts. With the times and the development of the arrival of television media, radio has slowly changed, but radio still has a place in the hearts of its audience. The audio nature of radio allows other activities of its viewers at the same time. Among the dozens of radio stations in Jakarta, there are eight major radio stations that regularly broadcast news and entertainment flashes. One of them is Prambors, a radio station that still exists and is popular today, namely Prambors Radio. The purpose of this study is to analyze the use of mass media as student information data through Prambors Radio. It was concluded that Prambors Radio played a very important role in disseminating information to the public, "Apart from introducing something new, Prambors Radio can also fill wants or offer the satisfaction of the need to entertain fans, especially in their spare time," as Dasa said when participating in an interview. All sources admit that they enjoy radio as a means of information. "Such as when there is news about the introduction of learning information on social media that is nominated for a broadcast topic so that it adds listener knowledge and insight into the future." As one journalism student said in his statement as a listener to Prambors Radio.

Keywords: Prambors Radio, Mass Communication, Journalism, Information

1. INTRODUCTION

The first study focused on the topic of the Information Use Survey from Prambors Radio on Student Journalistic Information Data. The first study by (Meisyanti, 2020) stated that sound broadcasts in the form of radio, which are currently growing rapidly and supported by technological developments as well as the internet, have become a media for driving societal change, where there are themes that can change people's mindsets to become more open. Second, (Dhamayanti, 2020) "Utilization of Radio Media in the Digital Age" research suggests that radio managers should be able to take advantage of information technology developments by utilizing more innovative programs. Third, (Ahmad et al., 2012) states that the technology referred to as radio can have a

variety of positive and negative impacts but with a complete understanding of the problems and dynamics of developing technology. Technology can encourage a reduction in the welfare gap in society. Fourth, (Suryandari et al., 2023) Community Interpretation of Broadcasting Media Radio responds to radio broadcasts that are currently quite effective where radio also follows current technological developments. The radio comes in many forms. It even comes in a simple form, so that this radio medium is very easy for the public to hear.

Furthermore, research on the Role of Radio in Information Dissemination is as follows. First, (Armia & Herlina, 2021) state that radio is an electronic media that can be used as a benchmark for the presence of electronic media in the regions. Radio manages information by providing up-to-date reports in the widest network that can be accessed in remote areas of the village. In terms of the nature and duties of radio, the government only facilitates sources to convey important information. Furthermore, (Sitorus, 2023) it can be concluded that radio has a role in conveying information to the public, the information obtained is about songs that are currently hit by listeners' interests. Next, (Sitorus, 2023) said that radio plays a very important role in disseminating information to the public, apart from presenting something new, radio can also fulfill desires or satisfy the need to entertain everyone, especially in filling free time in activities. The role of radio can meet the needs and satisfaction that is very fulfilled for the three informants, the latest news is factual and accurate. Third, (Romauli & Afriani, 2022) state that there was an increase in radio listeners during the Covid-19 pandemic which caused an increase in radio listeners. It can be seen that the increasing increase in radio programs is very impressive and makes listeners interested in the programs contained in radio stations that have sources of information that are trusted with the conversations made in the program. This program is also successful in linking indicators that must be in a program to be broadcast.

Furthermore, research that discusses the audience's satisfaction listening to radio mass media at this time. First, according to (Kurniawan et al., 2022) the results of the study show that information motives are the listener's most important hope in listening to the mass media. The main objective of listeners is to know the latest news and national issues and clearly and easily understood as much as the information they hope to have. Especially considering that news selection can improve the quality of the broadcast program as a whole so that it can increase listeners' interest in each program that is broadcast. Second, (Hapsari, 2019) explains that radio is still considered an alternative medium in the midst of increasing digitalization which expands the ability of radio as a mass media to reach audiences, conveying information through radio mass media will be more effective to listen to. It is this interactive communication that connects radio and the internet as a new device.

From the description above, there are similarities between these studies related to Audience Satisfaction in Listening to Radio Mass Media. The equations discussed are related to the benefits of listening to the radio as a source of information that is still worth listening to. There is also what distinguishes this research from previous research, namely the increasingly rapid means of communication which will fade and reduce interest in listening to this radio mass media.

According to (Meisyanti, 2020), the basic theory used by the author in this study is that radio is growing rapidly due to technological and internet developments which are the basis for expanding mass media to be more societal changes. Second, (Dhamayanti, 2020) states the benefits of mass media in the development of information that is very difficult to hear outside the mass media and will be more effective and innovative. Third, (Ahmad et al., 2012) states that radio mass media can lead to reduced welfare in society, and increased public interest in knowing important information. Furthermore, (Armia & Herlina, 2021) radio is an electronic media that can be a source of information and a benchmark for other electronic media in various regions. Another view is that radio media uses different media, namely only one direction and only giving and receiving. So if something happens, this can be seen from the material presented, as well as the audience (in terms of the community) it is impossible to ask questions directly to the source, because radio only has one way. Another thing about this radio media is if there is a power failure or the battery runs out, especially if the weather is not friendly, you cannot listen to and enjoy radio broadcasts, so the radio media must be very good at attracting attention to the things and material that will be presented, be it the style or language of the broadcast. delivered.

2. METHOD

The type of research used namely is descriptive. This matter aligned with the purpose of the researcher to describe the research results in the form of written words or sentences. Qualitative research methods disclosed by (Bogdan & Taylor, 1975) in (Moleong, 2018) are procedure research that generates data descriptive in the form of written sentences as well as verbal from people and observed behavior. Study Qualitative analysis was carried out on conditions that were natural and inventive. Qualitative research was carried out in a discovery way. The use of this qualitative method was the reason that the research wanted to find out, and understand how Pambros radio played a role in student journalistic information data.

The descriptive study approach is attempted research methods interpret the data encountered with natural situation, transparent, what exists, and provides an overview clear about that fact investigated properly with intent to reveal that event There is. Researchers used a descriptive study aimed at describing or explaining how the process of the role and strategy of Pambros radio as a radio uses information on journalistic information data. With this research method, the researcher wanted to find out how listener satisfaction, especially journalist students, related to programs at Pambros Radio Jakarta regarding the news insert of The Highlights, seen from the motives for using the media according to Denis McQuail which is contained in the research indicators in the variable operationalization table. This qualitative descriptive research method aims to obtain detailed, accurate data regarding the role of Geronimo. Qualitative descriptive research method. This study emphasizes more on the analysis of the broadcast production process of DGITM, Dj Show, Sunset Trip, LateNight Hot 20, and Top 40.

Selection of informants is determined by purposive technique, namely the determination technique informants with attention criteria. Informants in this study take two people based on considered individual criteria understand and participate in current research problem done. The criteria for the selected informants were informants who often listened to every program in Pambros. The informant selected in this study was one of the students who listened to Pambros programs, this informant was used as a key informant and main informant.

According to (Sugiyono, 2015), technique data collection views of The sources are primary sources and secondary sources. Collection technique data used in research these: 1) Primary sources, obtained through direct interviews with a source of information by submitting questions and answers starting from the general to a deeper, make observations (observations) to the situation of field conditions, as well do documentation; 2) Secondary sources through studies literature or literature study obtained from journals, theses, book references, websites web, and published documents or unpublished in general.

This data analysis technique uses the Miles and Huberman model. Miles and Huberman suggest that activities in data analysis include the stages of data reduction, data display, and conclusion drawing/verification (Mamik, 2015). The stages of data analysis are described as follows: 1) Data reduction. Analysis of data reduction was carried out by researchers by listening to the existing interview recordings (re-heard) and then taking questions and the answers should not be engineered. The data reduction obtained is then processed to retrieve the necessary data. Thus the data that has been reduced will provide a clearer picture, and make it easier for researchers to take the next step; 2) Data display (presentation of data). The researcher applied the data display technique using reduced findings or selected data which were then presented in sentences and added both pictures and tables to further clarify the description of the sentence. The researcher concludes the results of presenting the data and then verifies the results from the supporting evidence.

3. RESULT AND DISCUSSION

To get the results of the research conducted, researchers have conducted interviews with informants. The results of the analysis that the researchers explain are based on information obtained by conducting interviews with informants from journalism students. After conducting interviews with the two informants, it can be concluded that Pambros Radio plays a very important role in this matter disseminating information to the public, "In addition to introducing something new, Pambros Radio can also fill wants or offer the satisfaction of the need to entertain fans, especially during their free time," as stated Dasa said while participating in the interview. The role of Pambros Radio can be like this with the need and satisfaction of the will of the content well filled for the third news that

is informative, factual, and accurate, not a scam offered by Prambors Radio as an information transmission channel.

Good and effective public communication is an important prerequisite if you want to be fulfilled to obtain public information. Prambors Radio is a forum for organizing information dissemination that is independent, neutral, and functions to provide information services. Prambors Radio plays an active role in the process of sustaining public information. Information is one of the main needs in socializing. This type of mass communication can provide both outsiders and insiders with good information, using one-to-one interaction social processes as problem solvers.

The radio has various programs to please its listeners. All sources admit that they enjoy radio as a means of information. "Such as when there is news about the introduction of learning information on social media nominated broadcast topics to add listener knowledge and insight into the future." As one journalism student said in his statement as a listener to Prambors Radio.

Prambors Radio always presents useful programs that are familiar to its loyal listeners. According to the two journalism student informants, current listeners of the DGITM program have a lot of broad knowledge, articulation, and a good broadcaster's language style so listeners feel comfortable when listening to the program. The tools used when listening to Prambors Radio resulted from interviews with the two informants, they said that they listened to Prambors Radio via streaming on their mobile phones while another informant said that he listened to Prambors Radio via the radio in his house. The contents of content broadcast by the DGITM program on the radio Prambors is an accurate source of information so that listeners are interested in listening to the DGITM program on Prambors radio. This result proven by (Prayudha & Rustam, 2013) that sound, content, and language are important parts that must be conveyed in a radio program. According to the two informants, the responses to programs or events on Prambors Radio were not too long according to the two informants who were active with different programs.

Overall this research is open to interpretation so that listeners interested in listening to the DGITM program on Prambors radio, are made aware of the feeling of happiness following, which is manifested by listeners' interest in them as a source of information to listen to the DGITM program and play an active role in the interaction. It can also be seen based on opinions or special requests to meet the desired needs. Based on the statements on information motives, the researcher also proposed six statements on information satisfaction indicators. The researcher wants to know whether the expectations of the audience's informational motives can be fulfilled after they listen to DGITM. Radio was chosen by journalism students as a medium to satisfy their satisfaction with recent information.

4. CONCLUSION

The main objective of listeners is to know the latest news and national issues and clearly and easily understand the expectations of the information they have. Especially considering that news selection can improve the quality of the broadcast program as a whole so that it can increase listeners' interest in each program that is broadcast. Radio is still considered an alternative media in increasing digitalization which expands the ability of radio as a mass media to reach audiences, conveying information through radio mass media will be more effective to listen to. It can be seen that the increasing increase in radio programs is very impressive and makes listeners interested in the programs contained in radio stations that have sources of information that are trusted with the conversations made in the program. This program is also successful in linking indicators that must be in a program to be broadcast.

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