

## THE BROADCASTER'S COMMUNICATION WITH LISTENERS ON THE LONDON SCHOOL COMMUNITY RADIO MOVIE TIME PROGRAMME IN KARET TENGSIN VILLAGE

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### Abstract

The large number of radio stations in Jakarta, whether commercial or community radio has posed challenges to London School Radio as a broadcast media in communicating the information to the listeners. The competitive level in the market has driven London School Radio to set up suitable program with the segments, one of them is the communication pattern introduced by the announcer. The announcer has an important role which demands capabilities and skills to communicate with the listeners on matters according to the program and to establish sound communication and interaction which would promote the success of the broadcast. The study applied the concept of communication patterns and explains the types of such communication patterns. There are four types of communication patterns which include wheel, chain and circular communication patterns. The study method used was descriptive method using approach qualitative. Data collection was performed through interview and documentation. The result of study is presented in the form of descriptive paper. In the course of the broadcast, London School Radio announcer especially Movie Time program applies the types of wheel and circular communication patterns. By applying the wheel communication pattern, it is the announcer who communicates the information to the listeners without their feedback, while circular communication allows the announcer to interact with the listeners through social media such as instagram and twitter. There are also times when the announcer interact with the listeners via telephone.

**Keywords:** Communication patterns, Announcer, Radio, Program

### INTRODUCTION

Radio is a medium of mass listening communication, which channels an idea and information in the form of sound, in the form of a predetermined program. In radio, the most important component in a radio station is the broadcaster. Radio broadcasters are people who are trusted in broadcasting radio. Radio broadcasters are spearheading a radio, because broadcasters can sell the selling value of radio and programs presented.

Radio has its own advantages compared to other mass media, radio is *portable*, the purpose of *portable* here is that the radio can be easily carried anywhere, even today all *smartphones* have radio features in it, to listen to it is quite easy, we just use the *headset* and enter the radio feature, then the listener can directly listen to the radio. In addition, another advantage of radio is the nature of radio that can be listened to while doing something, such as while exercising, while driving a car, and so on. This cannot be obtained when we are reading or watching other mass media such as online media, print media, or television media.

In the midst of the Covid-19 pandemic, print and electronic media companies have decreased. Radio has declined. This is because many listeners prefer to use their social media.

Nevertheless, LSPR community radio continues to provide information about movie time as it should.

During the Covid-19 pandemic there was a change in broadcasting, both community radio and private radio. This change is due to the policies made by local governments, one of which is social restrictions. Which with this policy there is a change in broadcasting, namely broadcasting from home or remote size.

There are many radios in Indonesia, both private radio, and community radio. Today community radio is widely found among students, because community radio is a radio station owned, managed, intended, initiated and established by a community. The implementer of community broadcasting (such as radio) is also referred to as a community broadcaster. (Ayu, 2018) said that "Broadcastradio media is one of the electronic mass media that is effective in improving the delivery of information and communication in the community. Community radio was the fruit of the 1998 political reforms marked by the dissolution of the Ministry of Information as the sole controlling authority of the media in the hands of the government.

There is a difference between community radio and private radio, namely the management procedures and objectives of its founder. Community radio management is more concerned with aspects of citizen or community engagement. The purpose of community radio broadcaster activities serves the information needs of its citizens so that their involvement in formulating programs is essential. Unlike the case with private radio, this institution stands to reach as many listeners as possible so that the rating aspect is very calculated as a measure of radio prestige. The life and death of private radio lies in advertising revenue so that all creativity is measured from targeted market segments.

The function of community radio prioritizes the interests and needs of citizens in the area where community radio is located, while private radio is directed to market segments. Community radio presents themes that locals need, often the language used by broadcasters following local dialects and local speaking habits. This is in contrast to private radio which tends to follow the style of speech of city people to look more modern and also slang.

The function of LSPR Community Radio comes by providing information and prioritizing interaction with its listeners as an effort to involve the wider community, especially listeners from LSPR Community Radio. In Community Radio LSPR contains actual information, and entertainment needed by the community.

In every radio must have interesting programs be it commercial radio, or community radio. This program owned by LSPR community radio makes listeners feel easy to meet their desired needs. The programs presented are also diverse, ranging from information programs and entertainment programs. LSPR Community Radio has many programs, among others; Pikaneka, Spotlight, Freequest, and Movie Time.

Radio broadcast program is made to be able to attract, bind, and understand listeners. Each broadcast program must refer to a specific choice of broadcast format. The scope of a broadcast format determines not only how to manage a broadcast program, but also how to market that broadcast program.

Each radio certainly has a different way of broadcasting, including with the communication patterns used in each radio, although different is not an obstacle for every broadcaster to convey information to listeners. In this case, radio that belongs to the mass media only carries out its

duty to provide information or messages to the listening audience. (Ichal Mantumaka. 2020) says that: "The appeal of radio is that it is due to its all-living nature. This is thanks to three elements in radio media, namely: music, words (of course words delivered by a broadcaster), and the sound effects of the broadcaster. ""

With the pattern of communication makes radio broadcasters better understand how broadcasters send messages to their listeners with the communication patterns used. According to Djamarah (2004: 1), a pattern of communication is a pattern of relationship between two or more people in the delivery and reception of messages in an appropriate way so that the message in question can be understood.

Communication pattern itself is a form or structure in the delivery of a message carried out by two or more people, so that the message conveyed by the sender of the message or communicator can be received by the recipient of the message or communicant and obtained properly understood, so as not to *occur miscommunication*.

The listeners of this *movie time* program are among students, especially London School Public Relations (LSPR) students who like to watch movies and find out briefly about the latest films. LSPR's own Community Radio distance range is 3km, and currently LSPR Community Radio also leverages digital with web streaming. So it can be accessed via the official web of the LSPR Community Radio itself. (Theodora. 2017) says that "the success of a program is actually determined by the reaction of the listener, and in fact it is the broadcaster who must be smart to play a role." The role should be viewed with something objective, because playing excessive emotions will cause the announcer to become monotonous.

A broadcaster is also required to be able to adjust, think quickly and catch, and the vocals of the broadcaster must also vary, so that the broadcaster must have the skills and expertise in processing or stringing words in broadcasting so that the message conveyed can be captured and easily understood by the listener and avoid misunderstanding perceptions about the information broadcast. (Nelam, 2018) that "In addition to broadcasters, of course listeners play an important role in the existence or absence of a radio program. This can be seen with the feedback provided by the listener to a program. Whether the feedback is good or not, and as expected or not, it depends on the interaction and closeness between the listener and the announcer." An announcer is also required to be able to master the program and form a relationship with the listener so that a communication can have an impact on the success of a broadcast. (Muhammad Rohmadi. 2004) says that "a broadcaster is a creator. Broadcasters have thousands of creativity to present to their listeners in a regular or planned manner. It was done by a broadcaster because of situational demands and understanding of communication between the broadcaster and his listeners.

## **METHOD**

In this study, researchers used a qualitative approach as argued (Denzin & Lincoln, 1994) that: "qualitative research is research that uses a natural background with the intention of interpreting phenomena that occur and is done by involving various existing methods. "A research approach is an attempt to find or describe using the word scientific. The cauldron-accordinging approach (Erickson, 1968) states that "skintative research seeks to discover and narratively describe the activities undertaken and the impact of the actions performed from

their lives." Through this qualitative approach, researchers sought to obtain as much data as possible about the broadcaster's communication patterns with listeners on the London school community's movie time radio program in the tengsin rubber village.

Data collection techniques are done with interviews and documentation. Interviews are part of data collection techniques, this technique is done if the researcher wants to find problems that must be studied, in addition to interviews also conducted by researchers to get information from respondents. Interviews conducted by researchers later conducted a Q&A using a recording device. Interview ini Conducted to obtain information from sources for research purposes, this interview was conducted with several parties concerned and know the issues studied.

In this study researchers used in-depth interview techniques. In-depth interviews are the main technique, namely data collected with the results of direct dialogue with informants based on reference questions that have been compiled. This interview is conducted freely, i.e. researchers do not use interview guidelines in the form of questions that have been arranged systematically and completely, but interview guidelines used only in the form of outlines of problems only. In the technique of collecting documentation data is done to collect and study some data related to research in the form of records, transkip, books, and so on.

## **RESULTS AND DISCUSSIONS**

In radio broadcasting, of course, the most important thing is the communication pattern used by broadcasters, then is the program discussed. Every radio station has programs and communication patterns that are different from others. Whether it's commercial radio, or community radio.

Community radio is a radio station that is managed, intended, and founded by a community or association that does not seek profit. Community radio can be said to be social radio or alternative radio, because community radio was established for the benefit of that community. In community radio, a program of events is made intended for that community, because community radio stands from community to community.

Community radio is different from private radio, community radio is formed for the benefit of the community while private radio prioritizes listener ratings to obtain funding or input for advertising. For the case of community radio broadcasts prioritize the delivery of messages or information to their listeners related to the needs of listeners. While private radio is broadcast following the development of the market and also the taste of the private radio segmentation.

Community radio exists as a platform for the dissemination of information in the community environment. With the existence of community radio, of course, it can be an additional insight for the community and add knowledge about the latest information. Therefore, the program made by community radio prioritizes the information needed from that community. In every community radio certainly has a program that is different from other community radios, of course, tailored to the needs of the community.

London School Radio is one of the community radios in Jakarta. In London School Radio certainly has a program that is tailored to the community in it, because the segmentation of the London School Radio is students from the London School Public Relations and

Bussiness located in Central Jakarta, and Bekasi.

London School Radio has types of programs, there are news and non-news programs. All are tailored to the needs of the London School Public Relations and Bussiness campus environment. There are several excellent programs on London School Radio, among others; the chart, atalina, kongkow bersama, freequest, Sunday memories, pikaneka, and movie time. In the program owned by the London School Radio is certainly influential on the needs of the London School Radio.

In large cities the number of radio stations is quite high, both private radio and community radio. In private radio of course the competition is quite high in seizing *the audience*. Therefore radio broadcast programs must be formed or created in such a way as to attract the attention of the *audience* or listener. With the large number of radio stations, the production of radio broadcasts must be managed properly in accordance with the needs of listeners who are targeted by radio listeners, especially on community radio. With the number of radio stations, each radio station is required to determine the broadcast format, the goal is to determine the target target that is the listener of the radio. to determine the format of the radio broadcast is usually made to the program and also the segment of the listener.

Radio broadcast programs are one of the things that become an attraction in broadcasting, and become an important point in a radio. In other words, whether or not a broadcast program is interesting depends on what program is discussed. Therefore, radio broadcast programs must be made as interesting as possible so that listeners feel interested and continue to listen to the radio program.

This also applies to community radio. Because community radio itself is formed based on the decision of the community itself in order to convey information to the audience with especially a community. To develop creativity and interesting ideas, community radio must develop so that members of the community do not feel saturated, and do not leave community radio on the grounds that the delivery of messages is not conveyed properly or inappropriately for listeners.

Like London School Radio which is one of the sat of community radio that packages its programs as attractively as possible so that loyal listeners from London School Radio do not leave it. London School Radio starts broadcasting from morning to evening for 24 hours. But at night, usually only playlists of songs are played on London School Radio.

Before the London School Radio broadcasts in each programme of course each producer arranges the broadcaster and makes an outline for the discussion to be delivered by the broadcaster to the listener. Including in movie time programs, producers always determine the broadcaster who will broadcast. By determining this broadcaster producers can find out how broadcasters broadcast. The author understands each broadcaster must have a different way when doing radio broadcasts. Producers determine the broadcaster so that the producer knows how the broadcaster is broadcasting.

After determining who will broadcast, then the producer makes a script in outline or a point that will later be used as a reference for broadcasters in broadcasting. Then the producer *conducts a briefing* to the broadcaster who will broadcast to discuss the topic of the broadcast and some other things such as gimmicks, bridging and so on.

The producer also determines *the rundown* or time to be used for the broadcasting

announcer. Missal, in the first 5 minutes the announcer does the opening, which then goes into the *playlist* of songs. after which the announcer will be given the freedom to broadcast but stick to the topic that has been determined and do not use inappropriate words.

Furthermore, poets are advised to use the communication patterns they are used to. There are several types of communication patterns, including wheel communication patterns, chain communication patterns, circular communication patterns, and star communication patterns. Of all the types of communication patterns have their own differences.

On London School community radio using a type of wheel communication pattern, the wheel communication pattern itself is centralized or centralized communication, where someone in the center will spread the message to others. In the pattern of wheel communication there is a central communication network as illustrated with the shape of the wheel that is suitable for gathering information to overcome turin problems. A central audience has a great influence to influence the listener, because only the broadcaster can provide information. Centralization of this wheel communication pattern indicates that a group rotates around one person. or in other words an announcer as a central position that can interact with all listeners.

In addition, broadcasters also use a circular communication pattern where later messages or information provided by listeners will get feedback from listeners by sending messages through the instagram or twitter application. By using this communication pattern the announcer and listener can communicate with each other. Sometimes movie time program broadcasters conduct phone sessions to listeners to talk or discuss via phone that discusses the topic being broadcast or other topics related to the movie time program.

In addition to using the phone to interact with listeners, London School Radio also always provides *updates* on *instastory* and *twitter* to interact with listeners. Like throwing a question or creating a discussion box on instastoy. At the time of the covid-19 pandemic, broadcasters from movie time programs used a type of wheel communication pattern. This is because all broadcasters from the London School Radio broadcast from home. Although the announcer broadcasts from home, the broadcaster must provide information to the listener regarding the topic that has been determined by the producer.

The author understands that all current activities are restricted by the government due to the covid-19 pandemic. With this pandemic, of course, broadcasters who should be broadcasting in the studio are diverted to broadcast from home. With the pandemic that requires all broadcasters including broadcasters of movie time programs.

Although the broadcaster broadcasts from home, broadcasters can still provide information or messages to listeners. It's just that broadcasts are done differently when broadcasting in the radio studio.

At the time of broadcasting from the broadcaster's home from the London School radio using virtual, such as Google Meet which will be recorded then the video results will be *converted* in mp3 form so that the results of the recording are only audio that is heard. Thus of course broadcasting from home has obstacles such as poor internet network.

This is where the author found the barriers of broadcasters in broadcasting, some things that hampered broadcasters from broadcasting in this pandemic period, among others, network connections, poor internet network connections make broadcasts become hampered due to *delays* or delays. Sometimes there is *miscommunication* between broadcasters with other

broadcasters. Another obstacle is the lack of improvisation that broadcasters make to broadcast.

## CONCLUSION

From research conducted on the communication patterns of broadcasters with listeners on the London school community radio movie time program in Karet Tengsin village, it can be concluded that communication patterns carried out on movie time programs use the type of wheel communication patterns and circle communication patterns. In the pattern of wheel communication, only the announcer provides information related to movie time programs, whether discussing new films, upcoming films, or old films that will be broadcast to listeners. With this the listener cannot do any reciprocity or *feedback* to the announcer. Then the broadcaster Of London School Radio especially movie time program also uses a type of circular communication pattern, this is due to the occurrence of communication between the broadcaster and the listener at the time of the broadcast by throwing questions or creating a discussion forum on the instastory account londonschool radio at the time of the broadcast, which will later discuss together.

Before broadcasting, the producer of the movie time program determines in advance the announcer who will broadcast, then make a broadcast script with a point form or in outline only. After determining the broadcaster and making a script, the producer will brief the broadcaster before broadcasting on air.

The author concluded that before the broadcaster broadcasts on a movie time program, the broadcaster must first conduct a briefing to the producer. This is because so that the announcer who will hold the sairan can know the points of discussion and the topic of discussion so as not to get out of the topic that is being broadcast.

The author also concluded at the time of the pandemic covid-19 broadcasters from the Movie time program experienced obstacles. This is because the broadcast changes that are supposed to be broadcast in the studio are switched to broadcasts from home. There are also obstacles experienced by broadcasters including internet network connections, where less stable connections make broadcaster communication hampered during broadcasting. Then another obstacle is the lack of improvisation and gimmicks when doing radio broadcasts, because broadcasts from home are quite difficult to improvise more. That way the communication pattern used at the time of broadcast from home is a type of wheel communication pattern, where the announcer only provides information to the listener.

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