

RADIO AS A PUBLIC SERVICE ANNOUNCEMENT MEDIA

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<https://doi.org/10.54922/IJEHSS.2023.0534>

ABSTRACT

This study aims to analyze the role of radio as public service announcement media with a local cultural approach. This study used a qualitative approach. The population of this study was LPP-RRI Palu City or Public Broadcasting Institution-Radio Republik Indonesia (a national radio station). This study involved the head of LPP-RRI, the head of public broadcasting institutions, the head of program planning and evaluation, heads of Programa 4 sections, and broadcasters as samples determined using a purposive sampling technique. Data were collected from observation, interviews, and documentation. Data were analyzed using interactive analysis covering data reduction, data presentation, and drawing conclusions. The results of the study showed that radio or in this case the LPP-RRI Palu City had implemented local culture, particularly in public broadcasting service. The public service announcement was oriented to the local language and used the local language to maintain or preserve their existence.

Key Words: Radio, Advertising, Local Culture.

1. INTRODUCTION

Conveying information through broadcast media such as print media, television, and radio each has advantages and disadvantages as they have different physical properties. Radio has a main feature of sounds such as words, music and sound effects, so radio has to attract its listeners through a series of interesting words. Radio is one of the mass media that is closely related to the needs of society which can provide various kinds of information, entertainment and education (Wati, 2013).

The programs on the radio rely on sound as their main attraction. Some programs on the radio are news, music (entertainment), talk shows, and advertisements. In general, radio broadcast programs are not as varied as television media. Radio programs have two types of programs, namely music and information programs (Morissan, 2011). Morissan (2011) explains that radio programs are divided into two types, namely music and information programs. Music programs are entertaining programs or as mere entertainment, while information programs are programs with informative content or messages that can add insight to the listeners. Radio programs have to be able to attract the interest of the listeners.

The strength of the message from radio advertising is relying on voice in conveying the message. Thus, radio has to package information with interesting and easy-to-digest messages or messages that can be easily accepted by listeners or the public in order to attract the listener. Using the language style or accent of the target listeners as well as incorporating other local cultural elements such as local language and songs can attract the local community to hear the ad and preserve local culture at the same time. The message to be conveyed to the public must reflect the public interest and be based on public needs as well as function to preserve local culture.

This study was conducted at LPP-RRI Palu City. This institution or radio station has some public service announcements (PSA) whose message content contains cultural elements such as customs and local language so the message conveyed can be received or accepted by the community in this city. More interesting, easy-to-understand (completed with pictures), and easily accessible media are emerging so listeners' interest in listening to radio programs declines. Therefore, LPP-RRI Palu tries to maintain its existence in the field of broadcasting, especially radio broadcasting by conveying messages that can be understood by the local people in this city.

LPP-RRI Palu City has some PSA programs both using Bahasa Indonesia and local language styles. The LPP-RRI Palu City uses local language styles for the content of its PSA and also incorporates other local cultural elements such as customs and music. The advertisement also has the theme of reducing plastic use in daily life.

The advertisement shows the presence of local cultural elements in Palu City in which in a radio conversation, a woman says "*Hama jaman sekarang ee, biar plastik dibayar*". The woman uses a language style that is used in the daily life of the community in Palu City. Besides, the advertisement also describes the habit of the local community who usually shop using plastic bags. This is one of the efforts of the LPP-RRI Palu City to preserve the local culture by incorporating local language style and customs. Besides, the message of the PSA encourages the people in this city to reduce the use of plastic in their daily lives in order to reduce plastic waste. Based on the explanation above, this study aims to analyze the role of radio as PSA media with a local cultural approach.

2. METHODS

This study used a qualitative approach. A qualitative study is a type of study whose findings are not obtained through statistical procedures or other forms of calculation (Strauss & Corbin, 2013). Gunawan (2013) defines qualitative study as a study that does not start from a previously prepared theory but starts from the field based on the natural environment. A qualitative study is based on the philosophy of the post-positivism method with natural object conditions, by placing the researcher as a small tool or instrument with mixed data collection (quantitative and qualitative data). It used inductive analysis for the quality and results of the study which emphasizes meaning rather than generalizations on the object of the study. The population of this study was LPP-RRI Palu City. It involved the head of LPP-RRI, the head of public broadcasting institutions, the head of program planning and evaluation, the head of Programa 4 sections, and broadcasters as samples determined using a purposive sampling technique. A purposive sampling technique is a deliberate sampling technique (Harahap, 2020). This means that the sample is determined purposively based on predetermined criteria. Data were collected from observation, interviews, and documentation. Data were analyzed using interactive analysis covering data reduction, data presentation, and drawing conclusions (Miles & Huberman, 2014).

3. RESULTS AND DISCUSSION

Culture will gradually be eroded along with the globalization era. This means a culture that has been passed down from generation to generation needs to be preserved by introducing it to younger generations. Representing culture through media is an effective way to introduce local culture to the younger generation and to preserve local. The messages conveyed through media can be easily understood and accepted by the local community so that the local culture will not be eroded by modernization. Referring to the Broadcasting Law Number 32 of 2002 Article 5, broadcasting

must promote national culture (Law Number 32, 2002). This indicates that all broadcasting activities must pay attention to cultural values, especially local culture so that they are preserved and will not be erased by the times.

A public Service Announcement (PSA) is an advertisement whose message content is to appeal to and inform the public or is widely known as non-commercial advertising. This advertisement can be used to convey information, invite or educate the public. Besides, it can be used to represent the local culture that has been done by the LPP-RRI Palu City, a state-owned media.

All PSAs in LPP-RRI Palu City incorporate elements of the local culture so the message can be received and accepted by the local community in this city to preserve local culture in Palu City such as the Bugis, Javanese, and Kaili Tribe which is the native tribes of Palu City. LPP-RRI was established in each region to provide the information needs of the Indonesian people and preserve local cultures that develop in the community.

Everything related to culture and local wisdom is accommodated in Programa 4. Programa 4 is one of the broadcast programs of LPP-RRI Palu which discusses culture and local wisdom in this city. All PSAs produced by LPP-RRI Palu have inserted local cultural elements.

The language used in the PSA is dominated by the local language style. It is intended so that the local language or accent used by the local community can be maintained and the content or message contained in the advertisement can be accepted by listeners. The local language in this case refers to the language used by the local community in their daily life.

Besides the use of language, the PSA produced by LPP-RRI Palu City uses local habits or customs practiced by the local community in this city. Recently, LPP-RRI Palu works with the Marine Affairs and Fisheries Service of Central Sulawesi Province to produce PSA with the theme of "Loves to eat fish". This is intended so that young generations like to consume fish as fish can nourish the body and educate the minds of the younger generations.

4. CONCLUSION

This study aims to analyze the role of radio as PSA media with a local cultural approach. Based on the results of the study, it can be concluded that LPP-RRI Palu City has inserted local culture in its broadcasting, particularly in PSA in order to maintain and preserve local language.

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