LOYALTY OF RADIO LISTENERS IN REVIEW OF BROADCAST PROGRAMS AND BROADCASTERS COMMUNICATION STYLE

**Bintang Kusuma Putra Tiarsa[1], Christiana Wulandari[2],
Dinda Rakhma Fitriani[3], Widiastiana Vista Wijaya[4], Yeni Nuraeni[5]**

[1235]Faculty of Communication Science, Gunadarma University
[4]Faculty of Psychology, Gunadarma University
*Corresponding author, E-mail: bintangiwnl@gmail.com

Abstract

Radio stations continue to survive in the digital era, even with Generation Z's preference for digital content. Despite a decline in radio listenership, stations like Prambors still provide entertainment and information to the public. Success is not solely determined by diverse broadcast programs, but also by listener involvement, which fosters loyalty. This research, titled "The Influence of Broadcast Programs and Broadcaster Communication Style on the Loyalty of Prambors Radio Listeners," uses quantitative methods and the Uses and Gratification Theory. Data were collected using a questionnaire and analyzed with the Lemeshow formula for an unknown sample size. The findings reveal that the Prambors Night Shift program and broadcaster communication style influence listener loyalty by 52.2%, with the remaining 47.8% influenced by other factors. Broadcast programming is central to the listening experience, combining music, talk shows, and interactive segments to cater to listener preferences. From the program and broadcaster's communication style, listeners can choose content that engages them, leading to loyalty. The study highlights that the Night Shift program and communication style have a significant impact on listener loyalty, suggesting that focusing on these elements is key to retaining and growing a loyal audience.

Keywords: Broadcast Program, Communication Style, Radio Broadcaster, Listener, Loyalty, Radio, Radio Broadcaste

INTRODUCTION

Communication is defined as the act of conveying information from one individual to another, as well as between groups. Communication not only conveys information but also forms opinions and conclusions of the recipient. According to experts, one of them is Laswell, conveyed that good communication must be able to answer the following "Who says In which Channel to whom with what effect?" (Effendy, 2019).

Along with the development of technology, communication has become very important, there has been emerged a mass media that can disseminate information simultaneously and can also disseminate it to a wide range, so that it can be accepted by the audience. Radio is still a widely used mass media. Because it can only be heard, many people find it easier to use the radio because it does not require special skills, by just being able to listen, listeners can do other things or other activities. Radio places its listeners as subjects and members involved to attract sympathy and the role of its listeners (Fuadhi, 2018).

Radio has undergone major changes due to advances in communication innovation. Listeners can now access broadcasts via the internet and mobile applications thanks to the expansion of traditional broadcast platforms into the digital space. The public

continues to receive entertaining and informative content from radio stations. The results of a radio broadcast are not entirely determined by the variety of broadcast programs broadcast, but also include the contribution of listeners so as to build listener loyalty. The image of the broadcaster and his interaction with listeners is greatly influenced by the Broadcaster's communication style. The aim of this study is the importance of understanding the extent to which a radio broadcaster's communication style can influence listener loyalty. A Broadcaster's communication style not only includes the vocal point of view, but also reflects how a broadcaster introduces himself, hosts the program, and interacts with listeners. A radio station can survive in the current era if radio is still popular with listeners in the digital era, where Generation Z is more dominant today than the previous generation. There are 37 percent of Gen Z listening to the radio in a week compared to 60 percent of others (Insideradio.com, January 19, 2023). In Indonesia itself, only 51.1 percent of radio listeners are currently (rri.co.id, 2024). In a previous study entitled "The Influence of the DGITM Program on Radio Prambors on Listener Interest", in the previous study it was explained, from the results of the study the program on DGITM radio on Prambors radio is still in demand because the announcers have extensive knowledge, good articulation and language style so that

listeners feel comfortable when listening to Prambors radio. With content that follows the market, listeners can enjoy it and arouse interest in listening (Devi et al., 2022). So from the research of Devi et al., 2022, programs that are relevant to listeners and follow the market are very influential so that radio can continue to survive. Based on previous research entitled "The Influence of Broadcaster Language Style on Sinar Mega Swara FM (SMS) Radio Ratings", in order for broadcasting organizations to get high ratings, they must have a communication style. In this study, the radio that was chosen as the object of research was Prambors radio. Prambors radio is included in the list of the most popular radios and reaches major cities in Indonesia, Jakarta, Bandung, Surabaya, Semarang, Makasar, Yogyakarta, and Medan. And also offers various interesting programs (polytron.co.id, 2024). Prambors radio itself also did something new by releasing its own application on the Playstore. In this study, the researcher chose one of the broadcast programs, namely the Night Shift broadcast program starting at night starting at 20.00-24.00 WIB every Monday to Friday. There is a special interactive segment presented by Eda. The Night Shift program is included in the prime time program and also the flagship program on Prambors radio, through the results of interviews with sources, namely Abil as the Prambors radio night producer.

METHODOLOGY

The object of research used in this study is Radio Prambors. The research subjects used in this study are loyal listeners of Radio Prambors who are the focus of the study to assess the influence of broadcast programs and broadcaster communication styles on listener loyalty.

The research approach entitled "The Influence of Night Shift Broadcast Programs and Broadcaster Communication Styles on Prampors Radio Listener Loyalty", especially the descriptive quantitative method to determine the impact of the influence of broadcast programs and broadcaster communication

styles on listener loyalty. where quantitative is research that describes or interprets a problem whose results can be summarized. (Hardani 2020). In the closest

The paradigm used in this study is the Positivistic paradigm, the positivist paradigm associated with the philosophy of August Comte will be used in this quantitative research. based on the positivist quantitative research methodology, which sees this as a possibility with a fairly stable, real, tangible, measurable, and causally demonstrated relationship (Sugiyono, 2018).

The data collection method used in the study entitled "The Influence of Night Shift Broadcast Programs and Broadcaster Communication Styles on Prambors Radio Listener Loyalty", mainly through the use of surveys. In questionnaires, rating scales and checklists are often used. This tool attempts to measure respondents' opinions and actions. A checklist is a list of traits, actions, or other things that researchers are looking for. The existence, observation, accuracy, and vice versa of each item on the list are not only confirmed by researchers or survey participants, or vice versa (Hardani, 2020: 406). After knowing the method used, of course, you must determine the sample.

$$n = \frac{1.96^2 \times 0.5\ (1\text{-}0.5)}{0.05^2}$$

$$n = \frac{3.8416 \times 0.25}{0.0025}$$

$$n = \frac{0.9604}{0.0025}$$

$$n = 348.16$$

From the calculation results, the minimum number is 348.16 for ease of

definition, quantitative research is any research that uses numbers extensively during the data collection, analysis, and presentation stages (Hardani, 2020).

Testing in the sample using purposive sampling testing. The fact that sample members are selected specifically based on research objectives, and the sample must specifically match the main characteristics of this sampling (Hardani, 2020). The special characteristics of sampling are as follows: Aged 15-29 years, Still listening to the radio, Prambors radio listeners, Listening to the "Night shift" broadcast on Prambors Radio.

In this study, the Lemeshow approach was applied. The number of samples from a population whose size is not yet known with certainty can be ascertained using Eumus Lemeshow (mochammad, 2023). To calculate the number of samples with an unknown population, you can use the Lemeshow formula as follows:

$$n = \frac{z_{1-a/2}^2\, P(1 - P)}{d^2}$$

Information :
n = sample size
z = z score at 95% confidence =1.96
p = maximum estimate
d = error rate
e: error tolerance limit

processing, so the researcher set the number of respondents at 400. So the conclusion obtained is that this study uses a 5% error tolerance limit, and the sample used in this study was 400 respondents.

Variables are measured using a Likert scale. The Likert scale is a tool used to measure a person's perspective or level of understanding of social characteristics. To determine how strongly respondents answer the four alternative questions, use the Likert scale. The Likert scale has a score range, from very positive to very negative.

Table1Likert Scale

No	Category	Scale
1	Strongly Agree	4
2	Agree	3
3	Disagree	2
4	Strongly Disagree	1

Likert scale on the author, Neutral answers on the Likert scale used are not there because if there are many respondents who fill in the answers on the neutral

Using a five- to seven-point scoring system, respondents can indicate how much they agree or disagree with each topic. The Likert scale consists of several statements that express the respondents' perspectives on the research topic (Hardani, 2020).

option, the results can be invalid. In obtaining Questionnaire data on the question side, of course there are Operational Indicators.

Operational Indicator is the process of giving precise meaning to a variable by describing the actions or processes required to measure, classify, or work with the variable. This explanation helps readers of research reports understand the procedures required to obtain answers to research questions or validate hypotheses. (Sutama, 2016).

Operational Indicators

The influence of the Prambors Radio broadcast program Night shift (x1)
• Music / Song Selection
• Broadcast duration
• Program Content
• Spot or Jingles

Broadcaster Communication Style (x2)
• Clarity of Source of Information Provided by Broadcaster.
• Agility in Processing and Choosing Words
• Nice to Listen and Easy to Digest.
• Using Conversational or Informal Language Commonly Used in Everyday Conversations.

• Use simple and short words and sentences so they are easy to understand.
• Avoiding Unnecessary Details.
• Able to Develop Listener's Imagination.
• Storytelling Using Indirect Speech.

Listener loyalty (y1)
• Repurchase.
• Purchases between product or service lines.
• Reference.
• Retention.

After determining the indicators and obtaining data from distributing questionnaires, researchers need to analyze

the data, namely by means of Validity Testing. The degree of conformity between the data reported by the researcher and the

data collected from the research object is called validity. Thus, data that shows consistency between the data reported by the researcher and the data that actually occurs in the research object is considered valid data (Hardani, 2020). Data can be said to be valid if the calculated r is greater than the r table. After that, a reliability test is carried out. While the data is examined in qualitative research, reliability functions as a research tool in quantitative research. As a result, Susan Stainback (2008) The statistical prerequisite for multiple linear regression analysis based on ordinary less squares (OLS) is the classical assumption test. Normality, multicollinearity, and heteroscedasticity tests are some of the traditional assumption tests used in this study. Data normality tests are needed in parametric statistical analysis, according to Sugiyono (2018), to ensure that each variable studied has a normal distribution. The Kolmogorov-Smirnov statistical test is used to determine whether the distribution is normal or not. If there is a significance value of more than 0.05, the residual distribution is considered normal. (Ghozali, 2011). Finding out whether there is a relationship between independent variables in a regression model is the In multiple linear regression analysis, linear regression is used to test the influence and relationship between more than two independent variables. (Suharyadi and Purwanto, 2008). The following is an explanation of the multiple linear regression model:

$$Y = \alpha + \beta_1 X_1 + \beta_2 X_2$$

Information :
Y   = Listener Loyalty
α = Constant
β_1 = Coefficient for the influence of broadcast programs and broadcast style of Prambors radio
β_2 = Coefficient for listener loyalty power
X_1 = influence of broadcast program

emphasized that although qualitative research emphasizes validity more, quantitative research emphasizes reliability more. While the data is examined in qualitative research, reliability functions as a research tool in quantitative research. As a result, Susan Stainback (2008) emphasized that although qualitative research emphasizes validity more, quantitative research emphasizes reliability more.

purpose of the multicollinearity test (Ghozali, 2016). This is done to ensure that there are no correlation problems between independent variables in the regression model (Ghozali, 2016). The heteroscedasticity test is an instrument used to evaluate the regression model. realize the imbalance of variation between residual perception and further observation. It is called homoscedasticity if the residual difference between perceptions is the same, and it is called heteroscedasticity if it is different. A good relapse model has homoscedasticity or does not have heteroscedasticity problems. The word "test" is used by Ghozali (2013).

X_2 = Broadcaster's communication style

The truth of temporary assumptions can be determined through hypothesis testing. Speculation is basically characterized as a non-permanent response to the definition of an exploration problem (Sugiyono, 2018). To find out whether the independent and dependent variables simultaneously affect the dependent variable, the Simultaneous Significant F Test is used.

$$F\text{Hitung} \frac{R^2\,(K-1)}{(1-R^2)/(n-K)}$$

Information :
F = Fischer probability distribution approach
R = Multiple correlation coefficient
K = Number of variables
N = Number of samples

To find out whether the independent variable has an influence on the dependent variable or not, a partial significance test is used. To determine the t-value, the method is:
a/2 ; nk-1
information :

RESULTS AND DISCUSSION
Validity Test
The results of data processing regarding the Validity test, through the statement of Variable X1 (broadcast program), X2 (Broadcaster Communication Style), and Y1 (Listener Loyalty) in the results of the data processing are stated as Valid Because the value of Rcount > Rtable. Rtable in this study is 0.3610.

Reliability Test
- The results of data processing from the Reliability test show that the results of the Cronbach's Alpha value calculation obtained a value of 0.756, which means that the 4 questions used in variable X1, namely the Influence of the Night Shift Broadcast Program, are reliable.
- The results of data processing from the Reliability test show that the results of the Cronbach's Alpha value calculation obtained a value of 0.889, which means that the 8 questions used in the X2 variable, Broadcaster Communication Style, are Reliable.
- The results of data processing from the Reliability test show that the results of the Cronbach's Alpha value calculation obtained a value of 0.916, which means that the 4 questions used in the Y1 Listener Loyalty variable are reliable.

Normality Test
To detect whether the distribution is normal or not, a Kolmogorov-smirnov test is performed.

a = alpha (significant level) 10% (0.1)
n = number of samples
k = number of variables x

The extent to which the dependent variable can be explained by the overall regression equation is indicated by the coefficient of determination. The following formula is used to determine the magnitude of the coefficient of determination:

$$R^2 = \frac{n\{a.\Sigma y + b1.\Sigma yx1 + b2.\Sigma yx2 + b3.\Sigma yx3\} - \{\Sigma y\}2}{n.\Sigma yz - \{\Sigma y\}2}$$

The residual is normally distributed if it has a significant value >0.05. This can be seen from the Asymp sig (2-tailed) value in the data of 0.85 which exceeds >0.05. So it can be concluded that the research data is normally distributed.

Multicollinearity Test
To detect whether the distribution is normal or not, a Kolmogorov-smirnov test is performed. The residual is normally distributed if it has a significant value >0.05. This can be seen from the Asymp sig (2-tailed) value in the data of 0.85 which exceeds >0.05. So it can be concluded that the research data is normally distributed.

Heteroscedasticity test
From the scatterplot displayed, it can be seen that the data points are evenly distributed around the zero line, without a tendency to gather above or below it only. There is no wavy, widening, or narrowing pattern formed by the distribution of the data. This indicates that there is no heteroscedasticity problem, so that the regression model used can be considered good and ideal.

Multiple Linear Regression Analysis Test
Y=1.901+0.589+0.155
- From the equation above, it can be concluded that: The constant value (a) is 1.901, which means that the consistent

value of the listener loyalty variable is 1.901.

- The regression coefficient value of the Prambors Night Shift radio broadcast program is 0.589, meaning that for every one-unit increase, listener loyalty increases by 0.589, assuming that the other variables remain constant.

- The value of the broadcaster's communication style coefficient is 0.155, meaning that for every one-unit increase, listener loyalty increases by 0.155, assuming that other variables remain constant.

T-Test (Partial)

- Prambors Night Shift radio broadcast program has a significant effect on listener loyalty. The t-value is 13.820 > 1.966 and the significant value is 0.000 < 0.05. It can be concluded that H0 is rejected and Ha is accepted, meaning that the Prambors Night Shift radio broadcast program has a significant effect on listener loyalty.
- The broadcaster's communication style has a significant effect on listener loyalty. The t-value is 7.195 and the significant value is 0.000 <0.05. It can be concluded that H0 is rejected and Ha

This study uses the Uses and Gratifications Theory to examine the influence of the "Night Shift" program and the broadcaster's communication style on the loyalty of Prambors radio listeners. This theory explains that audiences actively choose media to fulfill their personal needs and desires, with full freedom to choose the media they want to consume.

Prambors radio listeners who choose the "Night Shift" program play an active role in choosing the program. By listening to this program, researchers can collect data on the influence of the "Night Shift" program and the broadcaster's

is accepted, meaning that the broadcaster's communication style has an effect on listener loyalty.

F Test (Simultaneous)

obtained f count of 216.399 with a significant value of 0.000 <0.05. So it can be concluded that H0 is rejected and Ha is accepted which means that the variables of the Prambors Night Shift radio broadcast program and the announcer's communication style have a significant effect simultaneously on listener loyalty. This means that the existence of the Prambors Night Shift radio broadcast program and the announcer's communication style are in accordance with the expectations of the listeners.

Coefficient of Determination Test (R-Square)

obtained an R-Square value of 0.522 or 52.2%. This result shows that all independent variables, namely the Prambors Night Shift radio broadcast program and the announcer's communication style, are able to influence the dependent variable, namely listener loyalty, by 52.2%, while the remaining 47.8% (100% - 52.2% = 47.8%) is influenced by other variables not explained in this study. Other variables can be associated with this study for further research.

communication style on Prambors listener loyalty.

From the data obtained, it shows that the "Night Shift" program and the broadcaster's communication style have a significant effect on Prambors listener loyalty. Thus, listener loyalty is influenced by both factors.

The data shows that simultaneously, the "Night Shift" program and the broadcaster's communication style have an effect on Prambors listener loyalty, with the "Night Shift" program having a greater effect than the broadcaster's communication style.

Based on the data, variables X1 ("Night Shift" Program) and X2

(Broadcaster Communication Style) have an effect on Y1 (Prambors Listener Loyalty). Interesting programs and effective broadcaster communication styles increase interaction and attract more listeners, which ultimately affects loyalty. In the Uses and Gratifications Theory, the audience actively chooses media according to their needs and interests. Broadcasters' programs and communication styles make listeners interested, so they remain loyal to Prambors radio.

Previous research entitled "The Influence of Night Shift Broadcast Program and Broadcaster's Communication Style on Listener Loyalty of Prambors Radio" refers to two previous studies. First, the research of Devi Magdalena Romauli and Anindita Lintangdesi Afriani shows that the DGITM program on Prambors Radio influences listener interest. Second, the research on Sinar Mega Swara FM Radio concluded that the broadcaster's language style influences radio ratings.

The difference in this study is in the variables, namely the influence of the Night Shift broadcast program and the Broadcaster's communication style on listener loyalty and using the uses and gratification theory.
.

CONCLUSION AND SUGGESTIONS

Based on the results of research and discussion that have been conducted in the previous chapter regarding the Influence of Night Shift Broadcast Programs and Broadcaster Communication Styles on Prambors Radio Listener Loyalty, the author concludes:

1. There is an influence of the Night Shift broadcast program on Prambors Radio Listener Loyalty. There is a strong value, namelyListeners enjoy the choice of music or songs played during the Night Shift program on Radio Prambors, which has an impact on the loyalty of Prambors Radio listeners.

2. There is an influence of the broadcaster's communication style on the loyalty of Prambors radio listeners. In the assessment there is a strong value, namely the Broadcaster has been effective in presenting content without confusing me with irrelevant details so that it has an impact on the loyalty of Prambors radio listeners.

3. There isThe Influence of Night Shift Broadcast Programs and Broadcaster Communication Styles on Prambors Radio Listener Loyalty,

SUGGESTION

Based on the results of the discussion and conclusions that have been drawn regarding the research "The Influence of Night Shift Broadcast Programs and Broadcaster Communication Styles on Prambors Radio Listener Loyalty", the Author provides the following suggestions:

Academic Advice

Academic suggestions For further researchers, it is suggested to choose other variables to conduct this research and of course deepen the variables. And also suggest to conduct this research in methods other than quantitative, namely qualitative and also SNA.

Practical Advice

From the data obtained from the questionnaire regarding the influence of the Night Shift broadcast program, it is quite good and must be maintained because the results obtained are quite good, namely regarding the choice of music or songs that are in accordance with the interests of the listeners. Then from the broadcaster's communication stylethe ability of the announcer to process words well in conveying messages, the solutions that the author provides,Hold regular training for broadcasters to hone their speaking skills, including storytelling techniques, improvisation, and word processing.

BIBLIOGRAPHY

Book :

Ghozali .2011. Multivariate Analysis Application With SPSS Program. 5th Edition. Semarang: Diponegoro University Publisher.

Ghozali, I. (2016) Multivariate Analysis Application with IBM SPSS 23 Program. 8th Edition. Semarang: Diponegoro University Publishing Agency.

Ghozali, Imam. (2013). Multivariate Analysis Application with IBM SPSS 21 Update PLS Regression Program. 7th Edition. Semarang: Diponegoro University Publishing Agency.

Hardani, S.Pd., M.Si, 2020. Qualitative & Quantitative Research Methods. Yogyakarta: CV. Pustaka Ilmu Group Yogyakarta.

Mochammad Ronaldy Aji Saputra, et al. 2023. Scientific Methods and Research: Quantitative, Qualitative, and Literature (Research Madrasah Teaching Materials). Sidoarjo: Nizamia Learning Center

Onong Uchjana Effendy, 2019. Communication Science Theory and Practice. Bandung: PT Rosda Karya-Bandung

Sugiyon, 2013. Quantitative, Qualitative and R & D Research Methods. Bandung: Alfabeta Bandung, Cv.

Sugiyono. 2018. Quantitative Research Methods. Bandung: Alfabeta

Suharyadi., and Purwanto. 2008. Statistics for Modern Economics and Finance. Edition 2 Book 1. Jakarta: Salemba Empat

Sutama (2016). Quantitative, Qualitative, CAR, and R&D Education Research Methods. Surakarta: Fairus Media.

Thesis :

Akral Wiguna, 2019. The Influence of Radio Listener Satisfaction on Listener Loyalty of Pratama Radio 88.8 Fm Bangkinang. Riau: Communication Study Program, Faculty of Da'wah and Communication, Sultan Syarif Kasim State Islamic University, Riau.

Muh. Resky Adiansyah, 2021. The Influence of Radio Madama Broadcaster Credibility on Instagram Story @Madamaradio on Listener Loyalty (Study on Radio Madama Makassar Followers), Makassar: Department of Communication Science, Faculty of Social and Political Sciences, Hasanuddin University.

Siti Soleha, 2023. The Influence of Radio Pro 2 Rri Bandar Lampung Broadcaster's Communication Style on Listening Interest in the Closing Day Story Program. Lampung: Faculty of Social and Political Sciences, University of Lampung Bandar Lampung

Journal:

Agung Sehpudin, Achmad Fachrodji, 2020. Determinant Factor Of Listener Loyalty To Pop Fm Jakarta. Dinasti International Journal of Digital Business Management. Jakarta: Mercu Buana University, Jakarta, Indonesia.

Alexander Janeuro K Dr. Imam Nuraryo, S.Sos., MA 2021. Content Analysis of the Good Morning Jakarta Broadcast Program on Radio Muara Jakarta. Institute of Business and Informatics. Kwik Kian Gie Jakarta : Kwik Kian Gie, Jakarta, Indonesia

Aptan Sependi, Dwi Rini Sovia Firdaus, Intan Tri Kusumaningtias, 2020. The Influence of Broadcaster's Language Style on Radio Rating Sinar Mega Swara Fm (Sms) (Case of Kp Cigadog Community, Tenjolaya Village, Cicurug District, Sukabumi Regency). Journal of Social Research and Communication Science. Bogor: Pakuan University

Azis Fuadhi, 2018. The Influence of Sunset Trip Program on Prambors Radio on Interest in Listening to the Program (Survey of Students of Budi Luhur University, Faculty of Communication Sciences, Class of 2015). Online Student Journal. Jakarta: Faculty of Communication Sciences, Budi Luhur University

Devi Magdalena Romauli, Anindita Lintangdesi Afriani, 2022. The Influence of the DGITM Program on Radio Prambors on Listener Interest. Journalism Proceedings. Jakarta: Communication Science Study Program, Faculty of Communication Science, STIKOM InterStudi Jakarta,

Dias Arliadini*, Nova Yuliati, 2022. The Relationship between Broadcast Program Quality and Cognitive Aspects of Radio Listeners. Bandung Conference Series: Public Relations. Bandung: Public Relations Study Program, Faculty of Communication Sciences, Bandung Islamic University, Indonesia.

Erwin A Sultan, A. Nur Insan, Abdul Samad, 2023. The Influence of Broadcaster Quality and Broadcast Programs on Company Image, Satisfaction and Loyalty of Radio Listeners in Makassar City. Journals Of Social, Science, And Engineeringin. Journals of Social, Science, and Engineering. Makasar: JSSE (Journals of Social, Science, and Engineering)
Email:Jsse@Unifa.Ac.Id.Website:Http://Journal.Unifa.Ac.Id/Index.Php/Jsse.

Rosalia, N. 2012. Important Factors of Radio Station Attractiveness for Radio Listeners in Semarang City. Interkasi Journal. Semarang: Diponegoro University, Semarang Indonesia.

Wicaksono Tri Kurniawan, Henny Sri M)ulyani, and Muhammad Zen Al-Faqih, 2022. Audience Satisfaction in Listening to News Inserts from The Highlights Radio Prambors Jakarta. Journalism Studies. Bandung: Faculty of Communication Sciences, Padjadjaran University.