THE IMAGE MAKING OF SAS FM RADIO

FINAL PROJECT REPORT

Submitted as a Partial Requirement in Obtaining Degree in the English Diploma Program, Faculty of Letters and Fine Arts, Sebelas Maret University

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A wise man turns chance into good fortune.

Thomas Fuller
DEDICATION

I would like to dedicate this final project report to my beloved parents, Kiki Magistra and myself.
PREFACE

I would like to be thankful to Allah for giving me ability and opportunity in composing this final project report. I also gave my greatest thank to everyone who always helped and supported me.

In this final project report, I conducted a broadcast research in SAS FM radio. I discussed the image making of SAS FM and also how the publics perceived to the SAS FM radio’s on-air program.

There might be some mistakes in composing this final project report. Any critics and suggestions were expected for the further improvement. Hopefully, this final project report would be fruitful for the readers, in particular for people who were interested in radio broadcasting.

The Writer

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ACKNOWLEDGEMENT

*Alhamdulillahi robbil’alamin.* All praise for Allah SWT the Almighty. I would like to say my deepest thanks to:

1. The Dean of the Faculty of Letters and Fine Arts, Sebelas Maret University, Drs. Riyadi Santosa, M.Ed. I thank to your wisdom.
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4. My Supervisor, Dra. Diah Kristina, M.A., Ph.D., I thank for your motivation and guidance in finishing this final project report. I do apologize if I’m mistaken.
5. All Lecturers of English Diploma Program, I thank for the valuable knowledge.
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8. The SAS FM Radio’ announcers, Dewa, Esa, David, Juang, Alinda, Naomi, Ayu, thanks for your cooperation guys.
9. My beloved parents, I thank you for your encouragement. I am proud of you all.

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   Thanks for your support.

11. My special regard is for Kiki, thanks for every single thing that me strong 
   until this moment.

12. Thanks to Kos Community, KeepLee, Ari, Aji, Wawa, Shella, Madhe for the 
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13. Thanks to No Talent members, Tyas, Ochez, Pay, Gereh who always be my 
   partners in this band.

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15. Thanks to parking crew Pak Dar, Mas Budi, Mas Sigit, Mas Gatot, Mas Sar, 
   for the motivation and suggestion.

16. Thanks for the “Bala Santa”, Oka Santana lovers.

17. For all people who I can not mention in this report, thank you.

   Finally, I realized that this final project report still has so many mistakes, I 
   do apologize for those.
ABSTRACT


The research of image making of SAS FM radio aimed to know the way SAS FM radio created its good image through the on-air program and people’s perception through the radio’s program.

The writer used descriptive qualitative method in conducting this research. The data were obtained from interviewing the internal and external parties of SAS FM radio and observing the condition in SAS FM radio.

There were some strategies done in order to create a good image of SAS FM radio: SAS FM used tag line 104, 3 FM, TREND MUSIK TERKINI as the trendsetter of teenagers’ radio in Solo, provided the up-to-date information, and also minimized the announcers talking duration to avoid the listeners’ boredom. With regard to those strategies, the listeners stated that SAS FM radio was a cozy teenagers’ radio with fresh information and full of music in its program. Moreover, people loved SAS FM radio because it was different from its competitors.

The research of image making of SAS FM radio was successfully accomplished. There might be some mistakes in this research. Hence, the writer needed some suggestions from all parties who take a role on it. Ideally, this research could be a reference for the coming new research.
# TABLE OF CONTENTS

<table>
<thead>
<tr>
<th>Section</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>TITLE</td>
<td>i</td>
</tr>
<tr>
<td>APPROVAL OF CONSULTANT</td>
<td>ii</td>
</tr>
<tr>
<td>APPROVAL OF THE BOARD OF EXAMINERS</td>
<td>iii</td>
</tr>
<tr>
<td>MOTTO</td>
<td>iv</td>
</tr>
<tr>
<td>DEDICATION</td>
<td>v</td>
</tr>
<tr>
<td>PREFACE</td>
<td>vi</td>
</tr>
<tr>
<td>ACKNOWLEDGMENT</td>
<td>vii</td>
</tr>
<tr>
<td>ABSTRACT</td>
<td>ix</td>
</tr>
<tr>
<td>TABLE OF CONTENTS</td>
<td>x</td>
</tr>
<tr>
<td>CHAPTER I: INTRODUCTION</td>
<td></td>
</tr>
<tr>
<td>A. Background</td>
<td>1</td>
</tr>
<tr>
<td>B. Problem Statement</td>
<td>3</td>
</tr>
<tr>
<td>C. Objectives</td>
<td>3</td>
</tr>
<tr>
<td>D. Significan of the Study</td>
<td>3</td>
</tr>
<tr>
<td>CHAPTER II: LITERATURE REVIEW</td>
<td></td>
</tr>
<tr>
<td>A. Image Building</td>
<td>5</td>
</tr>
<tr>
<td>B. Radio</td>
<td>8</td>
</tr>
<tr>
<td>C. Radio Program</td>
<td>9</td>
</tr>
<tr>
<td>CHAPTER III: METHODOLOGY</td>
<td></td>
</tr>
<tr>
<td>A. Type of Research</td>
<td>11</td>
</tr>
<tr>
<td>B. Techniques of Collecting Data</td>
<td>12</td>
</tr>
</tbody>
</table>
C. Type of Data ................................................................. 13
D. Source of Data .............................................................. 13
E. Data Validation ............................................................ 16
F. Techniques of Analyzing Data ........................................ 16

CHAPTER IV: DATA ANALYSIS

1. The way SAS FM creates its good image through the on-air program…. 19
2. People’s perception of the on-air program in SAS FM ............... 22

CHAPTER V: CONCLUSION AND SUGGESTION

a. Conclusion ................................................................. 26
b. Suggestion ............................................................... 27

BIBLIOGRAPHY

APPENDICES
CHAPTER V
CONCLUSION AND SUGGESTION

A. Conclusion

Based on the discussion in the previous chapter, the conclusion can be drawn as follows:

1. There are some strategies done in order to create a good image of SAS FM radio:
   a. SAS FM fulfills the listeners’ needs by creating many interesting programs. Recently, the most favorable program is request and play song.
   b. SAS FM radio uses tag line 104, 3 FM, TREND MUSIK TERKINI that provides something update and fresh including information and also entertainment for all listeners, especially teenagers as the main target audience.
   c. In order to be different from its competitor, SAS FM radio minimizes the announcers talking duration to avoid boredom.

2. People’s perception on the on air program in SAS FM
   a. SAS FM radio is a teenagers’ radio with up-to-date information and music so that it can function as the trendsetter radio among the teens.

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b. SAS FM radio is better than its competitor because it looks simpler and cozy with short duration of announcers talking but full of music in its program.

B. Suggestion

Based on the conclusions mentioned above, the researcher would like to give some suggestions to improve the programs in SAS FM radio.

a. It would be better if SAS FM radio adds more various programs such as information and educational program for the listeners, so that they can vary the programs entertainments.

b. SAS FM radio is supposed to enrich the genre of music/ song to minimize the listeners’ boredom. Ideally, SAS FM radio is not only playing pop music but also trying to play another genre of music like rock, reggae, and hip hop music as a new sensation of a program.
CHAPTER II

LITERATURE REVIEW

A. Image Building

In the industrial development of this modern era, a company cooperates with public relations in establishing the communication with the internal and external publics.

According to John E. Martson (1979: 15) in his book entitled Modern Public Relations, Public Relations is a planned and persuasive communication designed to influence significant publics. It means that all public relations activities aim to establish the image of a company. This image is necessary to create the positive assessment. The image itself is one of the most important assets of a company (corporate image). In the formation of the corporate image, companies must have credibility in the eyes of their public.

Diah Kristina (2010: 30) categorizes image into the followings:

a. Mirror image

This image is created internally in the company. This image is less accurate because it takes a view from people inside a company without considering public perceptions.

b. Current image

This image is created in the external context of a company.
A company should guide the publics by using the right context information to create a good current image through its products and services.

c. Wish image

Every company wishes that they have certain image to be achieved. However, sometimes the wish image is not appropriate with the image created in the public.

d. Corporate image

This image is created based on a company achievement, for instance: the history of a company, the company’s achievement, a good relationship among a company, client, and public, the quality of its products and services, social activity, and a company’s commitment.

e. Multiple image

This image consists of all images of a company including positive image and negative image.

Additionally, Smith (1996: 333) divides corporate image in terms of the four aspects of products and services:

a. Social responsibility

b. Corporate citizenship

c. Ethical behavior and community affairs

d. Environment and communications

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The discussions above suggest that formation of corporate image will result in attitude, behavior, and even public’s view. A good corporate image will create a competitive advantage for the companies for instance increasing sales, developing the new product, strengthening financial relations/operations, and supporting the recruitment programs.

The chart of image model of communication in public relations can be seen below:

(Adopted from Soemirat and Ardianto, 2007)

The upper and bottom chart show that the activity of public relations in a company can be compared to the communication of society. Corporate is like a source that will be transferred by the division of public relations through conducting many activities in order to create corporat in publics of public relations afterwards. Consequently, a radio also needs public relations in arranging particular strategies to create its image. It is done step by step to build the expected image successfully.

B. Radio

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As stated in the Encyclopedia of American International (2011), “Radio is a means of communication that lies on the use of electromagnetic waves propagates through space of speed light. The electronic waves used for radio communications are similar to light and heat waves, but generally much low in frequency.” It means that radio is a thing which is completed by electromagnetic waves and usually used for conveying message from one to another.

Moeryanto Ginting Munthe (1996: 5) also adds that “Radio is a mass communication tool used by the character.” In other word, radio as a means of mass communication has a function as a media of entertainment, information, and education. Radio has great power to make people always like listening to it and do not abandon it although other mass media have appeared in various ways. This fact is caused by some factors:

1. Radio is the direct i.e. up-to-date information on the spot.
2. Radio can be heard at a long distance.
3. Content of the radio are music, the announcer’s voice, and sound effects.

In addition, these factors make the radio stronger than another mass media. The radio can be enjoyed through the voice, then it provokes the imagination of the audience who listen to it. After listening to the radio, the listeners will indirectly imagine the situation presented in the radio.
Therefore, radio is psychologically closer to its audience than other forms of electronic media.

Radio broadcasting is quickly developing and some new stations appearing everywhere. According to broadcasting act no. 32/2002, the forms of radio in Indonesia are as follows:

1. Public broadcast radio (RRI)
2. Commercial broadcast radio
3. Community radio

The above categories of radio can make people easy to know the radio forms and make them understand more about the difference of one radio to another.

C. Radio Program

The success of a radio is measured in terms of its number of committed listeners. In broadcast program, there are some terms that support the success of a radio namely a show/package contains the spoken and written words, static and moving pictures, songs and music, and even sound effects and light aim to convey meaning through electronic media to the public.

In his book entitled Broadcasting Radio, Ius. Y. Triartanto (2010:30) states that “Radio program is the regularity time of songs rotation and segment of the show in a radio broadcast.”
Radio program consists of time or duration, song and many items that determine the quality of radio broadcast. The aim of radio program is to deliver message to the publics.

Supporting of the above statement, Jack Trout and Al Ries (2002: 12) add that “Positioning is the placement of image products/service in the minds of consumers, in this case is the radio stations.”

The above quotations suggest that predetermining position to the targeted audience and format of the station determines the planning of the radio program.

In radio development, the radio format becomes one part of the identity of the radio station and has a presence and a typical listener. The format of radio station is used to establish identity of the radio station so that it will support to get the audience as many as possible. For a commercial radio, it is important to attract advertisers who are interested in the radio segment in order to participate in the radio operating cost.
CHAPTER III

METHODOLOGY

I. Type of Research

The writer uses descriptive qualitative in conducting this research. According to Matthew B. Miles and A. Michael Huberman (1992: 21), qualitative research is not composing data in words but writing it in arranged words and also sentences. This research can be done by some ways for example observing, interviewing, recording, and making an abstract of document. Thus, the data will be processed step by step from making a note, typing, editing, or re-writing processes.

In relation with the statement above, Kristina, et al (2010) state that “Descriptive research has the purpose to describe the individual characteristic, situation or a certain group. This research can also be used to predict the society’s attitude, opinion, perspective, perception or certain behavior.”

The writer collects data by distributing questionnaires and conducting observation. The data collected are analyzed and reported to support the research of image making of SAS FM Radio.
II. Techniques of Collecting Data

a. Questionnaire

As stated by Sanapiah Faisal (1981: 17), "Questionnaire is a technique for collecting data by using the list of questions arranged and distributed to obtain information from the people or so called respondent."

The writer composes a questionnaire sheet consisting of ten questions related to many programs in SAS FM radio. The data were collected from the people who always listen to the radio. Twenty-five sheets of questionnaires were distributed and filled in by the respondents. They were asked to fill in the questionnaire up by crossing the preferred option in their own sheet.

b. Interview

Keith Windschuttle and Elizabeth Windschuttle in Kristina et al (2010: 45) define interview as "a technique of collecting data in which the researcher asks some questions to an informant in a certain time."

The interview was conducted by asking two people who work in SAS FM radio some questions related to the image making of SAS FM.

c. Observation

During the job training activity, the writer has done observation in SAS FM radio for about one month. The writer observed the radio
condition and also the listeners whether they were interested in the SAS FM' program or not.

d. Library Study

The writer also collects relevant data from the library and newspaper. In addition, this particular information is beneficial to report the image making of SAS FM radio.

III. Type of data

There are two kinds of data in the research, namely:

1. Primary data
   Primary data were acquired from the informants directly through in-depth interviews.

2. Secondary data
   Secondary data were acquired from the library study that may take the form of words, pictures, or graphics from books.

IV. Source of data

The data were acquired by distributing questionnaires to the respondents and conducting interviews with two groups of informants; internal informants and external informants. The informants who participated in the interview were presented in the table as follows:

1. Internal informants  

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At the interviews, the internal informants gave the primary data of this research. The data were then transcribed. Their information became the primary data because the informants have sufficient knowledge about the condition of SAS FM radio. In the making image of SAS FM radio, the General Manager and Public Relations division worked together to realize the expected image for the radio.

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<td>David</td>
<td>Male</td>
<td>30</td>
<td>General Manager</td>
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</tr>
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2. External Informants

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The external informants were selected by the researcher based on their frequency of listening to the radio programs. Their statements will be the main data for this research and to be the evidence whether the Public Relations division is successful or not in image making of SAS FM radio.

b. Table 3.2

The external informants who filled in the questionnaires are shown at the table as follows:

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V. Data Validation

In this research, the trial of data validation was done by using the triangulation technique. To validate the data, the triangulation of the data validation was done by using different sources of data. The data triangulation was acquired by the use of questionnaires and result of interviews. They were processed by croscheck of the two kinds of data. Both data were drawn from the internal and external informants.

VI. Techniques of Analyzing Data

In doing the data analysis, there are three stages employed: data reduction, data presentation, and data verification. Those three stages will be elaborated as follows:

a. Data reduction

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Data reduction is a stage in which the researcher selects and focuses on the data being researched. It can help the writer in creating simplification of the acquired data.

b. Data presentation

Data presentation bridges the information and data from the respondents. It guides the researcher on the situation happen in the field and what will he does after knowing that situation.

c. Data verification

In this stage, the researcher starts to collect data by considering some research notes for instance policies, patterns, quote, stable configurations, and propositions. Thus, the researcher will compose the data which is verified during the research.
CHAPTER IV

DATA ANALYSIS

A radio station fulfills the listeners’ need through its radio programs. Radio programs arrangement must be appropriate with the specified target audience.

In order to fulfill the listeners’ need, SAS FM radio creates many interesting programs. The program, especially the on-air program functions as a tool to measure how deep it influences the image making of SAS FM radio.

SAS FM radio, a teenagers’ radio station has a goal to build image as the best teen’s radio in Solo and surrounding era. In order to achieve the goal, SAS FM radio has some strategies through on-air and off-air programs. In this research, the researcher focused on the image building through on-air program and observed directly the listeners’ perception through on-air programs of SAS FM radio.

Recently, the most dominant program in SAS FM is request and play song along day. There is no other program/sub segment program in SAS FM radio except request and play. It means that SAS FM is searching for many new listeners. From this program, listeners can request songs and send their best regard for their special people by using telephone, short text message, and social networking (SAS FM radio fans page). The target audiences of SAS FM radio are citizens of Solo and surrounding area, especially teenagers.
The data were obtained from interviews with twenty five persons who represent the internal and external informants. The result of the interviews show the way SAS FM create its good image through the on-air program and people perception through the on-air program.

1. The way SAS FM creates its good image through the on air program

In order to know how SAS FM creates its good image through the on-air program, the researcher had interviewed the head of Public Relations division and the general manager of SAS FM radio. Their statements were elaborated as follows:

The Public Relations division in SAS FM has a big role in image building of its radio. The Public Relations division creates good image through the on-air program by using tag line TREND MUSIK TERKINI. It means that SAS FM radio provides something update and fresh including information and entertainment for all listeners, especially teenagers as the main target audience. SAS FM radio provides short text message, telephone, and social networking (SAS FM fans page) to create a good interaction with the listeners.

Most of SAS FM radio’s listeners are teenagers (14-20 years old). Since teenagers like an amusing thing, SAS FM radio provides popular songs and short news to support their progression in this globalization era. The important information of Solo and
surrounding areas is presented in short news. The other educational program is news relay from VOA Washington DC. It contains international news and hot issues around the world. However news from the VOA, is served in Indonesian language. By listening to the radio, the listeners can also obtain a fruitful thing.

For expressing tool, SAS FM radio provides a special media. This media is a kind of social networking (fans page) for listeners who want to share their opinion, criticism, or suggestion. SAS FM fans page is entitled “SASFM” that invites the listeners as the radio member. Sometimes, it is used as a media that shows their attendance in each time SAS FM is on-air. “SASFM” fans page has been liked by sixty thousand members. SAS FM fans page is used as media of expression for the listeners. Guided by the announcers, they easily give comment in various themes provided. The theme is changed every hour so that the listeners can give contribution in sharing ideas. Sometimes, SAS FM radio creates an on-air competition of the listeners in order to braid the closer relationship between SAS FM and its listeners. It is a kind of photo competition online with a certain theme, for example: Valentine photo competition, Kartini photo competition, etc. Hence, a listener who wants to participate in this competition can upload his photo via “SASFM” fans page.

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In conclusion, SAS FM creates its good image through making the on air program which entertains all age listeners, especially the teenagers. The most dominant thing in on-air program is that SAS FM always plays songs and minimizes the announcers talking in order to make the listeners not get bored. The pattern is 3:1, three songs and once announcers’ talk that is applied all day long.

It is clear that SAS FM has a certain target audience and some ways to achieve its target.

The function of Public Relations in SAS FM radio are shown as follows:

a. To build image of radio

The Public Relations division has to plan some good strategies in order to build image of the radio. By using some strategies which have been applied, SAS FM positions itself as teenager radio and becomes a trendsetter among them. SAS FM radio creates image as a simple radio because the duration of the announcers talk is bordered for about thirty until one hundred and eighty seconds/ time talking. SAS FM radio wants to make its listeners assume that SAS FM is different from another radio station and it always provides the best service for all fans.

b. To keep the relationship between internal and external party

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By understanding the aspirations from both, the internal and external informants, the researcher is able to identify the positioning of SAS FM Radio program in the eyes of external public. Besides, the informants also provide inputs on whether or not the image created by the management/ internal informants is perceived the way the management wants it to be.

2. People’s perception of the on-air program in SAS FM

After interviewing twenty five informants, it can be presented that almost all of the informants like and choose SAS FM radio as a favorite radio station in Solo. This statement is supported by Informant 5 (Inf 5) who stated:

I always listen to SAS FM radio since five years ago. I love the new songs and I also request songs by using text message. The announcers have short time for talking on-air because the songs dominate the program. This is one thing that creates difference from other radio stations I ever heard.

The other informants expressed almost the same opinion about this case: Inf 2

Sometimes I listen to SAS FM radio. It accompanies me when I finish my homework in the night. Most of the songs are good and easy to listen. I use social networking (fans page) for commit to user.
sending my warm regard for all of my friends in the senior high school.

Inf 12

I listen to SAS FM radio for about six years. My family and I always listen to SAS FM in our spare time. While working, I also listen to this 104.3 FM. I am proud to be a listener of SAS FM because it is the radio trendsetter in solo and all teenagers’ favorite radio station.

Inf 15

I listen to SAS FM radio for four years. However, I listen to some other radio stations, I like SAS FM radio most. I always listen to SAS FM in my car while I am on the way. I am proud of this radio and I spend my time to participate in the off-air program as well.

Meanwhile, there are some complaints over SAS FM radio program. The dominant program along the day is request and play, thus there is no special sub
segment of program in an hour. Sometimes it drives people bored listening to SAS FM along the day. The statement can be shown below:

Inf 7

Everyday and every hour, I listen to SAS FM radio. Listening to this radio is like a habit for me. But, sometimes I feel bored because the program is monotonous. SAS FM radio just provides request along the day. It would be better if other programs are presented in order to create a new atmosphere for the listeners.

Inf 10

My classmate and I always listen to SAS FM radio in our break time and also in our spare time. We like to poke our friends by using SAS FM fans page and short text message. I hope SAS FM provides more various programs for instance: tips and trick, rock program, sharing corner, etc. There is no sub segment in SAS FM radio. Sometimes I feel bored to listen to the same song for many times.

The unusual arrangement of on-air program in SAS FM radio makes people like to listen to this radio. SAS FM radio intends to serve many update pop songs including eastern and western songs. People always listen to SAS FM to accompany their daily activities at home, office, school, university, and also public places.

*commit to user*
On the other hand, it is obvious that sometimes the listeners get bored of a certain radio program. People want to get something new and interesting in order to tackle their boredom. Thus, the Public Relations division has to make a good arrangement and reshuffle of program in a certain period to create a new atmosphere for the listeners.
CHAPTER I

INTRODUCTION

A. Background

Today, people are easy to obtain information and entertainment because of the progression of technology. They can access the newest information by using mass media. Mass media is continuously developing to fulfill people's need. The highly-used media consumed by people is electronic media. All information from electronic media is spread through broadcasting. By using television or radio broadcasting, people get the up-to-date information and entertainment faster. Many people still like radio because of its flexibility. When compared with other modern media, radio is the cheapest one and an easy media to access.

B. Problem Statement

Previously, radio broadcasting is used to share information from one to another but now it helps people to fulfill their entertainment needs like game, music, etc.

In this competition era, a radio station should create radio positioning in order to determine the radio image. Considering the fact, then radio station is assigned to a specific target audience. Radio is a service product. It will always fulfill the needs of its listeners. According to Ius Y. Triartanto (2010: 8) radio is a dynamic and temporary service product to follow the listeners’ development. In order to fulfill the listeners’ need, the radio station arranges its program.
A radio station fulfills the listeners’ need through its radio programs. Radio programs must be appropriate with the specified target audience. According to L. Carroll and Donald M. Davis (2010), all the activities of the radio station depends on the radio programming. Listeners’ satisfaction affects the number of radio listeners. A radio station which has a lot of listeners will certainly have a high level of prestige. This reputation is used to determine the marketing strategy of the radio. If a radio has a lot of listeners, it will attract the advertisers’ interest to publish their advertisement in a radio. Advertising becomes the radio operating costs.

In order to establish the existence, a radio station has a public relations department which has a duty of arranging the best plans for the radio progression. From the public service aspect, a radio should make the audience feel comfortable by listening to its programs. Each radio station arranges its programs based on the audience's interest. It needs a survey before making the best decision. Therefore, public relations division has a big role in radio progression.

Considering the matter, the writer is going to observe the strategy of creating image in SAS FM through their on air programs. The writer selects SAS FM as the research object because it has the biggest number of audience among radio stations in Solo region. This fact can be proven by taking a look at the short message and fans page of SAS FM. The degree of success in creating image in SAS FM is not only depending on the number of audience but also it can be observed by interviewing the audience to know their response.
C. Research Question

The research questions are formulated as follows:

1. How does SAS FM create its good image through the on-air program?
2. How do people perceive the on-air program in SAS FM?

D. Objectives

In response to the research questions, the objectives are stated below:

1. To explore the ways SAS FM creates its image by using on-air program.
2. To know the people’s perception on the on-air program conducted by SAS FM.

E. Significance of the Study

This research is believed to be beneficial for the following parties:

1. SAS FM
   a) It can be a useful reference for improving the public service of SAS FM.
   b) It can be fruitful reference for developing the public relations strategy of SAS FM.

2. The readers
   a. To enrich the readers’ knowledge about broadcasting.
   b. To know the strategy of radio’s public relations in arranging on air program to create a good image.

3. Other researchers
a. This research can provide a reference and guidance for other researchers.

b. This research can make the coming new research easier.