



The Program FISIP UMSU Bicara on UMSU M Radio to Growing Up Interest in Hearing UMSU FISIP Students

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Abstract. This research contains about the program of FISIP UMSU BICARA on UMSU M Radio and the interest in listeners of FISIP UMSU students. This study aims to find out how the students evaluate the FISIP UMSU BICARA program on UMSU M Radio to growing up interest in listening for FISIP UMSU students. This method uses qualitative research. Informants in this study are lecturers as resource persons for FISIP UMSU BICARA activities and students of the fifth Semester from Communication Science study program. The results show that Communication Science students from UMSU FISIP are enthusiastic about listening UMSU M Radio in the FISIP UMSU BICARA program because they are able to provide educational stimulus about education. Around campus for listeners and also the influence that listeners get when listening FISIP UMSU BICARA radio broadcasts can give a positive impact for the listeners.

Keywords: Radio · Student Listening Interest · FISIP UMSU BICARA

1 Introduction

The radio broadcasting industry in Indonesia is still grow up along with the development process of information and communication technology. Radio broadcasting institutions begins to innovate broadcasts in order to anticipate changes to the audience of listeners.

The level of competition for radio stations in the big cities is quite high to attract attention of the audience nowadays. Radio programs must be properly packaged in such a way to attract attention and be followed by people as much as possible.

Radio is a medium of imagination, communication, and friends so that it is more than just delivery in the field. According to its feature, radio is only an auditive mass media that does not present a series of pictures of events. Therefore, radio needs a new type of communicator who can help listeners to act and imagine and get information. The new type of communicator is announcer, which also has function as a radio spokesman to the listeners. In addition, the quality of the program is the most important factor to growing up interest in the listeners. There are several factors that are attractive in measuring radio quality, firstly, broadcast program factors such as entertainment nuanced broadcasts, broadcast material factors regarding broadcast material provided based on

age characteristics, audio environmental factors such as sound effects used to find out the background of the story, and brand activation factors, namely radio needs to have a streaming radio link so that listeners do not bring radio equipment, they can listen anytime and anywhere [1] using radio as a communication medium is done with the first is knowing and understanding the existence of radio as a mass communication medium. This understanding will present knowledge of the functions possessed by radio in the context of the information conveyed to listeners [2].

For a new radio station, it is very important to determine the broadcast format before starting broadcast activities. The process of determining format starts from determining vision and mission that want to be achieved, understanding the intended audience through scientific research to find out what are the needs and behavior of the listeners.

PT Radio Surya Damusu (UMSU M RADIO) has been active in the broadcasting world for 40 years. By a digital technology system with a fairly high-quality radio broadcast standard, UMSU M RADIO has promoted Indonesian music from 1970 until right now which falls on the 91.6 FM frequency. UMSU M RADIO has a slogan that is "Paling Ter Indonesia".

Some of the activities broadcast by this radio aim to provide knowledge to the listeners, especially on the activities of the FISIP UMSU BICARA event which is held every month to be exact in the second week.

The themes that will be discussed in this activity include about public issues, academics, social issues which are discussed for one hour with resource persons appointed by all lecturers of the Faculty of Social and Political Sciences, University of Muhammadiyah North Sumatra in turn according to the field of study of the lecturer concerned.

This event does not only provides knowledge to listeners but also requires students, especially students of the Faculty of Social and Political Sciences, from University of Muhammadiyah North Sumatra, who have free time to listen to a series of activities and make a summary of activities in the form of student assignments that are given by lecturers in each subject, in particular. in the basics of public relations, organizational communication, and mass communication. Based on the description that has been described above, the focus of this research focuses on how students evaluate the UMSU FISIP program speaking on UMSU M Radio to grow up interest in listening to the students from the Faculty of Social and Political Sciences, from University of Muhammadiyah North Sumatra.

The focus of this research is to find out how the strategy the talk show of the FISIP UMSU program on UMSU M Radio to growing up interest in listening for the FISIP UMSU students.

2 Theoretical Description

Radio is an auditive medium that can only be enjoyed with hearing aids. Radio becomes a medium for conveying ideas, and messages via electromagnetic waves, in the form of audio signals [3].

In the process of social communication, the ideal role of radio as a public medium to accommodate needs and interests of listeners as much as possible. There are three

forms of needs, namely information, education, and entertainment. If one of these needs is not fulfilled, then the radio loses its social function, loses listeners, and at the end will be sued by the community because it is not useful for them. Entertainment programs as prima donna must be reviewed frequently to synergize with information programs. The concept of infotainment show becomes the initial answer to the collaborative effort of music as an entertainment program with information related to education [4].

Radio is the most popular media in Indonesia. Radio has become a medium that helps unite Indonesian people during the Dutch and Japanese colonial times. The information that is presented on the radio is more quickly accessible at that time. The informations that are presented on the radio is shorter and denser because radio is an audio medium, the news that are presented on the radio is read by the presenters [5].

Radio get the nickname “the fifth power” after the press is considered as the fourth power. Radio is dubbed as the fifth power because of three supporting factors are as follows:

- a) Radio is direct. The direct feature of broadcast radio is that a message that will be broadcasted can be done without going through a complicated process.
- b) Broadcast radio does not recognize distance and obstacles. For radio there is a time gap, once a message is spoken by the announcer at that time it can also be accepted by the audience. For radio there is also no space distance. A message that are broadcasted from one place can be instantaneous well.
- c) Broadcast radio has attractiveness. Radio has an attractiveness due to the three elements attached to it, namely spoken words, music, and sound effects [6].

As well as with the one-way communication that used to be attached to radio where radio is now more interactive with a basic audience. McQuail mentions that radio has several advantages than television. Radio has more interactive channels so it has the potential to establish two-way communication. Furthermore, radio production costs are cheaper and can be enjoyed while doing other routine activities. The development of radio is called McQuail as the power of radio to be able to compete because it refuses to die due to the existence of television [7].

Radio has a number of functions such as transmitting messages, educating, persuading and entertaining. Like other mass communication media, radio has its own characteristics [8]. Programs carried out by various radio stations in Indonesia are aimed to growing up interest in listeners. Interest is something personal and closely related to attitude. Interests and attitudes are the basis for prejudice and interest is also important in making decisions. Interest can cause a person to actively do activities towards something that has attracted his or her interest. Interest is also closely related to drives, motives, and emotional responses. When remember about motivation, then it will be correlated with the drives, motives, and needs that move a person to carry out behavioral activities [9].

3 Research Methods

The research approach used in this research is qualitative research. Informants in this research uses purposive sampling, that are students of the fifth semester of the Communication Study Program who always follow the series of FISIP UMSU BICARA programs which are broadcast via on UMSU M Radio in every month. The data collection technique in this research uses interviews with students of the fifth semester of Communication Study program. In qualitative interviews, researchers are able to conduct face-to-face interviews with participants. This interview requires several questions that are generally open [10]. In addition, researchers also conduct research documentation and field observations to validate field data related to the FISIP UMSU Speak Program on UMSU M Radio to growing up interest in listening to FISIP UMSU students.

4 Discussion and Conclusion

Based on the results of the research that is conducted by the fifth semester students of the Communication Study Program, Faculty of Social and Political Sciences, from University of Muhammadiyah North Sumatra, as informants in this research, students are enthusiastic in listening to a series of FISIP UMSU BICARA programs broadcast on UMSU M Radio because besides from this program is managed by FISIP UMSU, it is also has educational value for the students.

Then Some of the themes discussed in this activity such as the role of the family and gender equality, political symbols and practical politics, digital communication, organizational culture, migration of millennial youth, international politics and interventions and local political interventions, the role of communication media in disaster mitigation, the importance of cooperation in sustainable development and the existence of the Faculty of Social and Political Sciences, University of Muhammadiyah North Sumatra for education in Medan.

The experience of resource persons in various disciplines of social science studies makes this activity has a positive value for the students, especially for the fifth semester students. Students must at least have an interest, the direction of interest which is the driving force of students in obtaining various information at the FISIP UMSU BICARA event. The wider the direction of the student's interest in obtaining information, then ideally the students will focus on their minds towards to the one goal of their interest (Fig. 1).

The enthusiasm of students in the communication science study program can be seen that students consistently participate in a series of activities from the beginning until the end because this activity is the first activity that is done by the Faculty of Social and Political Sciences, from university of Muhammadiyah North Sumatra in supporting work programs as a form of actualization of higher education caturdarma, namely education, research, community dedication and Al-Islam and Muhammadiyah. In addition, this program is considered positive, because this activity provides positive information and provides new knowledge for the students.

Although this activity is very short, it only lasts one hour, but the material presented in this activity is quite dense and easy to understand and this activity for students is a



Fig. 1. Activities of FISIP UMSU BICARA on Radio UMSU 91.6FM

capital for students' knowledge in actualizing student's activities both in campus and in the community.

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