

CHAPTER I

INTRODUCTION

This chapter presents general description of the study. It consist background, statement of the problems, aims of the study, scope of the study, research methodology, clarification of the terms, and organization of the paper.

1.1 Background

In the present day, the radio has become an important part of human life. Almost everybody listen to the radio whether in the office, room or even in public transportation. It is close to people; it accompanies and entertains them with its music. It has also become an information machine, which feeds people with information on politics, economics, sports, health, crimes, and gossip at anytime freely.

The existences of the radio station are inseparable from its broadcasters. The broadcasters are people who host the programs, such as song request, news, and talk shows. They play a key role to communicate and send the information to listeners. As Romli (2004) stated in his book, *Broadcast Journalism*, “The broadcasters are the main key in communicating information to listeners. Their skill in announcing and rekindling a program, essentially, determine the success of the radio station as indicated by the number of total listeners and advertisement revenues.”

As an auditory medium, the message and information in radio station is delivered verbally. This situation forces the broadcasters to have excellent interpersonal relationship with their listeners. They should be able to create an enjoyable and attractive situation in broadcast by using appealing language while they are announcing. Hence, the listeners will be interested and comfortable in listening their broadcast. Heneke (cited in Effendy, 1991:87) said:

Radio broadcasting is nothing more than an attempt to communicate information — to make something known. Although the information may reach millions, it is directed to the individual listener and the communication is complete only when the listener hears, comprehends, is interested, and then act upon what he hears.

In communicating with the listeners, unintentionally, the broadcasters often utter some words that had the extended meaning in their utterances. The extended meaning itself refers to the use of a word in a broader realm of meaning than its originally possessed, often referring to all items in a class, rather than one specific item (<http://www.answer.com>). In addition, Cipollone, et al (1994) stated that extension of meaning occurs when the set of appropriate contexts or referents for a word increase. The motive behind its usage is not obvious. It might be a natural thing when one explores his/her expressiveness in communicating with other people. As Pullum and Scholz (2001) in journal *Nature* points out that, language has levels of creativity that allow it to be ever changing, ever expanding. It means that extensions of meaning expressed by broadcasters are really a natural thing because the meaning of words that is able to develop from time to time.

The occurrences of extended meanings between one radio station and another is probably diverse, considering every radio has its own format and target listeners. The target listeners of radio station usually influence the language used by broadcasters. The radio station that have children as its target listeners, for instance, may exploit the language that can be understandable by their listeners, which is children. Conversely, the radio stations that choose teenager as target listeners may use the language that is more varied, such as slang words, swear words, and maybe extension of meaning. However, the use of this language may not be appropriate to be used in children radio station.

The above phenomenon and explanation spurred the writer to conduct research about the use of extended meanings by radio broadcasters' in their utterances. While, the radio stations selected were those radio stations that are different in style, and target listeners: Dahlia 101, 5 FM, Oz 103, 1 FM and Rase 102, 3 FM.

1.2 Statement of The Problems

The problems of the study are formulated as follows:

1. What are the distributions of extended meanings in Bandung radio stations?
2. What are the extended meanings of those words?
3. What are listeners' attitudes toward the occurrences of extended meanings in broadcasters' utterances?

1.3 Aims of The Study

Based on the background and research problems, the study attempts to:

1. To investigate the distributions of extended meanings in Bandung radio stations.
2. To discover the extended meanings of some words that appear in those radio stations
3. To explore listeners' attitudes toward the occurrences of extended meanings in broadcasters' utterances.

1.4 The Scope of The Study

Since there are many aspects that can be used to analyze the extended meanings in broadcasters' utterances, this study is simply limited to the semantic aspect. It mainly focuses on the distributions of extended meanings in three selected Bandung radio stations that are different in target listeners and style: Dahlia 101, 5 FM, Oz 103, 1 FM and Rase 102, 3 FM. Moreover, the analysis of this study only concentrates on some words, which appear concurrently in three observed radio station. Those words that are not occurred in selected radio stations are out of discussion.

1.5 Research Methodology

Considering it investigates the extended meaning phenomenon in broadcasters' utterances, the method applied in this study is a qualitative

approach. According to Syamsudin (2006), “Qualitative research is used to get better comprehension to investigate social phenomena and individual perspective.

Furthermore, the study also employs descriptive method in analyzing the data-collected, as Iscaac and Michael (1981) stated, “Descriptive method is used to describe systematically the facts and characteristics of a given population or area of interest, factually and accurately”

5.1 Data Source

The data source of this study comprised three radio stations in Bandung, which are different in style and target listeners, namely, Dahlia 101, 5 FM, OZ 103, 1 FM and Rase 102,3 FM. Dahlia is the first and famous *dangdut* radio station in town with the listeners between the age of 15 and 45 years old. Then, OZ is the first youth radio station in Bandung. It chooses teenagers in the ages range from 15 to 24 years old as its segments. In contrast, Rase is an adult radio station with the target listeners between 20 and 39 years old.

The selected programs on those radio stations are: 1) *Dahlia Indonesia Asik*, Dahlia; 2) *OZ Papih Mamih*, OZ; and *Good Morning Bandung*, Rase. Eventhough those programs have different formats and schedules, most of them are daily programs, which start from Sunday to Friday.

5.2 Collecting the Data

The study employs two techniques in collecting the data that are recording, and interviewing. The broadcasters' utterances of the programs: *Dahlia Indonesia Asik*, *Oz Papih Mamih* and *Good Morning Bandung* were recorded by tape recorder to obtain the data needed for this research. Meanwhile, the interview with nine listeners, three from each radio stations, was conducted to explore listeners' attitudes toward the occurrences of extended meanings in the broadcasters' utterances.

5.3 Analyzing the Data

The recorded data of *Dahlia Indonesia Asik*, *Oz Papih Mamih* and *Good Morning Bandung* were orthographically transcribed. The result of the transcription was, then, analyzed. I identified some words, which had the extended meanings, and counted the occurrences of extended meanings from each radio station's program to discover their percentages. These words were then classified into tables to be analyzed by using *Kamus Besar Bahasa Indonesia*, *Kamus Bahasa Betawi* and *Kamus Bahasa Sunda* in order to determine their extended meanings. Meanwhile, the interviewed data were analyzed based on listeners' opinions relating to the occurrences of extended meanings in broadcasters' utterances.

1.6 Clarification of Terms

- a. Extension of meaning refers to the use of a word in a broader realm of meaning than it originally possessed, often referring to all items in a class, rather than one specific item (www. answer.com).
- b. Radio broadcaster defines as one that announces, especially a person who introduces programs, reads announcements, or provides commentary in program on radio (www.answer.com)
- c. Utterance, according to Oxford dictionary (2003), is spoken word or words.

1.7 Organization of The Paper

The paper of this research is organized into five chapters.

Chapter I: Introduction

This chapter consists of background, statement of the problems, aims of the study, scope of the study, research methodology, clarification of terms, and organization of the paper.

Chapter II: Theoretical Foundation

The theoretical foundations include some theories about radio broadcast and its language, and some extended meaning theories stated by some linguistics' experts.

Chapter III: Research Methodology

This part consist the methodology of the research, which consist of research method, data source of the research, and technique of data collection.

Chapter IV: Findings and Discussion

It presents the data that have been collected and analyzed. Moreover, the finding will be discussed in this chapter.

Chapter V: Conclusion and Suggestion

This chapter consists of the writer's conclusions of the result of the study and the writer's suggestions for readers about related issues and further studies.

