

CHAPTER I

INTRODUCTION

1.1 Background

Radio has become a part of human's life. The range of a radio is more extensive compared to other channel of mass communication, such as, television, magazines, or newspapers. Facts, as recorded on <http://www.nab.org/eradio/radfacts.asp>, showed that:

- Radio reaches 77% of people over the age of 12 everyday;
- People over the age of 12 listen to radio over 3 hours each day;
- Radio reaches over 95% of consumers weekly;
- Car radio reaches four of five adults each week.

In his book, *Broadcast Journalism*, Romli (2004: 8), also stated that *ada dua kali lipat dari jumlah mobil yang menggunakan radio (sekitar 135 juta) dibandingkan total sirkulasi (60 juta) semua koran harian dan empat dari lima orang dewasa dapat di jangkau oleh radio setiap minggunya.*

Radio performs as a friend which can accompany us at home, office, school, cars, etc, in the morning, in the afternoon even in the night.

Many of radio early uses were for naval, sending *Morse code* message between ships and land. Today, radio takes many forms, including wireless network, mobile communication of all types, as well as radio broadcasting (available at <http://en.wikipedia.org/wiki/radio>).

The world's first radio news program was broadcasted on August 31st 1920 by station 8MK in Detroit, Michigan. Leo Rosenberg was claimed to be the first professional radio announcer. Today there are over than 35.000 radio stations all over the world and million of people work as professional announcer.

In Bandung there are more than forty radio stations and hundreds of people working as radio announcers. According to Romli (2004: 31), *penyiar* (announcer) *adalah orang yang bertugas membawakan atau memandu acara di radio, misalnya acara berita, pemutaran lagu pilihan, talk show, dan sebagainya.* He also stated:

Ia (penyiar) menjadi ujung tombak dalam berkomunikasi dengan pendengar. Keberhasilan sebuah program acara—dengan parameter jumlah pendengar dan pemasukan iklan—utamanya ditentukan oleh kepiawaian penyiar dalam membawakan sekaligus “menghidupkan” acara tersebut.

A radio announcer gives information through the radio. He or she may be a newscaster, a disc jockey, a sport announcer or a professional voice actor—a person who provides voices for computer and video games, dubbing, audio dramas. Radio and television commercial—who reports the latest news, introduces and plays music, hosts a talk show, interviews news makers and celebrities, reads and copies for commercials or plays a role in commercials or radio plays (available at http://www.whatdotheydo.com/radio_an.htm).

In giving information when they were performing live broadcasting, a radio announcer has his/her own strategy on how s/he will attract the listener. How they communicate with listener will determine their successful as a radio announcer. One way on how a radio announcer communicates with listeners is

by the kind of the language that the radio announcer uses. As stated on <http://stats.bls.gov/oco/ocos087.html>, announcer must have a pleasant and well-controlled voice, good timing, excellent pronunciation, and correct grammar.

The language that a radio announcer uses should attract the attention of the listener. Radio announcer cannot use the language perfunctorily; it should be compatible with the format and segmentation of a radio station.

Radio announcer is demanded to have a good language skills in order to make the listener entertained. In broadcasting a program, a radio announcer has his/her own special characteristic in addressing him/herself, both to the listeners and to other radio announcers. What addressee that radio announcer uses to call him/her self is called self-reference term and it could be *saya*, *aku*, *gue*, or even their own name. Since radio stations in Bandung have hundred of radio announcers, there are varieties of self-reference that radio announcer use.

From the explanation above the writer is interested to conduct a research dealing with self-reference terms that has been used by radio announcers in Bandung. Since there are many radio announcers in Bandung and they have their own way to address themselves, the writer thinks that it is interesting to find out what kind of self-reference terms are used by radio announcers.

1.2 Research Problem

In this research the writer has two questions that will give some guidance to the writer in conducting this research. The questions are as follows:

1. What self-reference are used by radio announcers in Bandung?
2. What factors influence radio announcers in using self-reference?

1.3 The aim of the research

The research is aimed:

1. To find out self-reference used by radio announcers in Bandung;
2. To find out factors influence the radio announcers in using self-reference.

1.4 Significance of the research

This research is expected to give explanations for us about self-reference used by radio announcers in Bandung. This research provides inputs for those who are interested in radio broadcasting and other media communication, such as television.

1.5 Methodology

1.5.1 Population and Sample

The population of the research is radio announcers in Bandung who use different kinds of self-references in their daily live broadcasting.

The data of the research covered all self-reference used by radio announcers, particularly when they were performing live broadcasting, is considered as the sample containing self-reference used by them. The material data of live broadcasting will be performed in written text and it will be the data of the research. Method descriptive qualitative is used in order to explain more clearly.

1.5.2 Instrument

Data are collected by using different instruments, namely recording live broadcasting of radio announcers and interviews.

Recording live broadcasting was carried out to acquire natural and spontaneous statements of radio announcers while the interview was conducted to gain the information why they choose a certain self-reference in their daily live broadcasting.

Before doing this research, the writer prepared a recording live broadcasting in order to get focused in gaining the information. Interviews was conducted later in following to get the real facts of using certain self-reference and to add more information the writer needs in order to complete the analysis of the research.

1.6 Procedure of data collection

1.6.1 Recording the data

There are two steps how the writer will begin the research. The first step in conducting this research is recording live broadcasting of radio announcers in

Bandung. Process of recording the data was started on middle of August and ended on November 26th 2004. It began at 6 o'clock in the morning with no limitation of time.

The next step is to present the material of the recorded live broadcasting in the form of transcripts, that is changing oral language usage into written text. This kind of process will give an advantage to the writer to analyze the data.

1.6.2 Interviews.

The written text becomes a reference for the writer to analyze the data. From the text the writer could make any discussion or suggestion or conclusion of the present research. However this kind of written text data is came from one tool instrument and it needs another instrument.

To gain more accurate data, the writer interviews some respondents. Since the focus of this present research is radio announcer in Bandung, therefore the respondents are radio announcers in Bandung. The interviews conducted to give more information from other tools. The result of interviews could add more input or information. By interviewing the radio announcers, it could give more contribution to the writer in conducting the research.

1.7 Clarification of the key terms

In this research there are several terms that need to be elaborated. It will be helpful in describing the special terms in radio broadcasting. These terms are related to the jargon of this field. These terms are:

1. Self-reference term is a term used by radio announcers to address him/her self;
2. Radio is a technology that allows the transmission of signal by modulation of electromagnetic waves with frequencies below those of light;
3. Announcer is a voice actor—a person who provides voices for computer and video games, dubbing, audio dramas. Radio and television commercial—who works in television, radio, and film, usually providing narrations, news updates, station identification, or an introduction of a product in television commercials or a guest on a talk show;
4. Radio announcer is *Orang yang bertugas membawakan atau memandu acara di radio, misalnya, acara berita, pemutaran lagu pilihan, talk show, dan sebagainya* (Romli, 2004: 31);
5. Broadcasting is the distribution of audio and video signals (program) to a number of recipients (“listeners” and “viewers”) that belong to a large group (www.en.wikipedia.org).

1.8 Organization of the paper

CHAPTER I

This section contains introduction which is divided into background, research problem, aims of the research, significance of the research, procedure of data collection, clarification of the key terms and organization of the paper.

CHAPTER II

It consists of theoretical foundations that provide a basis for conducting the problem research. The theoretical foundation which is presented in this chapter is theoretical background of deixis and self-reference definition, and theoretical realization in communication.

CHAPTER III

This section contains the methodological of the research that discuss aim of the research, defining sample, steps of data collection, and framework of data analysis.

CHAPTER IV

This section is the core of the research, it contains of finding and discussion. The chapter also presents the result of data analysis of self-reference used by radio announcers.

CHAPTER V

This last chapter contains the interpretation toward the result if the research in a form of conclusion and suggestion in accordance with this research.

