

## **CHAPTER V**

### **CONCLUSION AND SUGGESTION**

#### **5.1 Conclusion**

After conducting the research and analyzing the data, the writer comes to some conclusions that live broadcasting in radio station is divided into single live broadcasting and pairs live broadcasting (tandem). Variation of self-references are appeared in pairs live broadcasting, while in single live broadcasting a radio announcer tends to use one type of self-reference.

Variation of self-references appeared in pairs live broadcasting are *gue, saya, aku, I, ikke, urang, kuring, abdi, aing*, and their own name. However, among other self-reference, *gue* tends to be the dominant self-reference used by radio announcers in Bandung. Pairs live broadcasting forms an informal situation. The use of self-reference *gue* by radio announcers is to create an intimate situation between participants in pairs live broadcasting. Each of participants in pairs live broadcasting avoids awkwardness situation in order to enliven the broadcasting situation.

The selection of radio announcers in using self-reference is influenced by three factors, format and segmentation of a radio station, target listeners, and participants in performing live broadcasting.

*Gue* tends to appear in radio station which format and segmentation and target listeners refer to teenagers and young executive. In radio station which the format

and segmentation and target listeners refer to *dewasa muda*, self-reference used by radio announcers is *saya*.

A radio announcer should pay attention with whom s/he will share communication in pairs live broadcasting. Is the relationship between the two of them is good or whether the partner is much younger or much older than s/he is. If they have a close relationship or both of them are in the same age, a radio announcer tends to use self-reference *gue*, while if the relationship between them is apart by age, a radio announcer tends to use other self-reference such as *saya* or they called their own by name.

## 5.2 Suggestion

This present research does not represent self-reference used by all radio announcers in Bandung. This research only suggests a little description about self-reference used by radio announcers in Bandung.

If in the future there is a student who has intention to conduct the same research, the writer suggests to have more sample of radio stations and also radio announcers so that the source of information will be more complex.

The writer also suggests that further research conducted should be more elaborated in analyzing variation of self-reference, for instance by studying variation of self-reference used in Television such as in *Sinetron* or in a talk show, etc.

