

CHAPTER III

RESEARCH METHODOLOGY

This chapter outlines the issues concerning the methodology of the research, which includes the research problems, the research method, the subject of the research and the technique of data collection. This chapter will also explain the process of obtaining the data, and the procedures of analyzing the data.

3.1 Research Problems

The research problems are formulated in the following research questions:

1. What reflects the specialties of a radio station in terms of its use of language?
2. How can such a use of language be associated with the radio's target audiences?

3.2 Research Method

The methodology applied in this research is descriptive qualitative. Qualitative data, usually in the form of words rather than numbers, has always been the staple of some field in the social sciences, notably anthropology, history and political science (Miles and Huberman, 1984).

A descriptive method is used to investigate the data without giving any treatment to the variables in the research. However, this does not mean that this research does not allow using statistics; a simple statistic such as a table or graph still can be used (Arikunto, 1998). In addition, Moleong (2002) stated that the

descriptive method is a method which is illustrated by the collective data which consist of words, pictures, and quotations. In order to get the conclusion, the writer started by collecting the data and arranged the data, which would be then analyzed.

3.3 Subject of the Research

In trying to find out the registers of radio broadcasters of Bandung radio stations, this research involves five radio stations in Bandung: Ardan 105,9 FM, MQ 102,7 FM, Rase 102,3 FM, OZ 103,1 FM and Antassalam 103,9 FM.

Ardan FM segments itself as a radio which targets teenage listeners. Their ages range from 15 to 25 years old, but those who are above the age of 25 still can listen to this radio broadcast because there are a lot of unique and interesting programs. *Stay cool and lovely* is the slogan which is so expressive of the teenagers' soul. Ardan FM is one of the favourite radio stations in Bandung which has a huge audience. Looking at the radio's dedication for 15 years in the Bandung radio broadcast world, the writer finally choose Ardan 105,8 FM radio as one of the subjects to be investigated in this research.

MQFM102,7 FM radio, which first broadcast on December 9, 1999, is a radio station that exists based on a famous Islamic figure who wanted to create an Islamic radio station which can be the *Media Bening Hati* for the society. As an Islamic religious radio station, MQFM segmented itself as a Moslem family radio station. Its target audience is people between the age of 5 and 50 years old who vary in social and economic status. That is why MQFM has various kinds of

programs for kids, teenagers, young-adult and adult. As a radio that tries to bring Islamic value into every concept of their program, it mostly plays *nasyid* (Islamic religious music) in its broadcasts.

Rase 102,3 FM is the third radio station which is investigated. Dynamic young-adult executives of middle to upper class are the target audience of Rase FM. Their ages are between 25 and 39 years old. In 2004, this radio station ranked highest among young-adult consumers in Bandung based on SRI AC Nielsen result.

Not really different from Ardan 105,8 FM, OZ 103,1 FM also designs its programs for 16 to 24 year old youth from the middle to upper class. OZ FM plays pop, alternative, R&B, jazz and rock music. It also always presents the latest information on music, movies, and events for young audiences.

Last but not least, Antassalam FM is selected as one of the radio stations which are investigated in this paper. It is chosen because of its unique concept. Although many radio stations in Bandung play western music (alternative, R&b, jazz, rock, etc) in their broadcast, Antassalam chooses Sundanese and Dangdut along with Indonesian songs. Their listeners are aged between 19 to 40 years old and are from the lower class. Most of their listeners are housewives, vendors and blue collar workers.

3.4 Technique of Data Collection

In collecting the data needed for this research paper, an audio recorder was used as the main instrument. The data itself was taken by recording two

programs which are chosen randomly from each radio station. The recording time for each program was about two or three hours, depending on the length of the programs.

Radio Stations	Date	Time	Name of Programs	Broadcasters
Ardan 105,8 FM	* February 14 th 2007	06.00-08.00 A.M	Lego Dago Galaksi	Galang & Saski Bayu
	* February 14 th 2007	08.00-10.00 A.M	Cipaganty	
MQ 102,7 FM	* February 1 st 2007	01.00-02.00 P.M	Senandung MQ	Zidan Al- Farisi Rahmat Fajar
	* February 1 st 2007	09.00-11.00 P.M	Nuansa Malam	
Rase 102,3 FM	* February 12 th 2007	10.00-12.00 A.M	Rush Hour	Nancy Liona Azhar & Nova
	* February 14 th 2007	04.00-07.00 P.M	Afternoon Show	
OZ 103,1 FM	* July 13 th 2007	08.00-11.00 A.M	Tembang Pesona	Decil Randika Jamil & Alexaberius
	* July 14 th 2007	06.00-09.00 A.M	OZ Radio Berduaan	
Antassalam 103,9 FM	* August 2 nd 2007	08.00-9.00 A.M	Pentas Aksi dan Gaya	Arif Adam Arif Adam
	* August 9 th 2007	08.00-09.00 A.M	Pentas Aksi dan Gaya	

Since the research investigated only the registers of the radio broadcasters, the writer only recorded when the broadcasters were broadcasting;

the music and advertisements are not included. Therefore, transcribing the data was easier and more efficient. After the recording was carried out, the results were transcribed. The transcription became the main source for the further analysis.

3.5 Data Analysis

3.5.1 Transcribing recorded data

For the sake of analysis, the recorded data in cassettes was transcribed into written text. It was not as easy as it might initially seem to transcribe recorded data into written transcript. Moreover, the radio broadcasters often spoke in a quite high speed. Because of this, there were times when the broadcasters' utterances were difficult to comprehend. Therefore, the cassettes had to be replayed over and over again about 3 to 5 times to get the best result.

3.5.2 Analyzing the Data

The data (the transcription of the broadcasters' utterances) was classified into several categories. Since the focus of the paper is the specialties of registers used by the broadcasters of each radio station, the categories were then divided into certain words or vocabularies used by the broadcasters which are considered as registers of the radio station. There are four categories of expressions which are considered as the specialties of the registers of a radio station, they are: the slogan of the radio, the terms used by the broadcasters when referring to themselves, the term of address they use for addressing the listeners,

and the term used for "song" which varies from one radio station to another as their trademark. After the data was categorized, the writer identified the differences of those four things in each radio and found out the cause of those differences related to the background, point of view and the target audiences of those radio stations.

