

CHAPTER V

CONCLUSIONS & SUGGESTIONS

This chapter puts forward several conclusions and offers some suggestion in accordance with the problem of the present study. Section 5.1 presents the conclusions and section 5.2 present the suggestion.

5.1 Conclusions

Based on the findings and discussion in the previous chapter, from the data collected from the five radio stations in Bandung including Ardan 105,9 FM, MQ 102,7 FM, Rase 102,3 FM, OZ 103,1 FM, and Antassalam 103,9 FM, it is revealed that specialties or characteristics of a radio station can be reflected from the language properties such as words, phrases, clauses and sentences used by the broadcasters. In this paper, there are four categories of expressions found which are considered to reflect the specialties of a radio station, they are: the slogan of the radio, the terms used by the broadcasters when referring to themselves, the terms used for addressing their listeners, and the term they use for "song."

Those four expressions vary in each radio station because target audiences appear to be the most important factors that influence the broadcasters in choosing particular words.

In Ardan radio, the specialties of language used are reflected from the use of the phrase "stay cool and lovely" as their slogan, the use of the term "insan muda" for addressing their listeners, and the use of term "lagu" for "song." The

specialties are derived from its target audiences who are cool, gorgeous, stylish, active and dynamic youth aged 15 to 25 years old who love music, up to date fashions, movies and other issues related to a youthful lifestyle.

The specialties of language used in MQFM are reflected from the use of the phrase “media bening hati” as their slogan, the use of the term “sahabat siar” for addressing the broadcasters, the use of the term “sahabat MQ” for addressing the listeners, and the use of the term “senandung” for “song.” Since MQFM claims itself as an Islamic radio station whose listeners are Moslem family, the specialties of the terms “sahabat MQ” and “sahabat siar” are derived from the intimate terminology to convey close Moslem family and the poetic terms “senandung” for “song” to convey preciousness of worship to God by songs.

The specialties of Rase FM in language used can be seen from the use of the phrase “keep Bandung beautiful, euy!” as their slogan, the use of the term “pendengar” for addressing the listeners and the use of the term “lagu” for “song.” The use of terms “pendengar” for addressing the listeners and “lagu” for song are chosen because the broadcasters are attempting to create a relaxed and mature atmosphere when they deliver the programs with more educated conversation since Rase FM is designed for adult listeners. The phrase “keep Bandung beautiful, euy!” used as its slogan because the target audiences are dynamic and executive young adult listeners who are proud to be Bandung resident.

The specialties of OZ FM in language used is shown from the use of phrase “station panutan” as their slogan, the use of the term “pongawa” and

“ozzer” for addressing the broadcasters, the use of the term “mojang bujang” for addressing the listeners and the use of the term “tembang” for “song.” The use of term “mojang bujang” is considered can build a good relationship between OZ FM with its listeners who are mostly Sundanese teenagers who often use Sundanese language in their daily conversation. While the use of terms “pongawa” and “tembang” are considered can represent the lifestyle of youth that always want to be sound cool and unique since youth aged 16-24 years old are its target audiences.

The specialties of language used in Antassalam FM are shown in the use of the phrase “geuntraan heula Antassalam pouw!” as their slogan, the use of term “kanca wicara” for addressing the broadcasters, the use of the term “para kanca” for addressing the listeners, and the use of the term “kawih” for “song.” The use of those Sundanese terms as the registers of the broadcasters in Antassalam FM are derived from the social status of the audiences who mostly come from the lower class such as housewives, vendors and blue collar workers aged 19 to 40 years old since lower class people is considered use Sundanese in their daily conversation.

5.2 Suggestions

The research is limited to the use of registers of radio broadcasters in Bandung. The subjects of this research are five radio stations in Bandung. It may be insufficient data to determine the language used in the broadcasting world. For future research, it is recommended that the researcher should take more subjects,

should take and record various radio programmes and should carry out the research in a longer period of time and may be can be focused him/her self on other varieties of media language such as TV broadcasts.

The present study has discussed registers used by the radio broadcasters in Bandung. It is hoped that the information including in this paper can give some benefit to all especially for those teaching language and culture. Teaching language is not only about the linguistics elements but also the sociolinguistics aspects of the language and language use phenomena in real life.

