

PAREPARE'S COMMUNICATION STRATEGY FOR RADIO ANNIVERSARY IN THE CHAPTER EVENTS PROGRAM Here and there (OBRAS)

Zulfajar Najib¹

¹Pascasarjana Institut Agama Islam Negeri Parepare
¹zulfajarnajib@gmail.com

Abstract

This study discusses the Communication Strategy of Intimate Radio Broadcasters in the Here-and-Side Chat Program (Obras). This study aims to determine the strategy, communication process, and the existence of an intimate radio broadcaster in Parepare City. This study is a qualitative study using theory Hypodermic (Syringe) as a way to see the process of the message content of the Chat Here and there (Obras) live, fast and have a strong effect on interest in hearing the program, as well as using theory Agenda Setting Theory which explains the cumulative effect of the media. The sources of data for this study are community leaders, loyal listeners of intimate radio, and the government. Data collection methods used in this study are observation, interviews, and documentation. The data processing technique used is the inductive method. The results of this study indicate that 1) The broadcaster's communication strategy carried out by Radio Mesra Parepare is to pay attention to the strengths, weaknesses, opportunities and threats which then emerges from the analysis that there is a broadcaster's communication strategy which is divided into 5 aspects, namely idea communication strategy, personality communication, personality projection, pronunciation strategies, and voice control strategies; 2) Based on the results of the study, it was concluded that the implementation of the communication strategy of Radio Mesra Parepare broadcasters in the Obrass program in general had gone well, including the use of fluent language, broadcasters focused on the material presented, and they had also used expression tools to support their communication. Each of the Obrass broadcasters has also had a different personality from one another, being friendly both when broadcasting and outside the broadcast, has been quite successful in pronunciation and generally has been able to control the voice when broadcasting.

Keywords: Strategy, Communication, Radio Broadcaster

1. Introduction

In Era MIIn modern times, it is undeniable that society is very dependent on information. The information needed by humans is information that is fast, accurate, actual and reliable. This relates to the mass media, both print and electronic mass media. One that still survives today that provides fast information and is supported by high technology is radio (Hapsari, 2019).

Radio is the oldest and most familiar visual communication medium in the world. In the midst of the many new media that are present such as the internet today, radio communication media still continues to survive, even growing very

rapidly. Radio is still believed to be a popular medium of information and communication because it has an important role in the dissemination of balanced and equitable information in society, has the freedom and responsibility in carrying out its functions as a medium, namely: information, education, entertainment, control and social adhesive that resulted in radio getting the nickname of the fifth power or the fifth estate (Elvinaro et al., 2004).

Broadcast radio is nicknamed "The Fifth Estate" due to its power in influencing the mass media, which is caused by several factors, namely: Direct Power To achieve its target, namely listeners, the program content delivered does not undergo a complex process of each ideapropaganda can be easily written on paper, then read into the radio mic as many times as desired and the implementation takes place easily and quickly. The power of penetrating power here means that broadcast radio is able to penetrate distances and obstacles, however far the intended target is, radio with radio can be achieved. Distance for broadcast radio can be reached easily. Attractiveness The strength of radio due to its versatile nature is due to the three elements it contains, namely: music, words, and sound effects (Effendy, 1981).

The development of radio in Indonesia can also be observed from the increasing public interest in listening to radio, from various age levels. The ownership of radio sets by the community has also been so evenly distributed and numerous.

Suara Mesra FM is the first and oldest radio station in Parepare City. One of the radios in Parepare City is Radio Mesra which was founded in 1953 which initially used the AM frequency and operated on the 102.8 line. *FM (Frequency Modulation)*. This radio aired in the 1960s under the umbrella of a company under the name PT. Radio Sura Mesra Parepare. Radio Mesra taken from the Acronym "Grand Mosque" because this broadcasting company is located in an urban area next to the Grand Mosque on Jl. Baumasepe No. 423, 2nd Floor Parepare, South Sulawesi.

Since the beginning of its development until now it has *positioning* her as *News & Entertainment Station* with the target audience (market segment) of young adults in accordance with *tagline* which he carried, namely "The Love of Music and Information".

The characteristics of Radio Mesra listeners are those who are news lovers, music and film lovers, always following the latest developments (*up to date*), and

smart. Therefore, Radio Mesra always tries to provide the latest news information, both local Parepare, cross-regional, as well as national and international, as well as news about the world of entertainment (*entertainment*).

Radio Mesra Chat Program (Obrass), most of the listeners are young and adult, there are listeners who are interested in the voice of the announcer and there are listeners who are only interested in the information/news or the music broadcast. In order for Radio Mesra broadcasters to be attractive both from the presentation of the program and in broadcasting so that many listeners are interested in it, they need skills and expertise in processing broadcasts or programs so that they sound interesting and get quality broadcast results. In the midst of the onslaught of print media, television, and even online media, this radio station, which can reach Toraja or about 250 kilometers, still has loyal listeners. The reason is because they have programs that listeners are interested in and adapted to the times.

The power of radio is very effective in providing a stimulus (stimulus) and influencing the public to accept the voice message conveyed by the communicator. Radio is one of the mass media that has many advantages, among others; messages conveyed by radio can be received by listeners anywhere without being limited by space. (Effendy, 1981) Radio can be heard in cars, buildings, open spaces, coffee shops, and in mountainous areas. Radio can be listened to in the morning, afternoon, evening, or night, even now there is a radio that broadcasts 24 hours a day.

Radio as a telecommunications technology cannot give up its role in communication. Radio with the role of communication to inform, one of the functions of radio now is to inform everything, whether it concerns events around, government, economic, social or in the form of entertainment. In addition to the role of informing radio, it also plays a role in educating the public, through the information conveyed through the radio, the public becomes aware of and understands information. In the concept of communication, radio plays a role as a channel or intermediary. Radio is used as a means to transmit information from the source to the receiver. Its role as a channel demands an effective role and function of the radio in sending information to the receiver. Of the several advantages possessed by radio, This makes this media much in demand by the public and interesting to listen to. In addition, radio also has the greatest power as a medium of imagination, because as a blind medium, radio stimulates so many sounds and tries to visualize the announcer's voice or factual information through

the ears of the listener (Hapsari, 2019). Radio can be anything, according to the visualization of the listener through the words conveyed, and the tone of voice issued by the announcer.

Broadcasters must be able to convey messages effectively. Programs whose messages can be communicated effectively will attract more listeners and can directly benefit the station that serves the broadcaster's program.

The success of an announcer in effective communication activities is largely determined by the determination of the communication strategy. On the other hand, if there is no good communication strategy, the effect of the communication process (especially mass media communication) is not impossible to have a negative influence. The rapid development that occurs in radio and television is influenced by many people, one of whom is a broadcaster.

In radio, broadcasters are likened to a radio image. The more beautiful the broadcaster's performance is, the more beautiful the management, cooperation, and broadcast standardization set by the radio will appear. In this case, the broadcaster's target is the communicant or message recipient who is listening, paying attention, or what is more often referred to as a large and dynamic and heterogeneous audience (Effendy, 1990).

Broadcasters have a strategic role in determining the forward or backward of a radio station. Radio Mesra Parepare is a private radio station whose programs are always guided by professional broadcasters who strive to implement broadcaster communication strategies. This study aims to determine the implementation of communication strategies carried out by broadcasters of Radio Mesra Parepare, especially in the Chat Here and there (Obras) program.

Based on the initial research, the authors suspect that the theoretical implementation of the radio broadcaster's communication strategy includes several strategic aspects, which include: programming strategy and public speaking strategy. Thus, research on the communication strategy of Parepare's intimate radio broadcaster in chat programs here and there is urgently needed to be carried out.

Based on the background that has been described, then developing the problem is how is the communication strategy of broadcasters at Radio Mesra Parepare in the Casual Chat Program (Obrass)?.

2. Theoretical Review

2.1. The Theory of Sharia Economic Values

This study uses the Needle Theory Hypodermic as a way to see the process of message content from Chat Here and there (Obras) live, fast and have a strong effect on interested in hearing the program. Hypodermic needle theory is also known as Magic Bullet or Stimulus Response Theory.

This theory describes a simple communication process that only involves two components, namely the mass media and the recipient of the message, namely the audience. The mass media issue a stimulus and the recipient responds by showing a response, so it is called stimulus response theory.

The use of this theory has full power in submit information. To examine the effect of messages on the audience on the Radio Mesra Chat program here and there (Obras) and more is needed many elements, including the type of information followed from the media, the frequency and intensity of following the information, as well as the audience's own internal elements, such as the level of education and insight, gender, age level and other social groups.

2.2. Agenda Setting Theory (*Agenda Setting Theory*)

There are two basic assumptions that underlie most research on media regulation, namely that the press and media do not reflect the actual reality after screening, and the concentration of the media on some issues and subjects invites the public to accept these issues as more important than other issues (Maharani, 2020). This theory provides an overview of how the Mesra Parepare radio announcer's strategy is in presenting and leading the public in a chat program here and there (Obras) to give and receive information about local and foreign communities.

2.3. The theory of Qaulan Baligha (right target or achieve the goal)

In Arabic, the word baligha is defined as "up to", "hit the target" or "reach the goal" if it is associated with the word. If it is associated with the words *Qawl* (speech or communication) baligh means "fluent", "clear meaning", "exactly expresses what is desired" and "bright". However, there are also those who interpret it as "words that make an impression on the soul". It can also be interpreted as the principle of qawlan balighan as the principle of effective communication. In detail, the expression qawalan balighan can be seen in Surah Al-Nisa: 63. "They are people who Allah knows what is in their hearts. Therefore, turn away from them, and teach them a lesson, and speak to them words that have an imprint on their souls." (Qs. An-Nisa: 63).

If we examine the words, "balighan" consists of the letters "Ba", "Lam, and "Gain". Linguists claim that all words consisting of these letters mean "the arrival of something to something else". It also means "enough", because adequacy implies the arrival of something at the required limit. A person who is good at composing words so that he is able to convey his message well is enough to be called "baligh". Literary experts emphasize the need to fulfill several criteria so that the message conveyed can be called "balighan", namely:

- 1) All the messages conveyed are accommodated.
- 2) The sentences are not long-winded, but not short, so that they obscure the message. That is, the sentence is sufficient, not excessive or reduced.
- 3) The vocabulary that composes sentences is familiar to the hearing and knowledge of the interlocutor. The interlocutor or both may initially reject the message or doubt it, or may have believed beforehand, or have not had the slightest idea about what he was going to convey.
- 4) Conformity with language between subject and object.

In other words, the word "baligh" in Arabic means to reach, hit the target, or create a goal. So, Qawlan balighan can also be interpreted as: clear meaning, clear, precise, expressing what is desired. Therefore, qawlan balighan can be translated as the principle of effective communication.

3. Methods

This study is structured with scientific completeness called the study method, namely how the study works in accordance with the branches of science that are the target or object. This method is knowledge of systematic and logical steps in an effort to search for data relating to research problems to be processed, analyzed, concluded and then found a solution. The method in the study is an effort so that the quality of the study cannot be doubted and its validity can be justified scientifically. For this reason, this section gives a special place on what and how to approach and type of research.

This study uses a descriptive qualitative approach with the Radio Mesra Parepare object in the Casual Chat Program (OBRAS). Descriptive approach that is adapted to see the reality that exists in the field by looking at the problems, systematic facts and characteristics of the subject or object being studied appropriately, to get a variety of problems related to human behavior. However, this study also uses a descriptive approach, meaning that it describes variable by variable, one by one. Descriptive study method aims to collect actual information

in detail that describes the existing symptoms. Identify problems or examine current conditions and practices. Make comparisons or evaluations. Determine what to do in the face of the same problem and learn from their experiences to set plans and decisions in the future (Sukardi, 2003).

Thus, this descriptive method is used to describe systematically and in depth the facts or characteristics of a particular population, in this case the occurrence of communication culture, in an actual and accurate manner. This method is essentially looking for a theory, not testing a theory. This method focuses on observation and natural atmosphere.

The study acts as an observer. He is only a category of actors, observing symptoms and recording them in an observation book, with a natural atmosphere meaning that the study is focused on the field. It does not attempt to manipulate the variables because their presence might influence the symptoms. Research should try to minimize this effect. Qualitative studies usually emphasize participatory observation, in-depth interviews and documentation. So in this study the emphasis is on observation and in-depth interviews in digging up data for the facility process of this study, but still uses documentation.

Seeing the concept of the study, it is in accordance with the context of the problems raised in this study. Because in this study is to know the communication strategy of Radio Mesra Parepare broadcasters. After getting the data or information in question, the information or data is systematically analyzed and then analyzed using comparisons and combinations with existing theories.

The study area that was used as the object or target was carried out at Radio Mesra Parepare in the Casual Chat Program (OBRAS) to understand the Communication Strategy of Radio Mesra Broadcasters and their success in maintaining the existence of the Casual Chat Program (OBRAS).

4. Results and Discussion

4.1. Broadcaster Communication Strategy Chat program here and there (Obrass)

Strategy is a general program for the achievement of organizational goals in carrying out the mission. Strategy can also be defined as a response pattern organization to its environment over time. This means that every Organizations always have a strategy, although never explicitly formulated. Strategy of connecting human resources and various sources

other resources with the challenges and risks that must be faced from the environment outside the company (Irnawati, 2014).

Based on the results of observations and interviews, the strategies that have been conducted by Radio Mesra Parepare especially on the chat program here and there (Obrass) covering several aspects, namely idea communication strategy, personality communication, personality projection, pronunciation strategy, and voice control strategy.

Agus Salim, the coordinator of Radio Mesra Broadcasting said that: we must understand that the current state of radio has been abandoned by many listeners, but apart from that, we will continue to improve by recruiting various broadcasters and improving the human resources of Friendly Radio Broadcasters.

Based on the results of in-depth interviews with para previously determined informants, it can be seen that the analysis of the communication strategy of the Radio Mesra announcer in the Talk Here and there (Obrass) program uses aspects of idea communication, personality communication, personality projection, pronunciation strategy and voice control strategy. The following is a description of these communication aspects:

Ideas or ideas are certainly very important for everyone in running a business or living life because every human being needs a solution to the problems they face. Of course the idea referred to in the perspective of communication of ideas in the broadcasting profession is the delivery of ideas or thoughts and opinions from communicators to communicants, namely from broadcasters to listeners when broadcasting.

- a. The broadcasters of Radio Mesra Parepare on the Obrass Program always speak fluent language, don't stutter, focus on the problem being conveyed and the delivery is not boring. According to Dimas Akbar, broadcaster of Chat Here and there Radio Mesra Parepare said that due to the Morning broadcast, the presentation is made more relaxed because the broadcaster must know the condition or situation of the listener so that the listener does not get bored.
- b. Obrass broadcasters are able to overcome communication problems that arise at any time while broadcasting. In other words, Obrass broadcasters always have ideas for solving communication problems that arise so that their broadcasts still attract listeners. Arsal, a Chat Here and there listener (Obrass) said that: The broadcasters of Radio Mesra were very exciting when starting the program until the end of the Obrass program/program.

c. Obrass broadcasters are not monotonous every time they broadcast, always trying to bring up new things in communicating with listeners. Obrass broadcasters have understood that the idea of broadcasters conveys ideas in different and different forms every day. According to Ambo Logo, broadcaster Obrass Radio Mesra Parepare said: Broadcasters are people who must and must be good environmental observers. Because in this program purely just to open a way for every listener to express their problems, one of which can be a mouthpiece to the Government. According to Firman, a listener of Obrass Radio Mesra said that: Every time you hear a Casual Chat (Obrass) broadcast, you are always curious about interesting discussions or themes and friends who are warmly discussed every day.

From Firman's statement as an Obrass listener, it can be said that Obrass broadcasters always provide the latest information every day so that listeners don't get bored. Like the latest information about things that are hotly discussed in the Community of Parepare City and other information inside and outside the City of Parepare.

4.2. Personality Communication of Parepare's Mesra Radio Obrass Broadcaster

Personality communication for a broadcaster is how he is able to show his personality traits to listeners, even though the personality shown does not necessarily show the real character in the broadcaster's life outside the station.

Every human being has a personality. An announcer is certainly required to be able to change his personality or create an attractive personality. For example, publishers who are broad-minded, broadcasters who are slang, broadcasters who know a lot about songs and movies, broadcasters who are smart, or broadcasters who are crazy.

Radio Mesra broadcasters have understood the importance of the personality of the broadcaster for the success of the Obrass program. Based on the author's interview with the Obrass announcer, it can be seen that there are character differences and the distribution of messages from each broadcaster when they are on duty, which eventually becomes a character for the Obrass announcer, which is as follows:

- a. The personality of the announcer, Ambo Logo, in broadcasting Muh Sabir or often called Ambo Logo, represents respondents/listeners among intellectuals and adults.

- b. The personality of an Indo Sia announcer, in broadcasting Myra or often called Indo Sia, becomes a broadcaster who is very close or familiar with listeners because of his ability to show more attention to each of his listeners, especially representing women and mothers.
- c. The personality of the announcer, a Dimas Akbar, in broadcasting Indra represents young people who are urban, young people who are slang, who like hanging out and music. In other words, the announcer has a slang character, so it tends to be preferred by listeners at younger ages.

According to Aarsal, a listener of Obrass Radio Mesra said that:

During broadcasts, Obrass broadcasters always sounded good, friendly, in a simple style of language such as being close to the listeners so that listeners felt more familiar with the announcer.

It is clear that the character or personality of the announcer is very important, isn't it only voice and vocal characteristics. An announcer is required to be more open, more familiar with people. In general, listeners are more interested in what the announcer is talking about and how the announcer conveys it rather than how good the announcer's voice is.

4.3. Personality Projection of Parepare's Mesra Radio Obrass Broadcaster

The power of radio is sound, because the output of a radio broadcast production in the form of audio only, without any supporting visualization. Because the output of radio broadcasts is sound, the resulting sound quality must be good. The voice of an announcer, for example, must have good quality so that the message can be conveyed properly as well. The announcer's voice must be clear and well received in the listener's ear. Obrass broadcasters in general have been able to display personality.

- a. The authenticity of the voice, related to the naturalness (orginity) of the announcer's voice as well as distinctiveness of one another. The characteristics of the voice of the Obrass announcer are: 1) Muh Sabir / Ambo Logo has an adult character sound pattern precisely reflects the soul of intellectuals / students and adults; 2) Myra / Indo Sia has a high and clear voice character, when speaking quickly and smoothly. Although speaking fast, it is still clear and audible both on broadcast and off broadcast 3) Dhimas Akbar, a voice t, and hat has the character of young people or older exactly reflects the young soul.
- b. Talking agility

Announcer Obrass in general has had agility in speaking. Although not all of the Obrass broadcasters spoke quickly. This is because speaking agility does not always mean speaking fast, but the most important thing is being able to process words so that they are interesting for the audience to hear.

Ambo Logo, broadcaster Obrass Radio Mesra Parepare said that: Thank God, with so many broadcast hours, I have been trained and used to it, so the problem of fluency in speaking is caused because people can do it because they are used to it.

With the informant's statement, it can be said that Obrass broadcasters always try to attract listeners, one of which is their speaking agility.

c. Hospitality

Based on the results of observations and interviews with various parties, especially with Obrass broadcasters, the author has obtained data, where in general the Obrass broadcasters show friendliness. This was felt when the writer conducted interviews with Obrass broadcasters, where their reception was very good, and the interviews were carried out in a friendly atmosphere, even though the author was meeting them face-to-face for the first time and the interview activities would have taken up a lot of time.

According to Dimas Akbar, the broadcaster of Obrass Radio Mesra Parepare said that: When broadcasting, broadcasters should try to be close to their listeners, think of it as talking to their own friends, but they should not belittle the listeners with their words, even though during interactive times many listeners are very rude and unethical way of speaking.

Bang One, Overseas listeners said that Ambo logo, Indo Sia and Wa' Janggo always sound friendly and welcoming to their listeners when broadcasting, and because of that factor I can always enjoy their Obrass program. I am a loyal listener and have been active in monitoring chats here and there for Obrass Radio Mesra for many years from the exposure of the informants above, it can be said that in broadcasting, Sorelam announcers always try to sound friendly to their listeners.

d. Ability to adapt

Obrass broadcasters have made efforts to adapt to the program being delivered, with the program management team, also adapting to be able to deal with situations if there are problems when broadcasting such as problems with broadcast partners' absences. According to Myra, broadcaster Obrass Radio

Mesra Parepare said that one of the requirements to become a Radio Mesra announcer is to be able to operate the equipment in the studio, because Radio Mesra in this Obrass program does not have an operator, so the broadcaster manages everything, from music, advertisements, etc.

From the exposure of the informants above, it can be seen that the broadcaster Obrass are required to not only be able to carry out their main duties to read or deliver news, but also to operate tools that support their work, such as playing songs, advertisements and other computer programs.

The pronunciation strategy for an announcer in broadcasting is related to the ability to speak clearly, not convoluted, good clarity in intonation, high and low voice and so on and of course interesting pronunciation. In speaking, a broadcaster must avoid words that are difficult to understand in order to avoid misunderstanding the listener in interpreting what is conveyed.

According to Muh Sabir / Ambo Logo, broadcaster Obrass Radio Mesra Parepare said that so that when broadcasting smoothly, before broadcasting, we prepare material that will be baited and delivered to listeners. One that acts to provoke listeners so that there is a response to call and the other executes every hot discussion and discussion during interactive, so as not to watch and it seems that there are settings in this obrass program.

From this explanation, it is known that Obrass broadcasters are trying to be broadcasters who are liked and understood by all their listeners. The Obrass program, whose broadcasters have had a long experience in broadcasting, therefore they understand enough about this pronunciation strategy and has become part of their capital in their daily broadcast activities to attract listeners.

The basic skill of being a radio announcer is clearly communication skills. An announcer must be good at playing his vocals so that it sounds good to the ears of his listeners. If the announcer is still relatively new, of course, he has to learn many aspects, one of which is intonation. Intonation is a technique where the rise and fall of the announcer's voice is not flat and not monotonous.

Voice control is a method used by broadcasters to control their voices, so that their voices are suitable for broadcasting. Everyone basically has a good vocal, but it is often difficult to control. Every broadcaster needs to have the ability to control his voice so that he can find out where the broadcast error is. Obrass broadcasters in carrying out broadcasts have paid attention to this aspect of voice control. Apart from being his obligation to maintain the quality of the program as the station

management limits it to reach the target audience, it is also to maintain the career development of the announcer himself.

The ability to control the sound that appears on Ovrass broadcasters does not come naturally, but because of their practice and experience. Ovrass broadcasters often experience difficulty in controlling their voices, where sometimes they feel that their vocals are not well controlled. This is experienced when they feel unprepared with the material to be delivered, or when their physical condition is unwell, or if their psychological state is not good due to personal problems. Although they have tried not to bring their personal problems into the broadcast, but sometimes there is an effect on the execution of their work. According to Ambo Logo, broadcaster Ovrass said that the main enemy of an announcer is mood. So when the broadcaster's mood is not good, it can interfere with their broadcasting process. It is clear that the obstacle when broadcasting is the mood swings, especially when the announcer's mood is not good or there are problems outside the studio. According to Myra/ Indo Sia, the broadcaster of Ovrass said that: To get rid of the unfriendly mood, I usually come early so I can calm myself down before the broadcast, build a new atmosphere so that I feel calmer. From the presentation of the second informant, it can be seen that the broadcasters of Ovrass Radio Mesra Parepare try to be professional in their work and keep their listeners entertained even though they are in a bad condition.

In addition, Radio Mesra itself sets requirements or standards for broadcasters, namely broad insight, updates on the latest things (what is happening in Indonesia and in the regions must be known), good behavior, both for the company and everyone.

The following is a description of the five aspects of the communication strategy of Radio Mesra Parepare broadcasters: Communication of ideas (communications of ideas), is the delivery of ideas or thoughts and opinions from the communicator to the communicant. In broadcasting, broadcasters convey their ideas in various and different forms every day. This is very important to do, apart from being an obligation for broadcasters, as well as avoiding boredom and boredom from listeners, so that listeners will be more interested in the broadcast.

Personality communication (communications of personality), is defined as an understanding of behavior, thoughts, feelings, and human activities. There are five qualifications of a newscaster, namely, a person who is warm to everyone, adaptive to all situations, able to write scripts and communicate them, more

importantly have little experience in the broadcasting world, and 5. Familiar with broadcasting technology.

Personality projection, namely the sound power emitted by the announcer during broadcasts so as to create a professional impression, including voice authenticity, speaking agility, hospitality, and the ability to adapt.

Pronunciation is related to the ability to speak, where an announcer must avoid words that are difficult to understand so that there is no misunderstanding of the listener in interpreting what is conveyed by the announcer.

Voice control is the method used by the broadcaster to control his voice, so that the sound is suitable for broadcasting, which includes tempo, loudness of voice, tone point pattern, sound level, namely the sound quality of the broadcaster, whether it is good or not for broadcast.

Implementation of Broadcaster Communication Strategy in Obrass. Program an announcer is one of the keys to the success of a radio station. The figure of an announcer is one who directly interacts with listeners and becomes a radio station's brand image (Bakhtiar, 2007). The ability (skills) of a broadcaster according to his duties is of course related to the effectiveness of the communication he does, where for effective communication, an announcer needs a communication strategy. Broadcasters Chat here and there is an interesting program and is now more and more familiar to the ears of morning broadcast lovers, especially in the Parepare area.

Wise, a listener of the Obrass Radio Mesra Program said that I really like this program because it can channel various aspirations directly from the community to the government regarding various problems in the Parepare community. From the informant's statement, it can be said that this program can be accepted by listeners apart from the good mix of program content, full of up-to-date information about the city of Parepare and its surroundings and the entertainment needed by listeners, it is also believed to be inseparable from the broadcaster's communication strategy.

In the opinion of the researcher, the implementation of the Communication Strategy for the Intimate Radio Broadcaster in the implementation of the chat program here and there, according to the researcher, includes communication planning as a guide for business or communication activities carried out throughout the program is a working document that is always updated periodically in accordance with changing audience needs. Communication planning explains

how to disseminate the right message from the communicator to the right audience, through the right channel, and at the right time. Communication planning helps how the message delivered is consistent with the target audience. Communication planning is very important for the success of an organization or institution (Wijaya, 2015).

According to Ambo Logo, broadcaster Obrass said that: In this Obras broadcasting communication, we often do several stages, one of which has a certain target, is consistent and systematic. Thus, communication planning becomes very essential for the success of a country or organization. Through communication planning, it is hoped that similar programs from various organizations, institutions, and broadcast media can be made logically, realistically, integratively, comprehensively, and comprehensively in order to avoid duplication and waste of costs, energy and time.

Communication planning is also very crucial in the success of a program, namely all staff and stakeholders must be able to understand the goals to be achieved. Therefore, the best time to form an understanding of communication planning is in the early stages of starting a program.

The results of interviews with chat informants here and there (Obras) show that in this flagship program, Radio Mesra is very concerned about the stages of communication planning.

To achieve positive results in the communication process, the communicator must create a common interest with the audience, especially in messages, methods and media. To equate these interests, communicators must understand and understand the mindset (frame of reference) and field experience (field of experience) of the audience in a precise and thorough manner. The first thing that must be understood from the audience is the personality and physical condition of the audience, such as: 1) audience knowledge about the subject matter, 2) audience knowledge to receive messages through the media used, and 3) audience knowledge, especially the vocabulary used. Second, the influence of the group and society as well as the values and norms within the group are different, the third is the situation of the group in which it is located.

In accordance with the results that the author got regarding the profile and level of audience, listeners in the field showed several levels of Radio Mesra respondents in the chat program here and there (Obrass). According to Ambo Logo, broadcaster Obrass said that: Obrass listeners can be said to be almost at all

levels across all ages. However, it cannot be denied that the active listeners are from the elderly.

From the table above and the results of our interviews, it shows the dynamic participation of Radio Mesra Parepare listeners in the chat program here and there (Obrass).

Media Selection and the Role of Communicators

a. Media Selection

In creating effective communication, media selection has an important role. Radio media is the cheapest means, both transmitter and receiver compared to other media. In addition to low costs, radio access is also available to a larger audience and wider reach. Apart from radio media, the obrass program also tries to integrate it with social media such as *facebook* etc. According to Ambo Logo, broadcaster Obrass said that: To keep this obrass on the air and become a program of interest, we tried to display it with Facebook media by means of live streaming.

There are two things that affect the media so that it is said that the media is convergent. The first is about media expansion to survive in the media environment, the second is how the media adopts and adapts to technology in the use of new media. The use of this new media will be more diverse. Some use social media and others.

This shows that the erosion of radio media in the current digital era provides the right solution, especially in the obrass program while maintaining its existence and one of the methods of implementing effective communication. effectively used by broadcasters here and there (Obras) Radio Mesra Parepare. The use of new media and social media in this case is included in how the media adopts and adapts to technology. In the end, all conventional media began to converge, especially in adapting and adopting technology to survive in the media environment.

b. The Role of Communicators

There are important factors in the communicator when he launches communication, namely: attraction and a source of trust.

1. Source of attraction A communicator will be successful in communication; will be able to change the attitudes, opinions and behavior of the communicant through the mechanism of attraction, if the communicant feels that the communicator is participating with him. In other words, the communicant feels that there is a similarity between the communicator and

him, so that the communicant is willing to obey the content of the message launched by the communicator.

2. Source of trust The second factor that can cause successful communication is the communicant's trust in the communicator. This belief has a lot to do with the profession or expertise of a communicator. A doctor will gain trust if he explains about health.

According to Indonesia, broadcaster Obrass said that: The success or failure of broadcasting depends on the creativity, credibility of broadcasters who play an important role as communicators. Based on these two factors, the role of an announcer in a chat here and there is closely related (Obrass) a communicator in dealing with the communicant must be empathetic, in other words, being able to feel what other people feel so that there is feedback between the communicator himself and the communicant he is facing.

The measure of radio success lies in two aspects: broadcast coverage that is getting closer to all stakeholder residential areas and the impact of positive behavior/knowledge changes felt by broadcast receivers. These two indicators of success distinguish educational radio from non-educational radio. In the language of evaluation, if commercial radio uses rating benchmarks (the number and frequency of listening to an event are measured quantitatively), then educational radio uses qualitative benchmarks and looks more at sociological aspects and the final impact.

Departing from the above definition, the evaluation of broadcast and radio is actually much more complex and challenging for the perpetrators. Evaluation is part of the management function which includes: planning, organizing, actuating and evaluation. Howard Carlisle put forward the notion of management which emphasizes more on the functions of managers, namely: directing, coordinating, and influencing the operation of the organization as to obtain desired results and enhance total performance.

Management functions related to directing, coordinating, and influencing the operations of an organization in order to achieve the desired results and encourage its total performance. In the evaluation process, of course there are several things that are discussed, namely what is the evaluation material, how is the evaluation process, when is the evaluation held, why it is necessary to conduct an evaluation, where the evaluation process is held, and which parties are involved.

According to Muh Sabir, Acting Manager of Radio Mesra said that: Evaluation continues to be carried out in order to find out how far the shortcomings and important things have been improved, both from the broadcaster and from the management of Radio Mesra as a whole. From the results of these interviews, it can be concluded that so far Mesra Parepare radio has continue to make improvements in each of the flagship programs, as well as from the broadcaster's communication strategy itself by continuing to evaluate, even more so than the chat program here and there.

According to Ambo Logo, broadcaster Obrass said that: Obrass listeners can be said to be almost at all levels across all ages. However, it cannot be denied that the active listeners are from the elderly. From the table above and the results of our interviews, it shows the dynamic participation of Radio Mesra Parepare listeners in the chat program here and there (Obrass).

Media Selection and the Role of Communicators, media Selection is in creating effective communication, media selection has an important role. Radio media is the cheapest means, both transmitter and receiver compared to other media. In addition to low costs, radio access is also available to a larger audience and wider reach.

Apart from radio media, the obrass program also tries to integrate it with social media such as *facebook* etc. According to Ambo Logo, broadcaster Obrass said that to keep this obrass on the air and become a program of interest, we tried to display it with Facebook media by means of live streaming.

There are two things that affect the media so that it is said that the media is convergent. The first is about media expansion to survive in the media environment, the second is how the media adopts and adapts to technology in the use of new media. The use of this new media will be more diverse. Some use social media and others.

This shows that in the eroding of radio media in the current digital era, it provides the right solution, especially in the Obrass program while maintaining its existence and one of the methods of implementing effective communication used by broadcasters of chat here and there (Obras) Radio Mesra Parepare. The use of new media and social media in this case is included in how the media adopts and adapts to technology. In the end, all conventional media began to converge, especially in adapting and adopting technology to survive in the media environment.

The role of communicators, there are important factors in the communicator when he launches communication, namely: attraction and a source of trust. Source of attraction A communicator will be successful in communication; will be able to change the attitudes, opinions and behavior of the communicant through the mechanism of attraction, if the communicant feels that the communicator is participating with him. In other words, the communicant feels that there is a similarity between the communicator and him, so that the communicant is willing to obey the content of the message launched by the communicator.

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5. Conclusion

The broadcaster communication strategy carried out by Radio Mesra Parepare is by paying attention to the strengths, weaknesses, opportunities and threats, then from that analysis emerged the broadcaster's communication strategy which was divided into 5 aspects, namely idea communication strategy, personality communication, personality projection, pronunciation strategy, and voice control strategy. In addition, Radio Mesra itself sets requirements or standards for broadcasters, namely broad insight, updates on the latest things (what is happening in Indonesia you must know), good behavior, both for I-Listeners, companies and everyone.

The implementation of the communication strategy of Radio Mesra Parepare broadcasters in the Obrass program in general has gone well, among others, from the use of fluent language, broadcasters focus on the material presented, and they have also used expression tools to support their communication. Each of the Obrass broadcasters has also had a different personality from one another, being friendly both when broadcasting and outside the broadcast, has been quite successful in pronunciation and generally has been able to control the voice when broadcasting. This condition is believed to have had a positive impact on listener acceptance, where the Obras program was able to entertain the listeners.

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