

CHAPTER I

INTRODUCTION

1.1 Background of Study

Communication is a fundamental aspect of human life in the world, as it enables individuals to convey messages and achieve specific goals. In everyday situations, people are constantly engaged in communication as part of their interactions with others, whether through informal conversations, sharing information, or discussing various topics with family, neighbors, coworkers, and the wider community. Within organizations, communication plays a vital role, particularly when individuals seek to solve problems or develop new ideas, making interaction among members essential. This interaction occurs through a process of mutual action and reaction. In the field of communication studies, this process is known as a communicative action.

Before discussing further, it is important to understand that communication is a fundamental part of human life. Communication is a basic human need that begins at an early age, such as when a baby cries to express hunger or discomfort. Any form of behavior can be considered communication if it carries meaning. For example, a smile indicates happiness, a furrowed brow indicates anger, and silence can have various meanings. Thus, nearly all human actions are forms of communication. Communication becomes more effective when people share similar experiences, while differences can lead to misunderstandings, as noted by Widiyanto et al. (2018).

To ensure smooth communication, an effective communication strategy is essential. A communication strategy is a method for conveying information effectively, whether at the individual, group, or organizational level. Within an organization, strategic communication refers to communication designed to achieve specific objectives. Its purpose is not only to convey the organization's vision and goals to the appropriate audience but also to help bring those goals to fruition. Thus, strategic communication serves as a vital tool for ensuring that

organizational strategies are implemented effectively and successfully, as explained by Abidin et al. (2021).

In analyzing communication strategies, a theoretical approach is needed to explain the stages of message delivery. One of the approaches used is the AIDDA theory, which explains how communication works step by step in influencing the audience. The AIDDA theory, often referred to as the A-A Procedure (From Attention to Action Procedure), is a theory introduced by Wilbur Schramm. AIDDA is an acronym for Attention, which is the initial stage when a person begins to notice something. Interest is the moment when curiosity and a desire to learn more arise. Desire is the emergence of a drive to possess or try something. Decision is the stage of choosing to act. Action is the execution of that decision, as explained by Maisyaroh et al. (2022).

In the evolution of communication media, radio remains a vital channel for delivering information and entertainment. As a result, radio plays a crucial role as a medium that bridges information and entertainment for the public. With the rapid advancement of information technology in the modern era, everything has become easier. One of the media used to convey information is radio, which can reach all segments of society. With the advent of streaming technology, radio's reach has expanded to various regions. Although it must compete with other media, radio remains a mass medium that is still effectively used to obtain information, as stated by Kustiawan et al. (2023).

Once you understand radio, it's important to realize that radio broadcasting depends not only on technology but also on effective communication strategies to ensure messages are conveyed effectively. Radio announcers are responsible for delivering accurate information in a way that's easy for listeners to understand. The goal is for listeners to grasp and act on the message, as explained by Kustiawan et al. (2024).

In Indonesia, radio continues to play a vital role as a source of information and entertainment for the public. In this regard, RRI Bengkalis is here to meet the public's need for information while maintaining its function as a public broadcasting medium. As a government-owned institution, RRI Bengkalis has a

responsibility to convey accurate and reliable information. To date, RRI Bengkalis continues to strive to improve the quality of its programs and broadcasts, as well as expand its reach to cover more areas in Riau and the surrounding regions, as stated by Wulan (2023).

A considerable body of research has been conducted on radio in Indonesia. A study by Anastasia (2017) examined “Maros FM Radio’s Marketing Communication Strategies to Increase Listener Numbers.” Meanwhile, a study by Hamdi et al. (2024) investigated “Broadcasters’ Communication Strategies to Increase Listener Interest in Malay Programs on Radio Dis FM in Tebing Tinggi City.” And the study by Misbach (2024) examined “Radio Republik Indonesia (RRI) Jakarta’s Communication Strategies in Retaining Listeners (Analysis of Islamic Sermon Broadcast Programs).” Unlike those studies, this research focuses on analysing the communication strategies implemented by RRI Bengkalis. This topic has not been studied previously therefore, this study aims to determine the level of interest among the general public, particularly in the Bengkalis region. This will help them recognize the important role of RRI Bengkalis as an effective source of information and entertainment for its listeners.

In conclusion, communication plays a fundamental role in human life and organizational activities, making effective communication strategies essential in achieving specific goals. The AIDDA theory provides a relevant framework to understand how messages influence audiences through structured stages. In the context of mass media, radio remains an important medium for delivering information and entertainment, including through RRI Bengkalis. Although previous studies have explored communication strategies in radio, research specifically focusing on RRI Bengkalis is still limited. Therefore, this study aims to analyze the communication strategies implemented by RRI Bengkalis in order to understand and increase public interest, particularly among the community in Bengkalis, while highlighting its role as an effective source of information and entertainment.

1.2 Formulation of the Problem

Based on the background that has been explained, this research will discuss one problem formulations, namely :

1. How are the audience analysis strategies used by RRI Bengkulu in increasing listener interest?
2. How are the stages of message delivery implemented in the communication strategies used by RRI Bengkulu when analyzed based on AIDDA Theory?

1.3 Limitation of the Study

This research has several scope and limitations that need to be considered :

This study focuses on the communication strategies implemented by RRI Bengkulu. It examines how RRI Bengkulu analyzes its audience and delivers communication messages based on the AIDDA Theory. The study is limited to the communication strategies used in RRI Bengkulu broadcast programs.

1.4 Purpose of the Study

1. To describe the Audience Analysis strategies used by RRI Bengkulu in increasing listener interest.
2. To analyze the implementation of the stages of message delivery in the communication strategies used by RRI Bengkulu based on the AIDDA Theory.

1.5 Significance of the Study

This study is expected to give benefits for academic, institutional, and social purposes as follows :

- 1. Academic benefit** : This study can contribute to communication studies, especially radio communication strategies, and be a reference for future research.
- 2. Institutional benefit (for RRI Bengkulu)** : This study can give input for RRI Bengkulu in improving communication strategies and adapting to technology.
- 3. Social benefit** : This study can help the public understand that radio is an easy source of information and entertainment for everyone.