# Descriptive Analysis of Language Style Used by Radio Announcer

**Liya Umaroh**
liya.umaroh@dsn.dinus.ac.id

**Lily Tania Innezaputri**
115201801279@mhs.dinus.ac.id


**Universitas Dian Nuswantoro**

## ABSTRACT

The aim of this study was to find out the types of language styles which were applied by the Gajah Mada group's radio announcer using descriptive qualitative research method along with observation and interview as the data collection. The number of informants were 11 people, consisting of eight radio announcers and three people from radio announcer teams. The results of this study indicated that the three radios used the language style joint, which includes honesty, politeness and attractiveness. Furthermore, language styles were found on the types of language styles that can be viewed from non-language perspective according to place and audience. Then in terms of language, based on the choice of words, namely official, informal and conversational in accordance to the choice of tone using simple and medium tones, and based on the sentence structure used climax. The use of this language style is supported by the ability of public speaking by the announcer in delivering information to listeners.

**Key words**: Language Style; Announcer; Radio

## INTRODUCTION

The social dynamics of today's society have encountered a massive change. It proved by varied communities' needs which encourages the growth of supporting technology. The internet is the biggest breakthrough that changes people's lifestyle and communication. Now people can easily access interesting information and entertainment quickly and in real time (Theodora, 2013). The presence of internet also affects the existence of conventional media, for example radio and television which are slowly migrating to the digital world (Chotimah, 2021).

Radio becomes one of mass media adapting to current technological changes. Nowadays the number of radio listeners is increasing. As a fact on the celebration of National Broadcasting Day (Harsiarnas) in Indonesia which is commemorated every April 1, the Secretary General of the Indonesian Private Broadcasting Radio Association (PRSSNI), Denny Sompie said that the number of radio listeners in Indonesia in 2020 showed an increase of 31% from in 2019 (Haryanto, 2021).

Radio not only provides entertaining but also informative presentations with local and familiar packaging. Local relates to a radio coverage area that is not too far from the listener's location, regardless of the current streaming technology. Familiar means that listener interact directly with the announcer. Although only through the power of audio. In fact, radio can still bewitch its fans to stay loyal to listen. It is proven by the number of radio stations in this country (Yasa, 2020).

Gajahmada Group is one of company which run in broadcasting business. The members are from Gajahmada FM radio, Imelda FM and Swara Semarang FM which independently had the status of a PT legal entity, then merged into one business group and management became Gajahmada Group more or less since 2009. Although all three radios are located in Semarang, they can reach areas outside Semarang such as Demak, Kudus, Jepara, Purwodadi, Salatiga, Boyolali, Ambarawa, Kendal, Ungaran, Batang and Temanggung. Streaming can be done through the website on each radio and can be accessed via video applications. As a company that updates technology, the management of Gajahmada Group has also ventured into the world of YouTube with the title Gajahmada Group Channel, which contains interesting content radio programs.

Determining language style is very important for the success of the communication process (Ramadhani, 2019). Because choosing the right language will make it easier for people to understand the information conveyed. The selection of the right language style can affect the purpose and intent of the communication process that occurs between participants. In addition, it can give varied responses from listener. The use of this language style can occasionally change depending on the context in an event. The style of language in conveying information from an announcer is certainly one thing that needs to be considered. In broadcasting, radio announcer are required to use effective language, attractive communication and their speech can be understood by listeners, both formal and informal. In accordance with the reason above, this research focused on describing the language style used by radio announcer of Gajahmada Group.

## LITERATURE REVIEW

### Previous Related Study

Chotimah (2021) her research of this study include language style and diction or word choice. The results of the research that have been found through radio recordings, the researchers analyzed these two things. On language style, the researcher found five research results, namely formal language style, informal language style, conversation style, simple style, and medium style. In the diction or word choice research, the researchers found three research results, namely avoiding words created by themselves, being wary of using foreign endings, and verbs using prepositions.

The second research was from Ramadhani (2019). He found that the communicators in the people's voice program used several language styles, namely honesty and politeness, simple language style, medium style, and the use of eroticism, apofasis, periphrasis, and euphemism. The communication process in the Suara Rakyat program does not always use language style in every word because the Suara Rakyat program is a program that emphasizes facts so that the use of language style is only used to show an emotional impression.

Putri (2021) also showed that the stylistic joints used by broadcasters of The Happy Show program include honesty by using uncomplicated sentences, polite language by refraining from using words that exceed limits, attractive language by using simple words and direct to the goal. The language style based on the choice of words used by the announcer of The Happy Show program includes official language styles that can accommodate all people by using sentences (EYD) and includes informal language styles using terms that are popular among listeners. The tonebased style of language used by the announcer of The Happy Show program includes a simple style with a slightly higher pitch to the listener, a powerful noble style by conveying positive emotions to the listener, a simple style by using a stabletone to the listener.

**Radio**

Radio has some functions such as a medium for communication, expression, a means of education, a source of information and a source of entertainment. Radio has great power as an imaginative medium. This is because radio is a 'blind' medium, meaning that radio can grow various types of sound so that listeners try to describe the voice of the announcer and the information that is broadcast. Radio is a channel or mass media that relies on sound as an introduction to messages from communicators to communicants (Yasa, 2020).

Each radio has a characteristic that carries the "image" for radio station. But in addition to the interests of an "image" there are several characteristics that are owned by each radio station to attract listeners. There are words or spoken language used by the broadcaster to convey his message. This can be referred to as "radio style" or radio style. Radio style is formed by two factors, namely the nature of broadcast radio and the nature of broadcast listeners (Yasa, 2020).

**Radio Announcer**

A radio announcer is someone who has the ability to communicate concepts and ideas into radio program broadcast. A person who works as a radio announcer is responsible for the programs he delivers successfully and smoothly. In broadcasting, radio announcer are also sources of all information from listeners sources. On the other hand air personality attached on radio announcer because it made them different from other announcer. (Aesyi & Soedarsono, 2021).

**Language style**

Gorys Keraf, (2007) explains that his particular style is language style which is called a style in the world of rhetoric. Style or in other languages, stylus in its development, is part of the essence of diction that determines whether or not the use of a word, phrase, or clause is appropriate in certain situations. It can be concluded that the style of language in the linguistic hierarchy is interrelated from all aspects. Style or language style can also be a way to express language or make a message that wants to be expressed unique, because it describes and shows the soul and personality of the language user itself.

Keraf (2007) in his book "Diction and Language Style" divides language style according to its function into two, namely:

a. Joints and Language Style

To have a good language style, it is necessary to pay attention to three important factors when dealing with the other person, both the listener and the reader. The three factors are:

1) Honesty
Honesty or obeying good and correct rules in language is to avoid the application of words that have no direction and are vague, besides the use of convoluted words can indicate dishonesty.

2) Polite
Courtesy or giving respect to the interlocutor, both listeners and readers. The embodiment of respect in question can be seen from the use of 'clear' and 'short' words and language. The clarity indicator can be measured in two points, namely the clarity in the grammatical structure used, the disclosure of the facts of each sentence spoken, to how many figurative words are used.

While the use of short sentences can be assessed more optimally than the use of long and convoluted sentences. The use of short sentences or language can be achieved by avoiding unnecessary repetition or repetition.

3) Interesting
The use of language style can be said to be interesting if it applies several elements such as variety of words, healthy jokes, good understanding, vitality (vitality) and the use of imagination (full of imagination). The application of language diversity is said to be interesting because it can avoid the impression of monotony in a conversation either in tone or structure of word choice. While a healthy joke is the use of language that contains energy to foster feelings of happiness. Vitality and

imagination can emerge and be applied slowly by nature through practice, education, and experience.

b. Language style

1.) Formal language style, usually used at formal moments and is a complete form of language. Usually used at the moment of graduation where the graduate conveys his message on the podium in a formal language style.

2.) Informal language, used in less or less formal situations. The relaxed style is very appropriate to be applied in reunion events, birthdays, seminars targeting young people.

3.) Conversational language style, often encountered because its use can be applied in social life. Starting from popular words to ordinary conversation words we often find and hear. The addition of an integrated morphology and syntax is needed for the formation of language styles in conversation.

## METHOD

### Design and Samples

This research used qualitative descriptive where all the data described clearly. The samples were from Gajahmada FM, Imelda FM, and Swara Semarang FM radios. In every radio, there are programs that are broadcast according to the needs of listeners. Therefore in this study, we examined two programs on each radio, namely the Megabahtera and Gamafun programs on Gajahmada FM radio, Woman Profile and Indonesian All Stars on Imelda FM radio, and Pelangi and Selerama on Swara Semarang FM radio. These programs were selected on the basis of similarities in song format, listener age range, broadcast time, and information content conveyed.

### Instrument and Procedure

The instrument were observation, interview, and documentation. (1) Observations were to observe the broadcast process of two selected programs on Gajahmada FM Radio, Imelda FM, and Swara Semarang FM.(2) Interview, In this study, the interview method used is in-depth interview where the researcher tries to collect complexly structured information and most of the information is opinion, attitude and can be in the form of personal experience. Interview with Broadcast Team Coordinator (KTS) and broadcasters.(3) Documentation were also used in collecting research data. Documentation was a record of events that have passed.

### Data Analysis

To ensure that the data collected is valid, the researchers used data triangulation techniques. Data triangulation is a data collection technique that combines data

from many data collection methods and sources. The data of this research is sourced from interviews with informants who have been determined about the information sought and the data that has been recorded. In addition, the documentation must also be ensured complete.

## RESULT AND DISCUSSION

The use of language style is one of the important aspects in communication process. This is because the selection of the right language will make easier for audiences to receive and understand information. In radio, the use of this language style is also an important factor that supports the success of broadcast programs. Radio broadcasters are required to use effective and easy-to-understand language. Like Radio Gajahmada FM, Imelda FM, and Swara Semarang, which are radios broadcasting in Semarang using language styles that have been adapted for the success of the communication process. This study aims to decribe the use of language style by radio announcers Gajahmada FM, Imelda FM, and Swara Semarang FM. In this study, using the method of observation and interviews with radio announcer, to determine the effectiveness of the language style used by broadcasters in delivering information to listeners.

Gorys Keraf's theory of figurative language reveals that a language is divided into types of figurative language, which consist of non-language style and linguistic style. Non-language style includes language style based on author, time, medium, place, audience, and purpose. As for the style of language in terms of language, it is divided into word choice, tone, and sentence structure.

**Gajahmada FM**

| Announcer name | Programme | date | Non language style | | | | | | Word choice | | | tone | | | Sentence structure | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Eli Turqouise | Megabahtera | fri, 17/12/21 | | | | √ | | | √ | √ | √ | | √ | √ | | |
| Berli Brown | Gama Fun | fri, 17/12/21 | | | √ | √ | √ | | √ | √ | | | | | √ | |

| Radith Red | Gama Fun | fri, 3/01/22 | | | √ | √ | √ | | | √ | | | √ | √ | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Janet Tosca | Megabahtera | fri, 4/01/22 | | | | √ | | √ | √ | √ | √ | | | √ | |

**Table.2 Imelda FM**

| Announcer name | Programme | date | Non language style | | | | | | Language style Word choice | | | tone | | | Sentence structure | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Dinar Elvara 120 | Woman Profile | tue, 23/12/21 | | | | | √ | | √ | √ | √ | √ | | √ | √ | |
| Kristin Aurelia 96 | Woman Profile | tue, 28/12/21 | | | | | √ | | √ | √ | √ | √ | | | √ | |
| Dinar Elvara 120 | Indonesian All Stars | tue, 28/12/22 | | | | | √ | | | √ | √ | | | √ | √ | |
| Dika Reyhan 123 | Indonesian All Stars | tue, 3/01/22 | | | | | √ | | √ | √ | | | | | √ | |

**Table 3. Suara Semarang**

| Radio announcer | Programme | date | Non language style | | | | | | Language style Pilihan kata | | | nada | | | Struktur kalimat | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | | | | | | | | | | | | | | |

| Lintang | Pelangi | fri, 17/12/21 | | √ | √ | | | √ | √ | √ | | √ | √ | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Deta | MMS (Musik Makan siang) | fri, 17/12/21 | | √ | √ | | √ | √ | √ | | | | √ | |
| Deta | Pelangi | fri, 3/01/22 | | √ | √ | | | | √ | | | √ | √ | |
| Lintang | MMS (Musik Makan siang) | fri, 4 3/01/22 | | √ | √ | | √ | √ | √ | √ | | | √ | |

*"Gaya bahasa standar sekarang, ya berpengaruh. Heem berpengaruh. Jadi ketika kita menyampaikannya enak dan kita bisa terima biasanya komen, entah itu komen di tips nya, atau sekedar nylemong apa gitu, kalau mereka tersentuh pasti mereka komen. Entah itu request atau apa gitu" – Janet Tosca, Gajahmada FM.*

*"Kalau menurutku itu berpengaruh banget, apalagi sama tema yang dibawakan. Dan dari gaya bahasa sendiri, mungkin itu juga berpengaruh kepada pendengar si. Karena juga mungkin kita di Gam Fun ya, anak-anak muda, segmentasinya anak muda jadi cukup banyak interaksinya. Bahkan kadang kalau kita bawain tema yang relate dengan kehidupan banyak orang, terus kenudian penyampaiannya juga enak, dan mudah dipahami itu bakal banyak yang bergabung si" – Berli Brown, Gama Fun Gajahmada FM.*

*"Cukup mempengaruhi si ya, kalau dilihat dari jumlah entries ya, itu tuh program itu kenaikannya rata-rata disetiap harinya tu naik turunya kalau penyiarnya ganti. Tapi memang sebenarnya kita tetap harus menjual penyiar ya, tapi yang utama si sebenarnya programnya ya". – Kristin Aurelia, Koordinator Tim Siar Imelda FM.*

*"Hmm.. tau pasti atau enggak kita gatau ya, tau pastinya si enggak, tapi pernah ada suatu kejadian dimana saya siaran yang agak kurang, saya merasa keadaan waktu itu si yang males banget siaran gitu, dan ternyata itupun jumlah pastiripannya jumlahnya berkurang. Tapi secara general, dibeberapa program yang saya bawakan ya, penggunaan gaya bahasa terus juga mood ketika siaran berpengaruh juga sama yang gabung, ya banyak si, lumayan, cukup rame lah bisa dibilang gitu". – Dinar Elvara, Imelda FM.*

*"Mempengaruhi banget sih, kalau di Imelda FM sendiri kan tadi ya, segmentasinya sudah usia dan kalau gaya bahasa kita mungkin lebih kekinian itu langsung banyak yang gabung, dan itu di foto profilnya dapat dilihat itu anak muda gitu. Kalau kita membacakannya dengan lebih bisa dibilang kurang kekinian misalnya yang lebih*

*sopan nah itu yang gabung ibu-ibu, bapak-bapak gitu. Mungkin itu si yang memebakan ya"* – Dika Reyhan, Imelda FM.

*"Pasti, ini sangat berpengaruh, aku sesuaikan dengan pendegarnya, misal yang pagi itu sasarannya adalah ibu-ibu, bapak-bapak itu aku akan menggunakan bahasa yang lebih santun, intonasi, artikulasi juga, akan akubikin santai, aku akan lebih cherfull kali ya,, itu beda banget, pagi yang gabung ibu-ibu banyak, terus yang siang yang gabung banyak anak muda, anak SMA gitu"* – Deta, Swara Semarang.

*"Hmm.. kalau dibilang berpengaruh iya sih berpengaruh, dan justru juga lebih mengakrabkan sebenarnya. Tapi kalau dilihat karena kita memakai gaya bahasa Semarangan yang sudah sesuai dengan segmentasi kita, itu banyak yang bergabung"* – Litang Swara Semarang.

## CONCLUSION

By using language styles that have been adapted and standardized by the three radio stations, namely Gajahmada FM, Imelda FM, and Swara Semarang FM, they are effective in conveying information to listeners. This is evidenced by the data entries that join Whatsapp and Fanpage. Listeners who joined not only came to request songs, but also commented on the theme presented by the announcer.

## REFERENCES

Aesyi, V. S., & Soedarsono, D. K. (2021). Peran Penyiar Radio Play99ers Bandung pada Program Siaran ' Sarapan Pagi ' dalam Meningkatkan Jumlah Pendengar di Masa Pandemi Covid-19. *E-Proceeding of Management*, *8*(5), 7207–7214.

Ardianto, E. (2014). *Komunikasi Massa : Suatu Pengantar*. Simbiosa Rekarama Media.

Barlian, E. (2016). *Metode Penelitian Kualitatif & Kuantitatif*. Sukabina Press. Effendy, O. U. (2011). *Ilmu Komunikasi: Teori dan Prakteknya*. Remaja Rosdakarya.

Basuni, K. A. (2015). *Gaya Bahasa Penyiar Program "Pagipagi" di Radio Global 88.4 FM Jakarta*. Universitas Prof. Dr. Moestopo.

Chotimah, K. (2021). Gaya Bahasa dan Diksi Penyiar Radio Kencana FM Malang dalam Program #Sore. *Jurnal Penelitian, Pendidikan, Dan Pembelajaran*, *16*(22), 148–162.

Diana, R. R. (2016). *Efektivitas Pesan Komunikasi di Radio Komunitas Swara Ikopin Jatinagor*. Universitas Pasundan.

Haryanto, I. (2021). Harsiarnas 2021, PRSSNI Ungkap Pendengar Radio Meningkat saat Pandemi. INews.Id. https://www.inews.id/news/nasional/harsiarnas-2021-prssni-ungkappendengar- radio-meningkat-saat-pandemi/all

Herdiansyah, H. (2010). *Metode Penelitian Kualitatif untuk Ilmu-ilmu Sosial*. Salemba Humanika.

Insriaswarti, I. (2014). *Hubungan Antara Daya Tarik Air Personality Penryiar Iradio Bandung dengan Pendengar Untuk Mendngarkan Program PagiPagi*. Universitas Padjajaran.

Keraf, G. (2007). *Diksi dan Gaya Bahsa*. PT Gramedia Pustaka Utama.

Mirnawati. (2019). *Analisis Gaya Bahasa dalam Penyiaran Radio FM Radio Suara Bone Beradat*. Universitas Muhammadiyah Makassar.

Morissan, M. . (2011). *Manajemen Media Penyiaran: Strategi Mengelola Radio dan Televisi*. Kencana.

Mulyana, D. (2007). *Ilmu Komunikasi Suatu Pengantar*. PT Remaja Rosdakarya.

Ningrum, F. (2007). *Sukses Menjadi Penyiar, Scripteriter & Reporter Radio*. Penebar Plus+.

Permana, D. (2018). *Teknik Siaran Penyiar Radio (Studi Deskriptif Kualitatif Mengenai Teknik Siaran Penyiar Radio Pada Program Suka-Suka Budi di 99.1 MOST FM Medan)*. Universitas Sumatera Utara.

Putri, A. G., & Setiawati, S. D. (2021). Loyalitas Pendengaran Radio di Masa Pandemi Covid-19 (Studi kasus Radio Dahlia 101.5 FM Bandung). *Jurnal 2*(2), 96110. http://ejurnal.universitaskarimun.ac.id/index.php/ILKOM/article/view/338

Ramadhani, A. R. N. (2019). Analisis Semiotika Gaya Bahasa dalam Program Suara Rakyat Radio Prosalina FM Jember. *Jurnal Ilmu Komunikasi*, *148*, 148– 162.

Sugiyono. (2009). *Metode Penelitian Kuantitatif Kualitatid dan R&D*. Alfabeta.

Swestin, G., & Primasanti, K. (2011). Public Speaking: Teori dan Praktik (Studi Literatur mengenai Public Speaking dalam Konteks Pengajaran). Scriptura, 1– 83.

Theodora, N. (2013). Studi Tentang Ragam Bahasa Gaul di Media Elektronika Radio Pada Penyiar Memora FM Manado. Journal "Acta Diura," II(I).

Tyas, W. W. (2019). Konvergensi Media di Radio Gajahmada FM Semarang. Konferensi Ilmiah Mahasiswa Unissula (KIMU) 2, 626–637.

Wright, C. R. (1988). *Sosiologi Komunikasi Massa (Terjemahan Liliwati Trimo)*. Remaja Rosdakarya.

Yasa, A. H. (2020). *Gaya Bahasa Penyiar Radio (Studi Deskripstif Mengenai Gaya Bahasa Penyiar di Studio East Radio 88,1 FM Bandung dalam Program The Happy Show)*. Universitas Komputer Indonesia.