

# CHAPTER I

## INTRODUCTION

### 1.1 Reason for Choosing the Title

In a modern community, people need some information which can be accessed from several media, for example radio. Radio is an audio media which gives big influence in daily life. Every radio has its own target audience which is aimed to certain community by having suitable broadcast format through its program, its music or its advertisement.

As one of powerful media, radio has some important roles in marketing through advertisement. Advertisement on radio gives sustainable awareness to the listener, because of its power, which is able to establish people's interests through the effective messages.

There are many kinds of advertisement, and one of them is spot advertisement. Spot advertisement is a recorded advertisement, which has duration about 15 until 60 seconds. In PAS FM Business Radio Semarang, spot advertisement is the most chosen advertisement by the clients.

The knowledge of radio advertisement has been studied, but as the listener there are only few people know about the procedure of making spot advertisement. That's why the writer chooses the title of paper 'The Procedure of Making Spot Advertisement at PAS FM Business Radio Semarang'

## **1.2 Statement of the Problem**

The problems of this paper are stated follows:

1. What is the procedure of making spot advertisement at PAS FM Business Radio Semarang?
2. What are the equipments and media used for making spot advertisement at PAS FM Business radio Semarang?

## **1.3 Objective of the Study**

The objectives of the study is:

1. To describe the procedure of making spot advertisement at PAS FM Business Radio Semarang.
2. To describe the equipments and media used for making spot advertisement at PAS FM Business Radio Semarang.

## **1.4 Significance of the Study**

This study is expected to give significance to:

1. The writer
  - a. Applying the theories derived from the lectures during the time of the study.
  - b. Being a partial fulfillment of the requirements for the completion of Diploma III Program of the English Department.

2. Dian Nuswantoro Semarang

Being a reference and reading material at the library of Dian Nuswantoro University, especially which deals with the procedure of making spot advertisement at PAS FM Business Radio Semarang

3. PAS FM Business Radio Semarang

Being an input which can increase the quality of making spot advertisement in order to get better result.

### 1.5 Implementation of the Study

This study was conducted for one month, starting from 3 February 2006 to 28 February 2006 at PAS FM Business Radio Semarang. Meanwhile the activities during the field study are:

NO.	DATE	PLACE	ACTIVITIES
1.	3-5 February 2006	PAS FM Business Radio Semarang	looking around the situation of radio area
2.	5-10 February 2006	Production's room	taking note for all data needed
3.	10 – 15 February 2006	Program director's room	interviewing the program director about the advertisement.
4.	15 – 19 February 2006	Production's room	observing the procedure of making advertisement.

5.	20-24 February 2006	Broadcast's room	observing the announcer and operator who relayed the advertisement
6.	25-28 February 2006	PAS FM Business Radio Semarang	summarizing the data which are obtained

## 1.6 Methods of Data Collection

In collecting the data and information about the procedure of making spot advertisement at PAS FM Business Radio Semarang, the writer used several methods as follow:

### 1. Interview

Hadi (1987 : 193) states that “ wawancara adalah proses tanya jawab sepihak yang dikejakan dengan sistematika dan berdasarkan kepada tujuan penyelidikan”. It means that interview is a method of data collection by one way interview, which is systematic and based on objective of the research. By doing this method, the writer interviewed Program Director of PAS FM Business Radio Semarang.

### 2. Observation

Hadi (1987 : 136) states that “ observasi ialah pengamatan dan pencatatan dengan sistem fenomena yang terjadi atau diselidiki” . It means that observation is a systematic observation and note taking of the phenomena,

which are being studied. In this method, the writer observed the process of the making spot advertisement and the announcer and operator who relayed the advertisement

### 3. Library Research

Nasir (1983 : 13) states that “ Studi pustaka adalah proses pengumpulan data menggunakan buku literatur yang berhubungan dengan penelitian”. It means that library research is a method of data collection by using literature books related to the research. In this method the writer collected data from some textbooks related with this study.

### 1.7 Paper Organization

This paper consists of four chapters:

Chapter I is Introduction. This chapter consists of the reason for choosing the title, statement of the problem, limitation of the problem, objective of the study, significance of the study, method of data collection, and paper organization.

Chapter II is Literature Review. This chapter consists of mass media, radio, advertising, spot advertisement and the making of advertisement.

Chapter III is The Procedure of Making Spot Advertisement at PAS FM Business Radio Semarang. This chapter consists of history of PAS FM Business Radio Semarang, organizational structure of PAS FM Business Radio Semarang, job description of PAS FM Business Radio Semarang, and the procedure of making spot advertisement at PAS FM Business Radio Semarang.



Chapter IV is Conclusion and Suggestion. This chapter consists of the conclusion and suggestion.



UDINUS