THE PROCEDURE OF MAKING SPOT ADVERTISEMENT AT PAS FM BUSINESS RADIO SEMARANG

PAPER

Presented in partial fulfillment of the requirements for the completion of Diploma III Program of the English Department specialized in office management

By:

MAYANG PARAMITHA DEWI
C21.2003.00470

FACULTY OF LANGUAGES AND LETTERS
DIAN NUSWANTORO UNIVERSITY SEMARANG 2006
THE PROCEDURE OF MAKING SPOT ADVERTISEMENT AT PAS FM BUSINESS RADIO SEMARANG

PAPER

Presented in partial fulfillment of the requirements for the completion of Diploma III Program of the English Department specialized in office management

By:

MAYANG PARAMITHA DEWI
C21.2003.00470

FACULTY OF LANGUAGES AND LETTERS DIAN NUSWANTORO UNIVERSITY SEMARANG 2006
PAGE OF APPROVAL

This paper has been approved by Board of Examiners, Diploma III Study Programme of English Department, Faculty of Languages and Letters, Dian Nuswantoro University on August 9, 2006.

Board of Examiners

Chairperson

Sunardi, S.S.

Member

Fatma Hetami, S.S., M.Hum

Adviser

Ardini Suryo A, S.S.

Approved by:

Dean of Faculty of Languages and Letters

S.E., M.M.
ACKNOWLEDGEMENT

At this happiest moment, I wish a prayer to Jesus Christ who has blessed me during the writing of this paper. I also would like, furthermore, to express my sincere thanks to:

1. Mr. Mahmud, SE, MM., the Dean of Faculty of Languages and Letters of Dian Nuswantoro University, who gave me permission to conduct this study.
2. Mrs. Ardini Suryo Andriani, S.S., the Paper Coordinator of Diploma III study program of English Languages and Letters of Dian Nuswantoro University, and also my aviser in completing this study, who gave me permission to conduct this study.
3. Mrs. Claudia Valencia, the station manager of PAS FM Business Radio Semarang and its staff who gave me opportunity, permission and material to conduct this study.
4. All lecturers at English Department of Faculty of Languages and Letters of Dian Nuswantoro University, who have taught, motivated, and given guidance during the writing of this paper.
5. My family, who always pray, help and support me in my entire step.
6. Adhika Maheswara, My beloved person who always becomes my spirit and also my bestfriend in the bad and good time.
7. My best friends, Fajar, Nino, Andika and Silvi, who always entertain and understand me.
Finally, I do realize that due to my limited ability, this paper must have shortcomings. For this I welcome any suggestion and criticism.

Semarang, 10 July 2006

Mayang Paramitha Dewi
ABSTRACT

This paper entitled "The Procedure of making Spot Advertisement at PAS FM Business Radio Semarang", is the result of filed study conducted from 3 - 28 February 2006 on PAS FM Business Radio Semarang. This study is aimed at describing the procedure that PAS FM Business Radio Semarang takes in making its advertisement.

The data of this study were collected by using interview, observation, and library research. The interview method was conducted to get information about the making advertisement in the company. The observation method was aimed at understanding the activities of making the advertising. The library research was used to find information that connected with the study.

From the data analysis, it can be concluded that the procedure of making spot advertisement at PAS FM Business Radio Semarang includes:

1. Preparing the advertisement material.
2. Manufacturing advertisement material into a script.
3. Proposing advertisement’s script to the customer.
4. Choosing the talents (the person who does voice over).
5. Voicing over.
6. Mixing the voice over result
7. Finishing the advertisement’s result.
8. Relaying the advertisement.

Meanwhile, the equipments and media used for making spot advertisement at PAS FM Business Radio Semarang are script, hardwares, softwares, talent and recording media.
# TABLE OF CONTENTS

PAGE OF TITLE .................................................. i
PAGE OF APPROVAL ........................................... ii
ACKNOWLEDGEMENT ........................................... iii
ABSTRACT ..................................................... v
TABLE OF CONTENTS ........................................ vi
LIST OF FIGURE ............................................. viii
LIST OF APPENDICES ...................................... ix

CHAPTER I  INTRODUCTION .................................... 1
  1.1 Reason for Choosing The Title .......................... 1
  1.2 Statement of The Problem ............................... 2
  1.3 Objective of The Study .................................. 2
  1.4 Significance of The Study ............................... 2
  1.5 Implementation of The Study ........................... 3
  1.6 Methods of Data Collection ............................. 4
  1.7 Paper of Organization ................................. 5

CHAPTER II  LITERATURE REVIEW .............................. 7
  2.1 Mass Media .............................................. 7
  2.2 Radio ................................................... 7
    2.2.1 Types of Radio ...................................... 8
    2.2.2 The Advantages and Disadvantages of Radio .... 9
LIST OF FIGURE

Figure 3.1. Organizational Structure of PAS FM Business Radio Semarang........ 19
LIST OF APPENDICES

Appendix 1. Letter of Field Study ................................................................. 28
Appendix 2. The Script of Talk Show ............................................................ 29
Appendix 3. The Script of Adlibs ................................................................. 30
Appendix 4. The Script of Spot .............................................................. 31
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 massages.

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’