CHAPTER III

THE DESCRIPTION OF THE TOPIC

In this chapter, it will be explained about the broadcasting that the writer conducted for job training course at Ardan Radio. It will also be given the information about job position and responsibilities. In addition, the problems that the writer had during doing the broadcasting will be describe and so the solutions.

3.1 Job Position

The writer's job at Ardan radio was as a radio announcer. The writer was hosting some programs called *Ardan Shine After Lunch, Riaw, Siliwangi, Ardan Special Weekend,* and *Minggu in the Morning.*

3.2 Responsibilities

Here are the responsibilities that the writer had during working at Ardan Radio:

1. Hosting several of the radio programs like:
    - Ardan Shine After Lunch (a program for accompanying the listeners who are having lunch with all the western song playlist)
    - Riaw (a request song program, so all the playlists are requested by the listeners)

- Siliwangi (a midnight program to accompany the listeners who are still awake)
- Ardan Special Weekend (a program on Saturday morning to wake the listeners up and cheer them up)
- *Minggu* in the Morning (same program as Ardan Special Weekend but it is on Sunday)

2. Making script for Ardan Flight 40, Ardan Shine After Lunch, Siliwangi and *Minggu* in the Morning.

3.3 Explanation

Announcers must have a quick memory and an ability to work under distracting conditions. They mark up the script, delivery written copy, rephrasing as necessary to avoid awkward word usage and provide a smooth intelligent reading. To have a smooth reading, they need to have skill to bridge an information to another one. The device for doing it is called transition signal.

At Ardan Radio, the language used in broadcasting is Bahasa. However, the announcer is requested to be able to speak in English also because there will be some international news and songs that are provided in English. Not only that, but also the radio announcer sometimes uses English transition signals to bridge the topic that they have. In addition, that is the main topic that the writer is going to explain here.

3.3.1 About Announcer

It is stated in a book titled *Broadcasting to be Broadcaster* by Eva Arifin that:

> *Penyiar adalah komunikan dalam proses komunikasi, karena ia bertugas sebagai pengirim pesan untuk khalayaknya. Jadi dapat dibayangkan bahwa tidak mudah menjadi penyampai pesan atau berita kepada khalayak secara benar.* (2010: 95)

It seems like it is not easy to be an announcer. Therefore, we need to know about the announcer's tasks, knowledge, and skills first to know how they work in the radio station.

3.3.1.1 Announcer's Tasks

As an announcer, they have some tasks that should be done when they are broadcasting. First, they have to prepare and deliver news, sports, and/or weather reports, gathering and rewriting material so that it will convey required information and fit specific time slots. Second, they have to read news flashes to inform the listeners of important events. Third, they have to identify stations, and introduce or close shows, using memorized or read script, and/or ad-libs. Fourth, select program content, in conjunction with producers and assistants, based on factors such as program specialties, audience tastes, or request from the public. They need to communicate with the producer according to this task. Fifth, they should study the background information in order to prepare for programs or interviews. Sixth, they

need to give comment on music and other matters, such as weather or traffic conditions. Seventh, if there is an interview show with somebody, they have to interview the guests about their lives, work, or topics of current interest. Eighth, if they have more time in broadcasting, they can use that time to discuss various topics over the telephone with viewers or listeners. The last but not least, they should make promotional appearances at public or private events in order to represent their employers.

3.3.1.2 Announcer's Knowledge

- **Communications and Media** – Knowledge of media production, communication, and dissemination techniques and methods. This includes alternative ways to inform and entertain via written, oral, and visual media.

- **English Language –** Knowledge of the structure and content of the English language including the meaning and spelling words, rules of composition, and grammar.

- **Telecommunications --** Knowledge of transmission, broadcasting, switching, control, and operation of telecommunication systems.

- **Computer and Electronics --** Knowledge of circuit boards, processors, chips, electronic equipment, and computer hardware and software, including applications and programming.

- **Costumer and Personal Service –** Knowledge of principles and processes for providing customer and personal services. This includes of customer needs assessment, meeting quality standards for services, and evaluation of customer satisfaction.

3.3.1.3 Announcer's Skills

- **Speaking –** Talking to others to convey information effectively.

- **Active Listening –** Giving full attention to what other people are saying time to understand the points being made, asking questions as appropriate, and not interrupting at inappropriate times.

- **Critical Thinking –** Using logic and reasoning to identify the strengths and weaknesses of alternative solutions, conclusions or approaches to problems.

- **Reading Comprehension –** Understanding written sentences and paragraphs in work related documents.

- **Social Perceptiveness –** Being aware of other's reactions and understanding why they react as they do.
- **Time Management –** Managing one's own time and the time of others.
- **Writing –** Communicating effectively in writing as appropriate for the needs of the audience.
- **Coordination –** Adjusting actions in relation to other's actions.
- **Judgment and Decision Making –** Considering the relative costs and benefits of potential actions to choose the most appropriate one.
- **Active Learning –** Understanding the implications of new information for both current and future problem-solving and decision-making.

3.3.2 The using of English Transition Signal in Radio Broadcasting

As we have seen above about all those tasks, knowledge, and skills that the announcer should have, we have to underline these words which are said :

- **Announcer's Tasks:** Prepare and deliver news, sports, and/or weather reports, gathering and rewriting material so that it will convey required information and fit specific time slots.

- **Announcer's Knowledge: English Language –** Knowledge of the structure and content of the English language including the meaning and spelling words, rules of composition, and grammar.

- **Announcer's Skill: Speaking –** Talking to others to convey information effectively.

Those things are related to the topic that the writer is going to analyze. If we notice about the relation, it is all about English capability, information, time, and effectiveness. They are forced to convey information in an effective time. On the other hand, the information that they should deliver in a very short and effective time is not a little. They have to read more than one informations in one time. Yet, they still have to read it in a smooth way, not in a rush, so that the listeners will understand. How could they do it? The answer is they have to use transitional signal while reading the information.

As we all know that transition signal is being used to link the sentence smoothly. That is what the radio announcer does, talk many different things in a short time but still have to make those things are smooth, simple, short, and conversational.

These are some examples of the transition signals usually used:

Example 1

Song -> Ad-libs -> Song

"Yes, that was Mike Posner with Please Don't Go {song}, Do you like that song, insan muda or you just like the singer of that song? Hahha.. I know it.. Mike Posner is definitely handsome, isn't he? ***But****, kalau dia ganteng tapi bau badan, mana ada cewe yang mau, ya ga?* ***So****, for you guys out there, if you are good looking but bad smelling, hmmm, I am sure that there will be no girls who want to be with you.* ***Therefore****, the things that u guys should do is don't forget to use deodorant! {ad-libs} Deodorant yang paling bagus sih udah pasti Rexone Men Roll-On dong! after using it,* ***finally*** *you are gonna have a very good smell and I bet there will be a lot of girls will stick with you. Mungkin cewe kaya Selena Gomez bisa nempel juga sama kamu." {song} (play Selena Gomez's song).*

Transitional signals which are used :

But: to contrast

Mike Posner is definitely handsome, isn't he? **but,** *kalau dia ganteng tapi bau badan …*

The contrast:

- Handsome guy
- *Bau badan* (bad smelling)

So: to show cause and effect

dia ganteng tapi bau badan, mana ada cewe yang mau, ya ga? ***So****, for you guys out there, if you are good looking but bad smelling, hmmm, I am sure that there will be no girls who want to be with you.*

Cause: "you are good looking but bad smelling"

Effect: "there will be no girls who want to be with you"

Therefore: to show cause and effect

Therefore*, the things that u guys should do is don't forget to use deodorant!*

Cause: "no girls want to be with a bad smelling guy"

Effect: "use deodorant to make you smell good"

Finally: to summarise or conclude

after using it, ***finally*** *you are gonna have a very good smell and I bet there will be a lot of girls will stick with you.*

Conclusion: after using the deodorant, you are gonna have a very good smell.

Example 2

Weather info -> ad-libs

"Do you know that the temperature of today is 30 degrees? What a very hot day! Kalo dah panas-panas gini enaknya tuh cari yang seger-seger, ya ga sih? ***For example like*** *ice cream! Yummy! Pengen sih beli ice cream, tapi ga punya duit! Gimana caranya ya dapet ice cream tapi ga perlu ngeluarin duit? I am gonna give you some tips, insan muda!* ***Firstly****, you go to Ciwalk.* ***Secondly****, try to find the tent of Wall's ice cream.* ***Thirdly****, take a picture in front of that tent, then show it to them.* ***After that****, you can get a free ice cream! Gimana tips nya? Berguna kan? Jadi ga perlu ngeluarin duit buat beli ice cream, lumayan bisa hemat sdikit.* ***In addition****, remember that this event is being held only for a week from now.* ***So****, hurry up!!! Wall's ice cream is waiting for you!!"*

Transitional signals which are used:

For example like: to introduce an example

Kalo dah panas-panas gini enaknya tuh cari yang seger-seger, ya ga sih? ***For example like*** *ice cream!*

Example: Ice cream (as an example of a fresh thing that u want to find in a very hot day)

Firstly, secondly, thirdly, after that: to indicate sequence or order , or logically divide an idea

I am gonna give you some tips, insan muda! ***Firstly****, you go to Ciwalk.* ***Secondly****, try to find the tent of Wall's ice cream.* ***Thirdly****, take a picture in front of that tent, then show it to them.* ***After that****, you can get a free ice cream!*

The sequence : the first to last tips for having a free ice cream.

In addition: to introduce an additional idea

In addition*, remember that this event is being held only for a week from now.*

An additional idea: the event is being held only for a week

So: to show cause and effect

... this event is being held only for a week from now. ***So****, hurry up!!! Wall's ice cream is waiting for you!!"*

Cause: the event is being held only for a week

Effect: you have to hurry up.

Example 3

Song -> gossip -> topic

"That was Justin Bieber with Baby. Kalo liat video clip lagu ini, masih keliatan banget ya zaman-zaman Justin Bieber masih unyu-unyu dengan gaya rambut

andalannya dia yang ga pernah berubah, ***but*** *if you see the newest video clip of him titled Next To You, hmmm.. you are gonna be surprised since he changed his hair style! Dan katanya, he paid around 1000 US Dollar for cutting his hair! What's happening on earth!!! Cuman potong rambut doang, dia ngeluarin duit sekitar 9 juta kalau di rupiahin! Hmmm… begitu sih yah kelakuan orang kaya.. Suka ngebayangin ga sih insan muda kalau kamu jadi billlionare, kamu bakal ngapain?* ***For instance****, if I was a billionare, I would buy an island and named it with my name.. or.. if I was a billionare, I would do plastic surgery to be look like Girls Generation! Haha! And.. the topic for today is, I wanna know, what would you do if you were a billionare? Tell me by message to 0812-201-1059 or you can mention via twitter @ardanradio! "*

Transitional signals which are used:

But: to contrast

gaya rambut andalannya dia yang ga pernah berubah, ***but*** *if you see the newest video clip of him titled Next To You, hmmm.. you are gonna be surprised since he changed his hair style!*

The contrast :

- Justin Bieber's hair style is never changed.
- He changed his hair style in his newest video clip.

For instance: to introduce an example

Suka ngebayangin ga sih insan muda kalau kamu jadi billlionare, kamu bakal ngapain? ***For instance****, if I was a billionare, I would buy an island and named it with my name..*

Example: I would buy an island and named it with my name (an example for what would I do if I was a billionare.

By seeing these examples, we can see how the transition signals are being used in radio broadcasting. Even though they mix the language between English and Bahasa, we still can see the function of transition signals which are being used on it.

In addition, actually, the transition signal will not be written on the script. It is just the improvisation from the announcer about reading the script by technique. It all comes from the announcer themselves. They choose the transition signals that can fit the information on the script that they want to read. That is why it is important for announcer to know a lot of types of transition signal to make their utterance smoother. It makes easier for the listener to understand what the announcer wants to deliver to them.

3.3.3 The List and Function of Transition Signals

According to *The Learning Centre of Education* (1991), there are some lists and functions of transitional signals itself. They are shown on this table below.

NO	FUNCTION	TRANSITIONAL SIGNALS
1.	to introduce an example	especially, in this case, take the case of, for example, one example of this is, to demonstrate, for instance, on this occasion, to illustrate, frequently, specifically.
2.	To show agreement	of course, admittedly, it is true that, certainly, no doubt
3.	To introduce an additional idea	additionally, as well as , in addition, again, besides, moreover, also, one could also say, and, finally, nor, and then, further, not to mention, another, furthermore.
4.	To indicate sequence or order , or logically divide an idea	after, eventually, previously, afterwards, finally, second, and then, first, simultaneously, at this point, followed by, subsequently, at this time, last, third, before, meanwhile, ultimately,

		concurrently, next.
5.	To indicate the time	after, earlier, previously, afterwards, finally, at this time, immediately, then, before, initially, thereafter, during, later, to this day.
6.	To compare	another way to view this, just like, similarly, likewise, whereas, by comparison, like, while
7.	To contrast	a different view is , even so, nevertheless, and, however, notwithstanding, in contrast, still, but, on the contrary, unlike, conversely, on the other hand, yet, differing from.
8.	To show cause and effect	and, so, consequently, therefore, as a consequence, for this reason, thus, as a result, hence.
9.	To introduce an opposite idea or show exception	alternatively, in contrast, on th other hand, but, in spite of, still, despite, instead, whereas, even

		though, nevertheless, while, however, one could say, yet.
10.	To summarise or conclude	as a result, in conclusion, therefore, as shown, in other words, thus, consequently, in summary, to conclude, finally, on the whole, to summarise, hence, summing up, ultimately.

Table 1. The Lists and Functions of Transitional Signals