MESSAGE ATRACTIVENESS THAT DELIVERED BY ANNOUNCER IN OPINI MAHASISWA JAKARTA (OMJ) SHOW ON RRI JAKARTA TO THE LISTENERS

Author:

Farly Fauzan

NIM. 41807026

This thesis under the guidance,

Rismawaty, S.Sos., M.Si

This study aims to determine Message Atractiveness That Delivered By Announcer In Opini Mahasiswa Jakarta (OMJ) Show On RRI Jakarta To The Listeners. The purpose of this research is to find a rational appeal, emotional appeal, and the moral appeal of Message that delivered by announcer in Opini Mahasiswa Jakarta Program On RRI Jakarta To The Listeners.

This study used a qualitative approach with a descriptive analysis method, which is the subject of this study is the staff of the Division of Production, while the informant was a presenter of Opini Mahasiswa Jakarta as key informants and two supporting informants wich is students and the public listener. For the selection of informants, is using a purposive sampling technique. Data were obtained through in-depth interviews, observation, book study, internet searching, and documentation. For data analysis techniques, researchers collect, select, compile a list of questions and then analyzed the results of the interview.

The results showed that the Rational Attractiveness of the Message at Opini Mahasiswa Jakarta (OMJ) show that Delivered By announcer is through the actual information that can give listeners the knowledge and new insights. Beside that, listeners are given space to express their aspirations. Emotional Attractiveness Student Opinion Jakarta (OMJ) show is an interactive presentation of the show with a relaxed and friendly atmosphere, and the Moral Attractiveness is to provide advice and positive message to the listener so that listeners have an interest in listening.

The conclusion of the Message Attractiveness that delivered by announcer in Opini Mahasiswa Jakarta program is the actual delivery of messages, interactive, and able to understand what the listener feels is an attractiveness of the Opini Mahasiswa Jakarta program, and also there is need analytical skills in choosing the right theme, erudite enough , jaunty, and not arrogant is the key of message atractiveness that delivered by annaouncer.

Advice from researchers to Opini Mahasiswa Jakarta program is to add duration, interspersed with songs that remain rilexs and exciting atmosphere, and held seminars on campus, and do not forget to give appreciation to a listener with a gift.