ABSTRACT

EFFECTIVENESS OF CONVEYING MESSAGES BY BANDUNG RADIO REPUBLIK INDONESIA (RRI)'S BROADCASTER IN *PERSIB* BROADCASTING ON *VIKING'S* LISTENER DESIRE

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The purpose of this research was to find out the effectiveness of conveying messages by Bandung Radio Republik Indonesia (RRI)'s broadcaster in Persib broadcasting on Viking's listener desire. To answer the problem above, the researcher used the indicators of message content, message style, wording, message attractiveness, message organization, and message conveyance to measure Variable X, and the indicators of preference or interest in listener Viking broadcasting, shared experiences of broadcaster and Viking, information needed by Viking, and listener desire of Viking to measure Variable Y.

The type of research was quantitative, and the research method was survey research method with a descriptive analytical technique. The data collection technique was by questionnaire spreading, interview, literature study and internet searching. The amount of population was 100 Bandung Viking members, and the sampling technique used was proportional random sampling by a total sample of 100 persons. The data analysis technique was Spearman Rank Coefficient.

The research findings showed that the correlation of message content and Viking's listening desire was 0.243 with a low but definite, significant, and unidirectional correlation value. The correlation of message style and Viking's listener desire was 0.239 with a low but definite, significant, and unidirectional correlation value. The correlation of wording and Viking's listener desire was 0.504 with a considerable, significant, and unidirectional correlation value. The correlation of message attractiveness and Viking's listener desire was 0.592 with a considerable, significant, and unidirectional correlation value. The correlation of message organization and Viking's listener desire was 0.705 with a considerable, significant, and unidirectional correlation value. The correlation of preference or interest and Viking's listener desire was 0.547 with a considerable, significant, and unidirectional correlation value. The correlation of shared experience between the broadcaster and Viking and Viking's listener desire was 0.663 with a considerable, significant, and unidirectional correlation value. The correlation of the information needed by Viking and Viking's listener desire was 0.55a8 with a considerable, significant, and unidirectional correlation value.

The conclusion of the research findings showed that the correlation of the effectiveness of conveying messages by Bandung Radio Republik Indonesia (RRI)'s broadcaster in Persib broadcasting on Viking's listener desire was 0.243 with a low but finite, significant, and unidirectional correlation value. The results of data processing showed that Ho was rejected and H1 was accepted, meaning that there was influence of a the effectiveness of conveying messages by RRI's broadcaster in Persib broadcasting on Viking's listener desire.

A recommendation for Bandung RRI is that Persib broadcasting in Radio Republik Indonesia should be continuously packaged attractively, so that there would be an increase in listener desire in persib supporters, in this case Viking.