ABSTRACT

CONSTRUCTION OF SOCIAL MEDIA COMMUNITY RADIO 107.8 FM RAKITA

(Study of Social Construction Media About Issues Save Earth In Rakita Community Radio 107.8 Fm In the Green Generation Time In Bandung)

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This study intends to determine the Construction of Social Media Community Radio 107.8 Fm Rakita who raised the issue of save the earth in the Green Generation Time programs in the city. The purpose of this study is to determine the stage of the formation of matter, distribution of construction, and the establishment of construction.

This study used a qualitative approach to the study of the social construction of the mass media with selected informants sampling techniques that amounted to 4 people and 2 supporters informant. Data were obtained through in-depth interviews, observation, literature, and internet searching. The technical analysis of the data used is the data collection, data reduction, data presentation, and conclusion and evaluation.

From the results of this study concluded that stage of the formation of matter occurs in the presence of closeness between people and radio in terms of both the background and of the material presented by radio, stage construction spread their symbols are intentionally created with the solicitation language and material that are always associated with a pattern community life, and the formation stage of construction can be understood with simple materials and explanations ranging from prevention, prevention, causes, and others. Construction can be confirmed to occur in a long time and proximity, and that's what makes a community radio 107.8 Fm Rakita can make people Sadang Attack Bandung join and participate in the reality constructed by the many changes in the existing environment better and better from year to year. Advice can be given as a student researcher of communication science is a social construction that is built by a community media for the common good then we should also contribute to the reconstruction of the social life.

Keywords: Social Construction of Mass Media, Rakita 107.8 Fm, Save the Planet.