

CHAPTER I

INTRODUCTION

1.1 Background

In the current technological era, technology plays a vital role in the development, fulfilment, and dissemination of information for the entire community. Therefore, all individuals in the 21st century rely heavily on technology to obtain and share information, both between individuals, between agencies and individuals to agencies or agencies to individuals. Because the function of technology that is very important for human life today, it makes the activities of human life use technology to facilitate its activities.

The function of technology in disseminating and obtaining information has the highest level in the lives of people living in this century, and this is due to the ease of accessing technology to gather the information. In getting information, there are many types of information that can be consumed by the public, such as in the form of writing, audio, and video or visual media.

In the form of printed media, technology provides information to the public through newspapers, magazines, outdoor, or posters. In the audio form, we often hear from the radio that provides information services in the form of sound. Another example of audio is a telephone. A telephone is a tool that requires a device so that communication able to use. The phone uses signals; radio waves convert to audio data. And the last in the form of video or visual, where the sharing and obtaining of information can be through television and internet, while from internet information can be shared either in audio, video, or text. Example audio on the internet is online radio. We can access radio on the internet; we just need to type the name of radio and

the frequency or type the web address or YouTube media where information will be provided in the form of moving images and audio in order to make it easier for people to understand and not miss the information.

Through media intermediary, the process of obtaining information in the form of written information, audio, and video will be spread easily and will reach the community well and accurately. With the availability of this service, it is expected that the public can observe and understand every information provided by each media so that the public can understand the content of each news, not misunderstand and know the latest news

Choosing the media is very important for the community. People need the media to get the latest news about what happens in their country or world. People need information from national and international, politics, sports, economics, technology, entertainment, and information about lifestyle. Radio offers a unique service in delivering information. For example, people don't need to stop working to be able to get information from the radio. This for community or people who are busy; they still can get information without interrupting their activity. Based on these characteristics, radio maybe still the right media or relevant media to share information in the current situation.

Companies may take these opportunities to promote their products. It is not only useful for companies for marketing their products to consumers by providing appropriate information. This information can attract people to buy. When the company can make potential customers interested in the information about their product, people will know about their product and buy their product.

This is based on a theory called AIDA (Awareness, Interest, Desire, and Action). In marketing communication was coined in the late 1800s by American

advertising and sales pioneer Elias. St. El,o Lewis. AIDA talks about the different phases through which a consumer goes before going to buy a product or service. Most of the marketers follow this model to fetch more consumers for their product. The company uses this model to attract customers to purchase a product.

The concept of AIDA is A for Awareness is creating brand awareness with our product or service. I is for Interest means generating interest in the benefits of our product or service, and sufficient interest to encourage the buyer to start to research further. D is for Desire is to creating desire, showing the personality of our brand and can make the consumer from liking to wanting it. And the last is A for Action; this stage is the final stage where consumers begin to make the first purchase of our product. We can say that these stages are the trial stage where the consumer will decide whether to use the product again or even change products.

Radio at present is different from the first radio; the difference is in the form of presentation of the information provided. In providing information via radio, more value is needed in order to attract someone's interest in radio because radio is an information medium that only presents information through audio. A radio strategy is needed to make the audience interested. One of the ways is to consider the gender of the announcer, the voice of the announcer, and provide music in the broadcasting process to attract the audience.

By being influenced by these factors, there will be aware of advertising that occurs on the radio, because the audience's awareness will arise if triggered by certain things. With the emergence of awareness, it will increase awareness and be more interest in getting information through the radio.

In the city of Padang, radio is a media in the form of audio entertainment and giving news. Service provided by each radio in the city of Padang by always-on air

from morning until night. The radio will present music for the listeners and the latest news for their listeners about politics, social, economic, and all kinds of aspects that are happening. Radio gives the information through the announce or invite the speaker.

For the Padang city area, many radios can provide information and service to their listeners, including :

Tabel 1.1
Radio in Padang City

No	Name of Radio	Frequency	Main Program	Target Market	Age
1	Arbes FM Padang	101 FM	Indonesian Music	Young Adult and Adult	18 – 35 years old and 36 – 55 years old
2	BOOS FM Padang	104.2 FM	News, health and medical	Adult	36 – 55 years old
3	Classy FM Padang	103.4 FM	News, Music, Talk show	Adult	36 – 55 years old
4	Kiara FM Padang	96.7 FM	Music Minang gendre	Adult	36 – 55 years old
5	Padang FM	102.6 FM	Dakwah (Religi) and News	Adult	36 – 55 years old
6	Pesona FM Padang	105.00 FM	Music	Young Adult and Adult	18 – 35 years old and 36 - 55 years old
7	Pronews FM Padang	90 FM	News	Adult	36 - 55 years old
8	Radio Republik Indonesi(RRI) PRO 1	97.5 FM	Information, Education, Entertainment, Culture	Adult	36 – 55 years old
No	Name of Radio	Frequency	Main Program	Target Market	Age
9	RRI PRO 2	90.8 FM	Music, Information, Lifestyle	Young Adult and Adult	18 – 35 years old and 36 – 55 years old
10	RRI PRO 3	88.4 FM	News	Adult	36 – 55 years old
11	RRI PRO 4	92.4 FM	Education and Cultur	Adult	36 – 55 years old
12	Ray FM Padang	95.1 FM	Dakwah (Religi)	Adult	36 - 55 years old
13	Respon FM Padang	93.0 FM	About disaster (peduli bencana), News	Adult	36 - 55 years old
14	SIPP FM Padang	105.8 FM	Religi	Adult	36 - 55 years old
15	Star Radio Padang	94.3 FM	Music for Teenager	Young Adult and Adult	18 - 35 years old
16	Sushi FM Padang	99.1 FM	Music	Young Adult and Adult	18 – 35 years old and 36 – 55 years old
17	TreaT Radio Indonesia	Streaming	Music	Adult	36 - 55 years old
18	Warna FM	91.6 FM	Music for Teenager	Young Adult and Adult	18 – 35 years old and 36 –

					55 years old
--	--	--	--	--	--------------

Source from radio community in Padang 2019

From every radio station in Padang city, it has different service and information presentation and is supported by more values from each radio in making listeners interested. For example, Star Radio Padang that provides updated music for young people, because young people are the target market, star radio also provides information in a different way like talk informally to the listeners like talking to their friend. This strategy is to attract the interest of young people who need information about politic, social, and economy. They make it informally so that listeners (young people) can understand.

Radio in Padang also has a different character from the announcer's voice, the language used, the accent, and the strategy in making advertisements. From table 1.1, in 12 radio that is Arbes fm radio, BOOS fm, Classy fm, Kiara fm, Padang fm, Pronews fm, RRI 1, RRI 3, RRI 4, Ray fm, Response fm, SIPP fm, the announcers of this radio using low voice and using formal accents and rarely combine words and music in advertisements. This is because the target market of the radio is adult (36 - 55 years old) and the program is news that make radio formal.

Meanwhile, Pesona fm radio, RRI 2, Star Radio, Sushi fm, Treat radio Indonesia and Warna fm use non-formal accents and language and always combine words and music, sound effects or mild rhythms in their advertisements. This is because the target market of the radio is young adult (18 - 35 years old) with music for teenager, information, lifestyle programs. Because the target market of the radio is young adult, the way of announcer talk and the word used and the program are also adapted to the style of young people. There is also a radio that uses low voice, accent formal and non-formal language depend on the program such as Classy FM.

This study focuses on the theme of the effectiveness of advertising using the radio. It observed the citizen of Padang as the target of the research. This study aimed at measuring how much influence of radio advertisement on public awareness and interest as it is useful for companies that want to advertise their products via radio.

Radio is a communication tool that has a high level of trust and relevant sources. According to study Nielsen in 2012, the survey said 42% confidence in broadcast advertising (Reinares-Lara in al, 2016). Radio is a media trusted by companies to market their products, and radio is a trusted media for listeners to get information. Because on the radio, the listener can get the latest information and can be trusted, the radio announcer is also the source of the news obtained so that the listener can check the news through the source that has been mentioned by radio broadcasters.

Radio is included in traditional markets. Traditional markets have three advantages. First, traditional marketing reaches local audiences, and traditional marketing is longevity, which is the main reason people can get used to traditional marketing will get faster results if it matches the targeted audience. Second, the durability of using traditional marketing is more durable. And the last, traditional marketing has a higher level of trust (Todor, 2016).

The emergence of various media that provide more visible and complete services makes radio predicted to be destroyed. But it turns out that the prediction is not true, radio is a powerful medium. The fact is that radio resistance has been consistently approved for the past 90 years (Starkey, 2016). Radio is indeed less sophisticated with other media, other media such as television that offer videos and sounds or newspapers and magazines that offer images and text. But radio proves that

radio can exist to compete with other media and this is one proof that radio can survive.

Although a few years ago, it was predicted that the traditional marketing era would end, research showed that this was not true. Internet usage has indeed increased. The strategy that can be done for companies is to use two strategies, using traditional marketing for groups that still spend time on television, radio, and reading magazines, and the second strategy is using media online.

Radio is still used because when we listen to the radio, we can still do other things, people can still get information from the radio while doing other activities such as driving while listening to the radio, cooking while listening to the radio, and so on. While on television, because on TV there are pictures and sounds, it means we have to focus on watching TV in order to get clear information. Because we have to focus on TV, we cannot do other activities.

According to Martin-Santana, et al 2015, Radio can reach all populations because it is supported by the music. Music also has a relationship with advertisements because music provides significant commercial benefits. Music is important to avoid silence when advertising and to attract the attention of the listener, so they always listen to the radio.

The reason for the researchers discussing the provision of information circulated via radio is due to the ease in obtaining information that radio provides. For example, the ease of using radio is that radio does not require more money to use it, and radio is very effective and efficient in using it with us not focused on using it when radio listeners only need information in the form of audio, not in text or video. And with the convenience provided by the mobile phone when it is now turning on the radio on the user's cell phone is very easy and does not require a fee to use it.

Because the radio can be used anywhere and at any time without having to use fees for the internet, media for listening to the radio like on a cell phone, or on an existing radio in a car. With the availability of radio that can be enjoyed anytime and anywhere, it is possible that every information presented by radio will be consumed by listeners and this is a good way for companies for marketing their products on the radio.

In the advertising, process required a response from the audience through the introductory media so that information about the advertisement can be conveyed to the audience. In this case, the researcher will make radio as a medium that provides information about advertisements to the audience so that awareness will arise from the audience and in the end, will make the information conveyed to the maximum audience.

1.2 Problem Statement

Based on the background that the researcher explained before, the problems that the researcher will discuss as follow:

1. How is the influence of the radio advertisement characteristics on listener's brand awareness of advertised products?
2. How is the influence of the radio advertisement characteristics on listener's view on the advertisement?
3. How is the influence of the radio advertisement characteristics on listener's brand awareness of advertised products when mediated by listener's on the advertisement?
4. How is the influence radio advertisement characteristics and brand awareness to audience views on radio advertisement as a mediation?

1.3 Research Purposes

Based on the background and problem statement that the researcher listed before, the purpose of this study as follows:

1. To find out the effect of the radio advertisement in delivering information to people in Padang city
2. To find out the effect of vocal pitch to advertisement
3. To find out the effect of the accent to the advertisement
4. To find out the effect of gender to the advertisement
5. To find out the effect of music and sound effect to the advertisement
6. To find out the awareness of people in Padang city about the information in radio
7. To find out the effect of advertisement to awareness of the audience with radio as the mediation

With these objectives, it is expected that the results of this study can be useful for various aspects, both theoretical and practical aspects.

1.4 Benefits of Research

With this research aims to:

While the benefits to be gained from this research are:

- 1 Academic Benefits

This research can be used as an additional reference for students of Andalas university or especially management students about the awareness of the listeners

about advertisements on radio. Besides that, it can also add experience and expertise to researchers.

2 Practical Benefits

This research is expected to produce useful findings so that each company or agency can find out listener aware about advertisement in radio and what makes listeners aware about advertisement in radio so that it can be the basis for marketing strategy preparation in the face of market competition for industry loyalists in Padang City.

3 Benefits to Society or Public

In this study, it is expected that companies in the Padang city can make radio as an effective and efficient advertising media, so that radio is not only a source of entertainment but also can have a positive effect on companies in Padang and listeners who will listen to the information via radio.

1.5 Scope of Research

The scope of this research is focused on three variables, that is *Radio Advertisement Characteristics*, *Audience View on Radio Advertisement*, *Brand Awareness* where the information media (radio) as mediation variable in this research, and has an effect on delivering information to the people in Padang city.

1.6 Writing Structure

As the general description in the preparation of this essay in accordance with the title, the writing is prepared to study of the summary of each content and chapters per chapter which is divided into 5 chapters that begin from:

Chapter I: Introduction

In this first chapter will be Introduction. Containing the background of the research, formulation of the problem, objectives of the research, benefits of the research, the scope of research and systemic writing.

Chapter II: Literature Review

In this second chapter contains the theoretical foundation, the development of hypotheses and previous research, as well as the framework of the analysis of the problems that will be adopted researcher and researcher will describe later problem related to the material that researchers will develop.

Chapter III: Research Method

This chapter contains an explanation of research methods consisting of design research, sample population, and sample research, type of data and measurement variable, research variables, operational definition, data analysis, instrumental test, structural model test, and hypothesis testing.

Chapter IV: Research and Analysis

This chapter explains about surveys result that consists of respondent characteristics, frequency of distribution of each variable, validity test, reliability test, and discussion about analysis the effect of advertisement process using information media (radio) to people in Padang city.

Chapter V: Conclusion, Limitation, and Recommendation

In this chapter, the researcher will explain the conclusion of the research, implication of the research, limitation of the research and recommendation for further research.

