

# RADIO ADLIB : AS A PART OF COMMUNICATION STRATEGY IN DELIVERING MESSAGE BY RADIO ANNOUNCER

**Rahma Santhi Zinaida**  
**Lecture of Bina Darma University**  
**Jl. Jenderal Ahmad Yani No.12, Palembang**  
**rahmasanthi@mail.binadarma.ac.id**

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**Abstract:** Adlib is one way to delivering message through radio advertising. As a broadcaster, they should have a good strategy to be able to convey the message of the product or event. Compared to ad spots, adlibs also has the power of brainstorming listener by message. Because it is not just repetition ad but the packaging of the message are always changing every time. In this research, only focused on the adlibs "team Rexona Men" in the Sore-Sore programe Momea FM Radio Palembang. Using qualitative research methods with a descriptive approach, the key informant are two radio DJ's in Sore-Sore programe and for the result, those two broadcasters can deliver messages adlibs well in accordance with the communication strategy such as good Improvisation, good Opening(pre-conditioning), using a related Backsound, focused on intonation and time.

**Keywords:** Adlib, Radio, Announcer

**Abstrak :** Adlibs merupakan salah satu cara untuk menyampaikan pesan melalui iklan di radio. Sebagai penyiar, mereka harus memiliki strategi yang baik untuk bisa menyampaikan pesan dari produk atau event. Dibandingkan spot iklan, adlibs juga memiliki kekuatan dalam brainstorming suatu pesan. Karena sifatnya yang tidak hanya pengulangan dan kemasan yang selalu berubah setiap waktu. Pada penelitian ini hanya terfokus pada adlibs "team rexona men" pada program Sore-Sore. Metode penelitiannya menggunakan kualitatif dengan pendekatan deskriptif dengan informan kuncinya adalah dua orang penyiar radio momea di program Sore-Sore.dan hasilnya, penyiar dapat menyampaikan pesan adlibs dengan baik sesuai dengan strategi komunikasi.

**Kata Kunci :** Adlib, Radio, Penyiar

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## 1. INTRODUCTION

Besides Television, the most advanced electronic media in Palembang is radio, both government and private radio. the rapid development of radio in Palembang makes the radio station have to updated their programe. Many of radio in the city of Palembang was not far from interest to the audience who heard the radio broadcast itself.

In order to attract the audience to hear, the radio has always tried to present the best programs. Some radio stations in Palembang as Momea FM, Suara Pesona Indah (SPI), Elita FM as a radio option for young children. Then there is also Smart FM, Trijaya FM, Candrabuana, El

Jhon, Warastra FM, Sriwijaya FM, Play FM, Ramona, and much more.

Radio announcers are often known as disc jockeys (DJs). While some read from scripts, others completely ad-lib. Radio announcer are the main gate in radio station, These DJs' tasks consist of on-air interviewing, taking or responding to listener requests, running contests, and making remarks about various subjects like the weather, traffic, sports, and other news. Most radio announcers announce the artists and titles of songs, but don't necessarily choose what song air on the radio. Many stations have a management teams who select the songs ahead of time. Today radio stations have DJs update

the station's website with music, guest interviews, show schedules, and photos.

Theatre of the mind as an announcer are carried on radio advertising can be direct (adlibs) or indirect (spot / advertisement by recording). In general, the amount of radio advertising spots more than the adlibs, because in terms of pricing, advertising footage (spot) has a cheaper price. For comparison, the price for adlibs is two times more expensive than spot budget. as also happens in MOMEA FM Radio, according to the marketing department on Momea, budget for spot is cheaper than the price for the adlibs.

This is because adlibs is considered capable of communicating the message of a broadcaster or announcer to hear the prospective customer interest and hopefully achieve the interest in given a positive respon about the adlibs. The question then is, why adlibs more expensive than spot? What kind of strategic communication that the announcer do and make adlibs become more special and more expensive.

Radio, by the time growth as one of effective media that can grab people attention, even though this media only contain audio effect. The researcher choose Monea FM Palembang as the object of this research because Momea FM are very segmented, they are in midle level like teenager, young age, and student in high school and senior high school.

### **Research Questions**

Based on the findings in the background, question has been formulated. It is: "How Communications Strategy in delivering the message through Adlibs?"

### **Research Objectives**

In conducting this research, there is objective need to be achieved by the researcher. The objective is:

"To find out Communications Strategy in delivering the message through Adlibs"

## **2. Literature Review**

### **2.1.1 Communication definition**

Communication word comes from Latin means "communication", and based from the word "communis" which have the similiar meaning. So, if there are two person having a conversation, for example for talking, chit chat etc so communication (Effendy, 2005: 9).

It is same perception that said by daryanto, the word "communication" first known from Latin word "*Communis*" which means making togethernes and building relations betwen two people or even more (Daryanto, 2010:3). Based on Stuart (Daryanto, 2010:3), the root from the word "*Communis*" are "*Communicato*" which meand having rekations with others to share meaning and message.

From two explanation above, we can take a conclusion that communication is a process to delivered a message from sender to receiver, with a symbol, opinion, atitude, and many other. People always need communication and communication is already felt since the day we born.

## 2.2 Radio

Romli (2004: 9) note that Radio is one of mass media, and it is a channel of mass communication, it almost same like magazine, news paper, and television. The different from television is radio only share audio, but television share both audio and visual.

Definition about radio based on The Encyclopedia of Americana International (Triartanto, 2010:30), radio is a communication tool which is use an electromagnetic that broadcast by the speed of light. Ardianto also note that radio is the oldest electronic mass media which is very flexible (Ardianto *et all*, 2007:123).

Moeliono (Triartanto, 2010:30) said about definition of radio, radio is a process to sending sound or voice by air, further more Jull Swanell in The Little Oxford Dictionary of Current English (Triartanto, 2010:30) define that radio is sending and receiving messages by an electromagnetic without cabel.

Another explanation about radio explain by Teguh Meinanda and Ganjar Nugraha (Triartanto, 2010:30) said that radio is a whole frequency system which are broadcast to all station and will received by the receiver.

Radio is a mass communication tools which having a function to share information, educate public, to entertain, and to persuade. In sharing an information, radio usually broadcast about the latest news topic, hot issue and factual data. And then in educate public, radio have a programe which can educate the audience and related to raised intelegence and information, people from do not know become knowing everything. Another aim is to entertain public,

entertain here means that radio have many programe about music, fashion, etc which is for the audiences are very entertaining, the last function is to persuade, persuade means here that radio also can be a godd place to advertise and campaign something, for example like a brand, company, product and many other things. In general, radio have a characteristic, such as :

### a. Auditory

Radio is "voice" to hear, because of that, so radio only heard one time and can not be repeated.

### b. Transmision

The broadcasting process by a tools name transmision.

### c. noise

noise in radio cause fading and channel noise factor.

### d. Theater of Mind

Because radio is auditive, so radio can make us have an imagination in our mind. We imagine what the announcer said about and we can not imagine how they look.

### e. Related to music

Radio is a cheap entertainment tools and be one of a tools to enjoying the music. Radio without music, means uncomplete.

## 2.2.1 Role and Function of mass media

Lasswell and Wright are scientist who really concern to mass media, they thingking about the role and function of mass media for public. They are scientific of communication and professor in law from Yale University, reported that there are three functions, mass media, environmental monitoring, correlation of sections - sections of society to respond to the

environment and delivery of the legacy from one generation to the next. In addition to these three functions, Wright added a fourth function that is entertainment. According to Tankard Jr. from Suprpto (2006: 386) in addition to functionality, the media also has a lot of dysfunction, namely:

#### 1. Supervision (Surveillance)

Supervision as a function of the first to provide information and provide news. In its function, the media often warns us of the dangers that may occur. As extreme weather conditions or military threat. Monitoring functions are also included news available in the media is important in the economy, the public and society, such as stock market reports, traffic, weather and so on. Monitoring function can also cause some dysfunction, ie panic may occur because of excessive emphasis on hazards or threats to society.

#### 2. Correlation

Correlation as a function of the second is the selection and interpretation of information about the environment. Media often include criticism and how one should react to certain events. Because of that correlation is a part that contains editorial and media propaganda. Correlation function aims to run and maintain the consensus of social norms by exposing the irregularities, giving the status of the individual selected by highlighting and may serve to oversee the government. In the correlation function, the media can often deter a threat to social stability and to monitor or manage public opinion.

Correlation function can be dysfunction when the media constantly growing similarities, block

social change and innovation, reducing criticism and to protect and expand the power may need to be monitored. One of the main forms of dysfunction that is often alluded to media correlation is the formation of a false incident, impression formation "or personality".

#### 3. Submission of social legacy

Is a function in which the media convey information, values and norms from one generation to the next or from members of the public to migrants. In this way they aim to improve community cohesion by broadening the basis of their common experience. It is known that the media can reduce feelings of alienation (anomie) in individuals or feeling rootless society through the container where she could identify him.

However, given the nature tend to be personal, accused the mass media contributed to the depersonalization of society (dysfunction). The mass media placed between the individual and shift direct personal relationships in communication. Media also said to cause a reduction in cultural diversity and help improve mass society. This indicates that the mass media we tend to talk about the same, dressed the same way, act and react in the same way.

#### 4. Entertainment

Much of the media may be intended as entertainment news even though considering the number of columns, features, and the interlude. Media entertainment is intended to provide a break from everyday problems and leisure. Mass media culture in the form of art and music in the millions - millions of people and most people are

happy because they can improve the taste and choice of the public in the arts.

### **2.2.2. Advantage and Disadvantage of Radio**

Besides being easy, radio and also has some advantages based on (Romli, 2004: 22):

A. Fast and Direct: Means the fastest, faster than newspaper or TV in conveying information to the public without going through a complicated process and it took a lot like TV or print media offerings. Radio live report by telephone and radio reporter can directly report the news or events on the ground.

2. Familiar: Radio is a tool that is familiar with the owners. Listeners rarely sit in a group listening to the radio, but usually like to listen in the car alone, in the kitchen, bedroom and so on.

3. Hot: The combination of words, music and sound effects in radio broadcasts can affect the emotions of the listener. Listeners will react to the warmth of an announcer and often think that the broadcaster was a friend to them.

4. Close: the announcer's voice is present in the house or near the listener. The speaker directly touching personal aspects (interpersonal communications).

5. Simple: No complicated, not a lot of artifacts, for the manager and the listener.

6. Without Limits: radio broadcasts penetrate the geographic boundaries, demographics, SARA (ethnicity, religion, race, intergroup), and social class.

7. Inexpensive: Compared with print subscription price of the aircraft radio is relatively much cheaper. Listeners also are free to listen to any radio programe.

8. Can Repeating: Radio has a transient nature

that enabled to repeat information already delivered quickly

9. Flexible: The radio can be enjoyed while doing other things and without disturbing other activities such as cooking, driving, studying and reading newspapers or books

Here are some of the weaknesses of radio:

1.. Glance: The radio quickly disappear and be forgotten easily. Listeners can not repeat what he heard, not like reading the newspaper can be read over and over again.

2. Global: Serving radio information is global and does not detail because the numbers were rounded. For example, a thousand more for the 1053figures.

3. Time constraints: Time radio broadcasts are relatively limited, with only 24 hours a day, unlike a newspaper which could increase the number of pages freely. 24 hours a day can not be increased to 24 hours or more.

4. Elapsed Linear: The program is presented and enjoyed by listeners in the order that already exists, can not jump around. Unlike the newspaper, readers can directly into the column directly favored

.5. Contains Disorders: As incurred or sink (fading) and technical problems (channel noise factor).

Electronic mass media including radio, known as periodic media is popularly used by the public. In addition, it is very attractive because the actual content of broadcasts and very easy to access. Especially with the FM radio technology in terms of implementation has been very mature. AM and FM compared advantages

of which are able to eliminate the interference (interference, caused by the mixing of the weather, sun spots or electrical equipment), can eliminate the interference caused by the two stations broadcasting on the same wavelength and can broadcast the best sound for human ears (Effendy, 2007:149).

### **2.3. Radio Announcer**

Radio announcer or most people call it DJ's, is a person who present the programe in radio, like news, request, Top 40's, and many more.

## **2.4. Advertising**

### **2.4.1 Definition of advertising**

Advertising is any form of communication that is intended to motivate a person's who potential buyers and sellers to promote a product or service, to influence public opinion, win public support to think or act in accordance with the wishes of the advertisers. Meanwhile, according to Paul Copley, advertising is by and large seen as an art - the art of persuasion - and can be defined as any paid for communication designed to inform and / or persuade. Where advertising is an art of persuasion and can be defined as communication design and financed to giving information or persuade.

From some of the above understanding, basically advertising is a means of communication used communicators in this company or manufacturer to communicate information about the goods or services to the public, especially customers through the mass media.

In addition, all ads are written with the same goal which is to inform and persuade consumers to try or follow what is in the ad, the activity may be consuming products and services offered. "*Advertising can be used to build up a long-term image for a product or trigger quick sales* ". it means, advertising can used for building image in long term goal for a product or to high sales force.

### **2.4.2 Adlibs and Spot in Radio**

Sanganam FM (2009) describes the two types of delivery style advertising on the radio, namely: ad read (adlibs) and advertising records (spot). Adlibs is a style of delivery in the form of advertisement which read the script by the broadcaster.

This text contains information about the product or service being promoted. This technique is very effective for advertising or short message service, temporary advertisement (only serving only a few days) and to promote the activities and events. Screening recordings ad (spot) using a media player, so it will always be able to keep abreast of technological media player. Ads recording (spot) was also aired on the radio several times a day.

Adlibs is a type of advertising that directly read by the announcer at his or her broadcast. Ads that script read by the announcer and show announcer voice as an amplifier testimonials product / service promoted. advertised. The process of making this adlibs started almost the same as the ad creation process, but different records when creative ideas are formed, not necessary to seek a voice / vocal talent again just need to confirm to the

client if the material is to be read as an adlibs are in line with the message to be delivered to society. adlibs duration is usually between 60 and 120 seconds per reading, but in reality adlibs can reading could be take times more than that.

### **2.5. Research Methode**

Based on the problems studied in this research, the method used is descriptive qualitative approach. In this research, the key informan we use radio DJ MOMEA FM and we choose one of the programe "SORE-SORE". We choose SORE-SORE because many company put their spot or adlibs promotion in this prime time programe. This research concentrate in one adlibs that able to read in this month februari, 2012 "Team Rexona Men"

## **3. Result**

### **Preparation before on air**

As a broadcaster / announcer, they have to come earlier than it should broadcast time, for example when the program began at four in the afternoon, the broadcaster must come before the hour to prepare, as expressed by Okan who used to read first what is being broadcast on the topic of the day it. Similarly expressed by Echa, broadcasters should also see the first theme of the broadcast and broadcast material that day, ranging from adlibs to be read, ad spots to be played and discussed with the producer broadcasts anything there are things that should be added or subtracted. Communication strategy conducted by Momea radio broadcaster in the afternoon program was well prepared all material adlibs or other

materials. By reading and practicing beforehand, broadcasters will be more familiar with adlibs what to read, and the theme of what to practice as much as possible before beginning the broadcast. But if there is no time to exercise, then read adlibs spontaneous origin was not troubled to know the main topics only.

### **Improvisation, Opening(pre-conditioning), Backsound, intonation and time.**

In reading adlibs, there is the art of speaking in it, does adlibs read but do not read it as such, have no skills in reading, so a broadcaster must continue to be creative with fresh ideas and a new order was read adlibs has not monotonous improvisation. In reading adlibs, there is the introduction or pre-conditioning to be a bridge between the previous topic with the topic adlibs. Broadcasters need to open the first sentence that connects with the sentences adlibs previous theme. In order not to limp away impressed with the previous topic, the broadcaster must deal with his adlibs conversation appropriate theme. To connect messages / message to be conveyed by the client through the announcer read out adlibs to be understood by the listener. Similarly echa disclosed following the pre-conditioning required to harmony with the theme of the previous theme adlibs can connect with beautiful and unnoticed by the listener. Like the proposed Suhandang (2009: 88) which states that the strategy is part of the communication plan, which itself has communication planning and implementation process step is also the responsibility of

discretion in determining the steps and resources that should be used in the process communication. Program in the afternoon is always crowded primetime programs heard by listeners Momea, adlibs Rexona Men team that is adlibs that not only the event but the product information to get tickets to watch F1 in Shanghai, and many other gifts, and therefore how to read his adlibs were slightly different from the usual promo adlibs. The second way in which the broadcaster is using the speed and intonation are harder to listeners more zeal and enthusiasm.

Music is a part that is no less important in terms of readability adlibs, especially at this Rexona adlibs to make the atmosphere more interested listeners to the program team Rexona man, able to use the style of music sound back china / shanghai like a lion, for example, or the sound the car is back drove in the arena circuit, backsound also has a very strong influence in reading a adlibs that listeners feel closer to that message will be delivered by Team Rexona Man adlibs. In reading adlibs, there intonation that must be considered, to determine whether the announcer was reading or talking adlibs always, In reading adlibs, have been scheduled in advance by the program director, adlibs be read at what time, or how many minutes. Broadcaster simply just follow the schedule that has been set, but it turned out just to get to read adlibs just not that easy, there should be an adjustment to the track or the previous material, usually adlibs will be read after the song is playing. The time it takes to read adlibs by long or short depending on the adlibs, ranging from one to five minutes.

### **Delivering the message through adlibs Team Rexona Man accordance with 5W + IH.**

Designing the message is a separate process with the event delivery message. But do keep the design and implementation of message delivery of messages is an integral kegiaian learning in the communication process. In other words, the design of the message is a part of the communication process.

Berlo defines the message as a physical result of this article is copied from the real source of communication. Understanding Message extremely diverse, as described in the dictionary bahasa Indonesia that is a command message. Advice, requests, message delivered through people. (Big Indonesian Dictionary). Another definition of a symbol is a set of meaningful messages delivered by the communicator to the communicant with a specific purpose. (Effendy, 2005:18).

This is related to that disclosed by Book is a set of verbal or non-verbal symbols that represent feelings, values, ideas or intention of the source. There are several elements necessary to create a message, that the concept of 5W +1 H, Why, What, Who, Where, When and How. All elements should not be sequential in its application, because it depends on the message itself, prior to reading adlibs on the radio, the message can be delivered from different directions, the bias starts from anyone / Who, or the beginning of why / Why, and others. In reading a adlibs, there is provision to read way, the concept of a reference IH + 5W announcer to read out adlibs Rexona man team, the following narrative as a broadcaster Echa and

Okan Afternoon-Evening program interchangeably with the same answer:

1. Why

"He cried watching F1 racing that makes adrenaline. Starting from the thrill of acceleration contest, racing gas, and stole the position at the start up line. Until late breaking handalnya strategy in corners death, making excited.

When the adrenaline is racing, sweat also encouraged. As a result, when there is no protection, armpit wet with sweat can cause body odor (BB). So it is important to keep underarm deodorant.

2. What

"Want to watch F1 dapetin experience more terrible and memorable than just not going to watch on TV? But underarms stay dry? Join used in Team Rexona Men".

3. Who

"That would give us 10 Rexona free package to watch F1 live on Shanghai! And the consolation prize in the form of 500 backpack PUMA Ferrari

4. How

"How to join the promo: Buy Rexona men whatever, except Deo lotion, Save the proof of purchase for taking gifts and Registration".

5. Where

"Registration through REXONA111 [www.tmssearch.com](http://www.tmssearch.com) and type or browse coupons in Hypermarket. For more information, see Team Rexona Men Fanpage on Facebook, Look at Team Rexona Men Facebook fanpage for more info".

6. When

"Promo is valid until February 29, 2012".

So, the elements used in this adlibs is, WHY, WHAT, WHO, HOW, WHERE, WHEN, or rather adlibs Team Rexona man is using the whole concept of 5W +1 H are determined. As the end of the promo team adlibs Rexona Men are the clients through marketing officer momea FM radio was no problem with the way the message through adlibs which was read by the announcer in the afternoon-evening program, the client is satisfied and wished winner Rexona Men's Team program will come from Palembang.

#### 4. CONCLUSION

As the conclusion, adlibs ad as one of the way of communication strategy to delivering the message by radio MOMEA announcer is quite effective to represent product information to public. Radio announcer have a big responsible to prepare and designing a good sentences to read. Adlibs maybe not as simple as spot ad, but it more effective than just repetition ad like spot ad. This moema radio annpuncer in programe "SORE-SORE" are relatively good in delivering team rexona men adlibs. They use the communication concept strategy 5W+1H in designing the adlibs theme. They also use all the way to make this sdlibs sounds interesting like giving attention to intonation, backsound, music related after adlibs, preconditioning / opening and many more.

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