

# Elsinta radio's social message to build the value of communication wisdom and citizens cultural identity

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## ABSTRACT

As an interactive media, a radio has social responsibility to the community on the understanding the policy of multicultural education from language diversity point of view. This study was to analyze the existence of radio as a type of electronic media that has a role and function as a medium of information, education, and entertainment for the community. We approached the study focus by using theory of multicultural education value and supported by the theory of social media responsibility. The results of the study showed that Elsinta as one of the private radio stations in Indonesia through the broadcast content of RBI which had become a radio characteristic in presenting broadcast material that need to be used as a capital and model to develop multicultural communication education innovations. Therefore, to build a community perspective, it was necessary to be based on the value of the wisdom of the diversity of languages in Indonesia, packaged into learning materials for the community. This study contributes academically to the community as an effort to strengthen the value of the wisdom of language diversity.

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## Introduction

As citizens, everyone should take pride in the fact that Indonesia is geographically the largest country in Southeast Asia. It boasts a population with the fifth-largest ethnic diversity in the world and has a vast amount of cultural diversity in terms of religion, art, and language. Technology is needed as a medium to publish and globalize this diversity. Communication technology can encourage and strengthen positive values related to diversity within a community (Ferdig et al., 2007). In this regard, radio plays a strategic role in developing educational media that instills the value of cultural diversity (Chandra & Aminudin, 2019).

Radio serves as a medium of information that expands public education and increases innovation in various aspects. It is also a public medium that strengthens the values of integration and nationalism in a nation (Effendy, 2016). Through this perspective, Innayah & Susanti (2016), argues that radio is a medium for multicultural and multilingual communication education, which makes it essential to shape the character of the Indonesian people and better understand the nation's character (Waridah, 2018). In this case, the media also has a social responsibility to the community concerning freedom and protection of understanding of multicultural education, especially language (Candiasa et al., 2021). Up to the present time, radio remains relevant at both the community and national levels. Certain groups argue that radio can be a force to influence the views of individuals and society on various aspects of life, such as economic, political, socio-cultural diversity, and

language diversity. Yet, the problem is that people often do not understand what is implied in the broadcast message (Adzra, 2020).

This research aims to develop innovative strategies for communicating multicultural education through the broadcast content of various regional languages, specifically on Elsinta Radio. Previous studies by Chairiawaty (2019) and Handika et al. (2019) highlight the importance of social and moral messages in broadcast content as a means of strengthening local and national identity amidst Indonesia's complex diversity, which includes factors such as religion, ethnicity, language, arts, social and economic systems, and other local identities. Scientific studies are necessary to publish and preserve the richness of Indonesia's pluralistic culture. However, globalization has indirectly weakened cultural identity and wisdom values, particularly regarding language recognition (Kompas, April 19, 2014). As such, it is essential to strengthening the commitment to preserving cultural diversity ideologically and in practice.

This research focuses on the role and responsibility of radio in building perceptions and innovative strategies for communicating multicultural education in Indonesia. Specifically, the study examines the use of broadcast advertisements in various regional languages to address the dynamics and wisdom of cultural diversity. The study aims to provide a broad understanding and knowledge to writers, researchers, readers, and the public about the significance of cultural advertisements in various regional languages. This will enable stakeholders to participate in preserving and strengthening the values of cultural wisdom and upholding the principles of Pancasila as a model and foundation for enhancing the importance of the nation.

This research addresses two key questions: 1) how can the broadcast content of advertisements in various regional languages, particularly on Elsinta Radio, be utilized to develop innovative strategies for communicating multicultural education and strengthen national identity? 2) What is the responsibility of social media, specifically radio, in strengthening multicultural education communication through the content of social advertisement broadcasts, particularly in regional languages?

## Method

This study was descriptive research using a qualitative approach. Through this approach, the aim was to analyze the life of a particular community, including its history, behavior, organizational functionalization, and social movements (Coleman, 2008). Creswell & Poth (2018) also emphasizes that descriptive research aims to describe and summarize various conditions, situations, or phenomena of social reality in the community that is the object of research, seeking to draw that reality to the surface as a feature, character, trait, model, sign, or description of a condition, situation, and/or phenomenon. The data were related to the roles and responsibilities of the media, particularly Radio Elsinta as one of the private radio stations committed to broadcasting messages of cultural wisdom, especially the variety of regional languages. The content of the broadcast material could be used as a learning tool to strengthen multicultural values, particularly from the point of view of language wisdom.

## Result and Discussion

Elsinta Radio is one of the national private broadcast radios that focuses on broadcasting news and information directly (Elsinta News and Talk). The radio station broadcasts 24 hours nonstop every day on 90 FM Jakarta. Although it is a private radio station, its broadcast network can be listened to nationally. Based on national broadcast frequency channels, Radio Elsinta also has broadcast networks in several regions in Indonesia.

As we had listened to so far, the contents of Elsinta's broadcast contained national and international news, especially from the BBC and RCI. Furthermore, apart from listening to news and

information, listeners can participate in ongoing events and interactively share information, either by direct telephone or short message (WhatsApp), as well as through the latest social media.

Elsinta was taken from one of the daughters of an Air Force (AURI) officer named Oom Yos (Suyoso Karsono) in 1968. Reinforcing previous historical records that Elsinta first aired on 1368 KHz wave by broadcasting oldies songs and Hawaiian songs that were very popular at that time with its host Hoegeng (Hoegeng Iman Santoso, Indonesian Police Officer in 1968-1971), an ukulele player and founder of the Hawaiian Seniors group.

From 1980 to mid-1990, Elsinta was famous for playing Adult Contemporary or Jazzy Tunes hits. Then in the mid-1990s, both vocal and instrumental music of Radio Elsinta switched to Jazz music. At that time, Elsinta was broadcasting on its new wave, 90.05 FM. The studio was previously located at Jl. Pangeran Antasari, South Jakarta, previously at Arthaloka Building, Jl. Sudirman, and had also moved to Setiabudi Building on Jl. HR Rasuna Said ([www.Elsinta.com](http://www.Elsinta.com), accessed April 26, 2022).

In 1997, Elsinta moved its domicile to Joglo Raya, West Jakarta. At that time, they still played Jazzy or Cool Music songs, which were relatively new but had started to slip in one or two news stories read by broadcasters from print media and the internet. To broaden the news coverage, formed a partnership with BBC London, VOA, and RNW Hilversum in 1998 and remained working with BBC channel.

When the economic crisis in 1997/1998, Elsinta invited listeners to help the poor by distributing food packages. This program eventually became the forerunner of the "Elsinta Cares for Humanity" program. With the momentum of the mass riots in 1998, Elsinta's crew moved to collect information by inviting the participation of listeners to provide information related to riots, looting, and burning that spread to various regions in Indonesia. That moment was the start of the "*Info dari Anda*" event, which up to this time, has become the most important part of the history of the citizen journalism program.

Along with technology development on February 14, 2000, Elsinta declared itself to be a "24 Hours Nonstop News and Information Radio" through a launching event at Hotel Le Meredien, Jakarta. Since then, Elsinta's broadcasts have focused on news and information without musical accompaniment. Thus, the policy can be the main capital in realizing the format as a news radio.

The next stage, at the commemoration event, is the airing of a new format and program, "Elsinta News and Talk", since 2000. The program was strengthened by several agenda items, such as "*Info dari Anda*", "*Komentar-Opini dan Solusi (Komisi) Anda*" and news broadcasts abroad from BBC London, mPro, etc. As a result of the rearrangement of frequencies throughout Indonesia, especially in Jabodetabek, since August 1, 2004, Elsinta has changed its waveform from 90.05 FM to 90 FM. Along with its development, Elsinta broadcasts opened branches in major cities in Indonesia ([www.Elsinta.com](http://www.Elsinta.com), accessed April 26, 2022).

Along with the development of technology to serve the listeners of Elsinta Radio station, live streaming can also listen through smartphone, desktop, and computer devices directly from the browser. Through the slogan "News and Talk", Elsinta is famous for broadcasting actual and helpful information to the community. During our observation, there was a message of strengthening nationalism through ideology (Pancasila) and messages of language wisdom (variety of regional languages), so it becomes one of the focuses of this study.

### **Radio as a Medium for Entertainment, Information, and Education**

As an entertainment medium, the radio can contain entertainment in the form of music, humor, news, and another form of information. Radio is also a tool to convert waves into sound or

sound through electromagnetic waves. Among the advantages of radio is that it can reach almost all citizens in a state at any time and place and involve anyone (even people with special needs). Unlike watching television, radio listeners do not have to stay in front of the radio. This means listening to the radio can be done while doing various activities.

Innayah & Susanti (2016) argues that radio is the fruit of technological developments that allow sound and transmitted simultaneously through the development of radio in the air. Efendy (2014) also confirms that radio is dubbed the fifth estate. It means that radio is direct, knows no distance and obstacles, and has an appeal. The effectiveness of radio broadcasts is also supported by the latest technological products, such as the System Frequency Modulation (SFM) transmitter system, transistors, and others. Studies have examined the effectiveness of radio educational broadcast programs in enhancing adult literacy (Sanusi et al., 2021), and the use of radio to provide instruction in various subjects such as mathematics, language, and social studies. During the COVID-19 pandemic, a radio-based approach to learning was used as a way to walk teachers through child-centered approaches and provide live accompaniment for them (EDC, 2020). A community radio-based blended learning model has also been proposed as a promising alternative learning method in remote areas (Prahmana et al., 2021).

Chairiawaty (2019) confirms radio broadcast is a medium that relies on communication to support the creation of a relationship between listeners and the media itself. For this reason, an announcer is usually also required to be able to master and form a relationship with the listeners so communication and interaction are established and impact the success of an event. Like the leading media, radio also has a selective reach to certain market segments (Juditha & Darmawan, 2016). For example, radio can help answer the needs for entertainment and information in agriculture in an agrarian society with extensive area coverage. Radio is a medium that can provide both entertainment and information to listeners in real-time (Cariffe, n.d.). It is an important tool for communication, keeping people updated and informed (Basit, 2022). Radio has been influential in shaping culture and literacy, as it has the power to influence people's opinions

As an element in the communication process, radio broadcasts have different characteristics and characteristics from other media. Although there are similarities between electronic television, there is still a difference, namely audiovisual and audiovisual television (Effendy, 2016). The submission of messages through radio broadcasts is carried out using spoken language, even if there are non-verbal symbols with a minimum amount of usage, for example, a time sign before the start of the event in the form of the sound of a certain musical instrument. The advantage of a radio broadcast on the communicant is that it is relaxed, so listeners can enjoy radio broadcasts while doing various activities. Certainly, it differs from other broadcast media that require extra attention because radio is auditory, so people can deliver a message in various ways.

Furthermore, radio broadcasting activities are closely related to the use of voice to speak in radio journalistic activities, including reporting, interviewing, news broadcasts, and debates. Therefore, broadcasting activities are the basic essence of news programs and conversations about current affairs (Innayah, 2016). Radio is a powerful medium for broadcasting news due to its ability to reach a large audience quickly and reliably (Encyclopedia.com, n.d.; Starkey & Crisell, 2009). Radio programs reflect current events, such as war and breaking news, and listeners can hear it in real-time. Radio journalism is also important, as it provides an alternative source of news to newspapers, magazines, and television (Encyclopedia.com, n.d.; Mastriaco, 2022; Starkey & Crisell, 2009). Siahaan (2015) said that only emphasizing the characteristics of radio news has the potential to eliminate the characteristics and uniqueness of radio. The characteristics of radio news were born because of the broadcaster's characteristics, the broadcast's content, and other broadcast packaging strategies.

The auditive characteristics of radio news should be able to touch the audience's emotional side. Until now, the contents of Elsinta radio broadcasts are generally supported by facts, so the news content is very informative and educational. Therefore, listener engagement is a priority. This involvement is interpreted to create a sense of trust in the news so that it can lead to the truth of the news content.

Apart from the truth, the content of Elsinta radio news is easier to understand and expected to be able to explore the emotional elements of the listeners. Following its mass communication function, Elsinta provides not only information and entertainment but also a very suitable medium for social interaction and the identity of cultural wisdom, especially from linguistics. Therefore, Priana & Nurjuman (2022) confirm that the content of radio messages is not only in the form of experiential knowledge (spectacle or entertainment) but also social and moral messages (guidance and order).

We underline that the broadcasting model on Elsinta Radio takes the broadcast format in the form of News and Talk, a 24-hour news and conversation program without any music program but focuses on reporting current events. Thus, the broadcast material for Elsinta targets audience segmentation among adults and young executives. The format was chosen based on the assumption that public demand for information was high. The focus on news programs is the format of news programs in the form of reports sourced directly from reporters and listeners of Elsinta Radio. Meanwhile, the talk program (Talk) is an interview format with resource persons related to current affairs.

Since its inception with the News and Talk format, Elsinta Radio has consistently tried to establish the image of Radio Elsinta as a trusted radio station to listen to news according to the characteristics of radio that offers speed and ease of getting information that outperforms other media. The process of broadcasting news on Elsinta Radio proceeds in the following way: as soon as reporters or listeners know of an incident, they can immediately call the studio, report the information to the editor, and go on air. This is the model it puts forward as the power of radio to get information and broadcast news quickly. As a listener-oriented radio, every presentation of Elsinta's news broadcast is always accompanied by greetings to the listeners.

### **Variety of Regional Languages as a Capital to Strengthen National Identity and Wisdom**

The author needs to invite and remind all parties that Indonesia is a country that has diversity. This can be viewed from geography, religion, ethnicity, race, culture, customs, language, arts, etc. In such a diverse life, it becomes a significant challenge to unite the Indonesian into one force that can uphold the differences and diversity of its people. Prayudi & Nasution (2020) also emphasize that understanding language diversity is one of the nation's diversities that needs to be managed wisely.

This effort can also be carried out by electronic media, primarily through radio broadcast content, considering its function as an information tool for the public. Along with the opinion of Prayudi & Nasution (2020), emphasized that the media can provide multicultural education communication through writing and broadcast content that teaches community tolerance in the life of the nation and state. Considering that the media can impact knowledge, values, attitudes, and behavior, people can know the nature of tolerance (willingness to coexist peacefully and respect each other). Rabiah (2016), also strengthens that the media (esp. radio), plays a very important role in providing a multicultural education to achieve a unified society within the framework of Indonesian, such as the slogan "*Bhinneka Tunggal Ika*" which means the difference in unity. Indonesia, with many languages based on ethnicity, can be unified through the national mother language forum, so the diversity and differences of languages in Indonesia become a strength in the life of the nation and state.

For this reason, the content of Elsinta Radio's broadcast messages, especially the variety of languages, should be used as part of efforts to build, so can reflect a balance between understanding cultural similarities and differences. The goal is expected to encourage individuals to maintain and broaden their knowledge of cultural wisdom through education in various regional languages.

The reality is that addressing cultural diversity, especially language, is an urgent need to build and strengthen the value of an integrating force that can bind all ethnic, ethnic and cultural diversity. Awareness of cultural diversity has actually emerged since Indonesia was formed and was used by the founders of Indonesian to design and strengthen the existence of national culture.

The problem of cultural, ethnic, linguistic, and religious diversity is a long-standing reality in Indonesian society. For this reason, to overcome the problem of diversity, it is necessary to do it through dialogue, tolerance, and upholding human rights because these differences often trigger conflicts, which can lead to riots with wider human rights violations when it is not responded. In Charles Taylor's view, conflict usually starts from the reaction of minority groups to demand rights in their participation to determine the course of public policy and to establish themselves as human beings. For this reason, multicultural education as a new paradigm deserves to be disseminated to re-knit human relations to minimize conflict. Through multicultural education, especially language variety, it is expected that there will be a shared awareness of the fact that can address diversity in terms of ethnicity, religion, tradition, language, culture, and political orientation (Rabiah, 2016). Through this view, we emphasized that RBI, as one of the contents of Elsinta Radio broadcast messages in Indonesia, has presented broadcast content that can be used as a capital and learning model for cultural wisdom.

### **Social Messages of RBI through Elsinta Radio Broadcasts**

Elsinta Radio generally emphasizes practicality and firmness (voice) in speaking, adapted to the speaking model by executives or decision-makers. During the observation, the presentation style of news broadcasts is in the form of reporting. There is an impression that Elsinta's news broadcast resembles the way people talk about their work. The practical way of speaking with a powerful (firm) voice in the Elsinta broadcast also gives the impression of following the officer's speaking style in reporting an event, such as a traffic situation.

Furthermore, during the Covid-19 pandemic, the policies of the central and regional governments were addressed objectively and participative. Through the policies of the central and local governments, further messages of healthy living culture are also continuously promoted through their respective regional or regional dialects, so diversity in language becomes significantly important to strengthen and inform related government policies (Oktavia & Hayati, 2020). This is evidenced by the messages and invitations from central, provincial, and district/city officials that also decorate the message content of various languages on Radio Elsinta. For example, messages in regional languages by public officials of regents and governors in Aceh using Acehnese accents, messages of awareness of healthy living by Betawi community leaders, messages of awareness of healthy living by the Governor or Deputy Governor of West Java using Sundanese, messages from the Regent or public officials of Central Java, messages from public officials of the Governor or Regent of Magetan, East Java, messages of the healthy living culture of the Regent or public officials of Sampang, Madura Island. The message of a healthy living culture and complying with health protocols were also voiced by community leaders from the Sasak tribe, and the Kalimantan Dayak tribe, as well as moral messages related to a healthy living culture as well as an invitation to vaccinate the community which needs to be encouraged.

Social messages through regional dialects can certainly give a uniqueness to the diversity of languages as well as make regional languages a regional wealth as well as the regional identity, but

still respect the differences in these language accents. Radio is an effective platform for delivering social messages and information to the public. A study explored the effectiveness of social messages conveyed by broadcasters in radio broadcast programs in changing people's mindsets (Priana & Nurjuman, 2022). Science-based radio programming that centers on health education can increase audience knowledge levels and positively modify health behaviors (Greeves & Ledbetter, 2022). According to a survey, more than twice as many adults consider radio trustworthy compared to social media (Insideradio, n.d.; Laor, 2022). Radio is a trusted environment with vested local connections to consumers across demographics and all types of media users (Laor, 2022).

## Conclusion

This study had indicated that RBI is one of Elsinta's radio broadcast materials in providing information on the variety of regional languages as an effort to maintain the wisdom of Indonesian identity. It also has meaning and educational messages for the nation's generation related to character building towards strengthening multicultural values in Indonesia as a capital to build strengthening diversity and national identity. The social service advertising broadcast material does focus on the dialect of each region but can provide lessons on the importance of respecting cultural diversity, especially from a linguistic point of view. Therefore, the RBI broadcast material is prominently informative in this study, so the cultural insight of the archipelago can be a capital and the latest learning model for the younger generation to respect each other.

The study site was chosen, because it has a commitment to the public in reporting social events and various Indonesian identities, especially the regional language variety. For this reason, it can be concluded that broadcast material interspersed with local language, whereby moral messages can be an inspiration and learning innovation for all components of the nation.

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