

The Effect of the Doctor Talk Broadcast Program on Healthy Lifestyle Changes for Radio Listeners 93.4 Kisi Fm in Bogor Regency

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ABSTRACT:

This study aims to determine how much influence the radio program of Doctor Talks Talks on Healthy Lifestyle Changes for Listeners of Radio 943.4 KISI FM Bogor in Bogor Regency. This study uses a quantitative approach by making the people in Bogor Regency as the research sample. The sampling technique in this study uses probability sampling, namely cluster sampling. Cluster sampling is a technique used to determine the sample if the subject to be studied or the data source is very broad, for example the population of a country, province or district. To determine the number of samples to be used, data collection techniques or samples with the slovin formula are used which are rounded up to 100 respondents. The results of this study found that: the majority of respondents in this study were residents of Bogor Regency aged 21-20 years and 54 respondents were female. The result of the calculation of the determinant coefficient shows the number 0.384. This means that the Talking Doctor Broadcast Program has an influence on Healthy Lifestyle Changes for Radio Listeners 93.4 KISI FM From 100 respondents by 38.4% while the rest is influenced by other things that are not discussed in this thesis. Further research is needed to explain these other causes.

Keywords: Broadcast Program, Healthy Lifestyle, Influence, Radio

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I. INTRODUCTION

Radio 93.4 KISI FM Bogor is the only radio that has a broadcast program that provides information about health education in Bogor Regency. The Talking Doctor Program is a special program with competent doctors as resource persons, both from Sentra Medika Cibinong Hospital, Sentra Medika Cisalak Hospital, Sentra Medika Cikarang Hospital and Harapan Bunda Hospital. The Doctor Talk Program raises various themes needed by the community around a healthy lifestyle such as information on heart health, nerves, nutrition, child growth and development and others.

Previously KISI FM Radio was positioned as a youth radio with an AB classification with young listeners who were in the upper middle class. Based on data from the *Indonesian research survey* (SRI) in 2006, Radio KISI as a youth segmented radio (15-24 yrs) in Bogor occupies the top position in achieving the highest number of listeners, compared to competing radios with the same segmentation. In 2018 Radio 93.4 KISI FM boldly changed the format of young people to the first health radio format in Indonesia, it was initiated into a health radio thanks to the idea of the consultant at radio 93.4 KISI FM Bogor. Radio 93.4 KISI FM Bogor is the first health radio in Indonesia, whose target listeners range from young people - the elderly. The name for THE FM KISI listeners is "Healthy Relatives". The interesting thing about the Doctor of Speech broadcast program is that one that uses new media that takes advantage of the presence of new media. Listeners can access the Talking Doctor Program via mobile phone via *streaming* on www.kisifm.com. If listeners are left behind by the Doctor Speak program suggestions, listeners can watch them through the youtube *channel* on the KISI VIDEO CHANNEL, and listeners can download the "KISI FM" app on the Play Store which makes the radio flexible to listen anywhere and anytime.

This research is expected to bring new insights, especially for researchers and the public who know the Effect of Talking Doctor Broadcast Programs on Healthy Lifestyle Changes for Radio Listeners 93.4 KISI FM in Bogor Regency. A person's lifestyle is a lifestyle expressed in his activities, interests and opinions. When a person is exposed to information about health, it is expected that there will be a change in behavior, especially in

maintaining health. This study aims to find out the content of the Doctor Speak broadcast program broadcast on Radio 93.4 KISI FM, lifestyle changes after the listeners are exposed to information from the Doctor Speak broadcast program on Radio 93.4 KISI FM and to find out how much influence the Doctor Speak broadcast program on Radio 93.4 KISI FM has on changes in the lifestyle of listeners..

II. RESEARCH METHODOLOGY

Research by Filza Itqiya (2018) student of the Faculty of Da'wah and Communication Sciences at the Islamic University of Negeri Hidayatullah. The research conducted uses Quantitative research. His research contains the Effect of Media Use Motives On User Satisfaction Videos And Photos On *Instagram* AA GYM. The similarity with this research is that the research method used and the object that is the material of the research is the same, which is descriptive qualitative and uses the theory of Uses And Gratification. The difference is the media used, researchers use Radio media and previous researchers use Instagram media.

Research by Lubna Alifah (2018) student of the Faculty of Social and Political Sciences, University of North Sumatra. The research conducted uses Quantitative research. Her research contains the Motive for Satisfaction in Watching Foreign Shows Among Women. The similarity with this research is that the research method used and the object that is the material of the research is the same, which is descriptive qualitative and uses the theory of Uses And Gratification. The difference is the media used, researchers use Radio media and previous researchers use television media.

The research design used by researchers in this study is quantifiable, where quantitative is a research method that is inductive, objective, and scientific where the data obtained is in the form of numbers or statements that are valued, and analyzed by statistical analysis. Quantifiable research is systematic, planned, and structured scientific research on parts and phenomena and their relationships clearly from the beginning to the final results of research based on the collection of information data in the form of number or number symbols (Hermawan, 2019: 16)

In this study researchers used *Cronbach's Alpha collection technique*. *Alpha Cronbach* is a measure of reliability that has values ranging from zero to one. According to Eisingerich and Rubera (2010: 27) the minimum *Alpha Cronbach* reliability level value is 0.70. Based on table 3. 3, the value of Cronbach Alpha on variable X is 0.873 in the range of 0.80 – 1.00 which proves that the data is very reliable. While the result of the Cronbach Alpha value on variable Y, which is 0.942, is in the range of 0.80 – 1.00 which proves that the data is very reliable.

III. RESULT AND DISCUSSION

The Effect of Doctor Talk Broadcast Program on Healthy Lifestyle Changes for Radio listeners 93.4 KISI FM Bogor

Research on the Effect of Doctor Talk broadcast programs on healthy lifestyle changes for listeners of Radio 93.4 KISI FM Bogor in Bogor Regency (Case Study of Radio Listeners 93.4 KISI FM) ni aims to find out how much influence the Talking Doctor Broadcast Program has on Healthy Lifestyle Changes in Bogor Regency.

Research on the Effect of Doctor Talk broadcast programs on healthy lifestyle changes for Radio listeners 93.4 KISI FM Bogor in Bogor Regency (Case Study of Radi 93.4 KISI FM Listeners) ni bertujuan to find out how much influence the Talking Doctor Broadcast Program has on Healthy Lifestyle Changes in Bogor Regency.

In the analysis of existing problems, researchers tested variable X and Variable Y where researchers wanted to find out how much the Talking Doctor Broadcast Program affected Healthy Lifestyle Changes in Bogor Regency. To test this, researchers conducted a study using regression analysts such as the t test and the f test.

In this study, it can be seen how influential the Doctor Talk broadcast program is on changes in the healthy lifestyle of people in Bogor Regency. It can be concluded that the results of the study with the f test showed a significant influence between the talk doctor broadcast program on changes in the healthy lifestyle of the people of Bogor Regency who listened to the radio 93.4 KISI FM Bogor. The t-count probability value for the speech doctor broadcast program variable has a sig = 0.000 which is less than the significant rate of 0.05. The results of the T test that have been carried out are then combined with the hypothesis test proposed, namely:

H0 : There is no influence between the *Doctor of Speech* broadcast program on the lifestyle of radio listeners 93.4 Kisi Fm in Bogor Regency.

H1 : There is an influence between the *Doctor of Speech* broadcast program on the lifestyle of radio listeners 93.4 Kisi Fm in Bogor Regency.

The results of the t test that have been carried out, the Talking Doctor broadcast program on the lifestyle of radio listeners 93.4 Fm Grid, then H0 is rejected and H1 is accepted which means that there is an

influence between the Talking Doctor Broadcast Program (X) on healthy lifestyle changes (Y). the calculation of the coefficient of determination test can also be concluded that the influence of the broadcast program Doctor Talk on healthy lifestyle changes for radio listeners 93.4 KISI FM Bogor in Bogor Regency (Case Study of Radi Listeners 93.4 KISI FM) which is 38.4%.

IV. CONCLUSION

In general, researchers revealed that many have listened to the Doctor of Speech broadcast program. 68% of people in the NI study were known to listen to the radio every day for more than 30 minutes and the rest watched under 30 minutes. In the study, 57% of people were seen listening to doctors' broadcast programs who were 21-30 years old. In the results of the test output T states that the value of pb. T count 0.000 which is less than a significant 0.05. so that it can be concluded that the Doctor Broadcast Program Speaks to Healthy Lifestyle Changes for Radio Listeners 93.4 KISI FM has a significant effect on lifestyle changes for listeners in Bogor Regency. The results of a study of 100 repondent people, 38.4% stated that this Doctor Talk Broadcast Program was very influential on changes in changing their healthy lifestyle, but the rest considered that this broadcast program had no effect in changing a healthy lifestyle. From the results of this research, it can also be seen that the listeners of this broadcast program are more female listeners who have jobs as housewives than listeners who are male.

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