

Radio Program PRFM 107.5 “Ngabandungan” As Media Governance City Of Bandung In Terms Of Public Information Disclosure

Indah Permata Sari Siregar

abstract

Nowadays, public communication became a media that closest in human life that can help find a kind of information. For that, the government city of Bandung use one type of mass media that is still popular by the audience that is, radio. Radio be an option the government city of Bandung as a medium of communication used in terms of disclosure of information to the public. Working with a private radio station in Bandung, PRFM 107.5 through “Ngabandungan” program, the government city is trying to communicate with the public of Bandung to share information, aspiration, the complaint or criticism. This study describes the communication process that occurs during the program takes place, as well as any barriers experienced by audiences when receiving and delivering messages in this program. This study used a qualitative approach with a method of case study, where data collection techniques obtained from the results of qualitative interviews and observations, by analyzing the “Ngabandungan” program that released on February 2015. The results showed that the process of communication that takes place in Ngabandungan program oriented by theory of communication Lasswell (in Effendy 2009:10) and involving the audience/listener is supported by the interactive medium that helps the process of interaction directly or is two-way communication. While the barriers are obtained ie, , barriers due to differences in interests, mechanical barriers, barriers intentional orientation, constraints of time, changing sources, and the response to the information.

Word Order: Public Communication, Public Information Disclosure, Ngabandungan Program