

## **Abstract**

*Radio is one of the most familiar communication media. In the midst of the many new media that are present today, radio communication media continues to survive, even increasing very rapidly. Radio is still believed to be a medium of information and communication that is preferred by the community because it has a useful role to spread messages to the wider community and has the freedom to be responsible in carrying out its functions as a medium, namely: information, education and entertainment. Broadcaster is an important role of the success of a radio. Of all the abilities and advantages that broadcasters have, broadcasters must try to turn on the radio. A radio announcer is one of the main keys that determine the position or rating of a radio, a radio announcer is also the main key to a radio station. The success of a radio announcer in communicating effectively is determined by the application of communication ethics. (Kaharu, 2017). In delivering messages, radio broadcasters who act as communicators ideally have a broadcaster's communication ethics in communicating. These ethics are very important, especially radio broadcasters have jobs that are directly listened to by many people, although not directly. The communication process that occurs during the broadcast, when the radio broadcaster conveys a message, must not be separated from the ethics of the broadcaster's communication.*

*Keywords: Media, Radio Broadcaster, Broadcaster communication ethics, Communication*