

# The impact of elements and advertising broadcasting intensity exposure in terrestrial radio

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## **The impact of elements and advertising broadcasting intensity exposure in terrestrial radio**

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**Abstract** Advertising is appealing to most organisations since it provides information, entertains, and communicates, especially on the radio. Advertising can boost sales, but it must be carefully structured to be effective. Radio advertisers must create engaging messaging to be effective. Selective attention, Selective perception, and Selective retention are the three ways people pick mass media content. Selective attention occurs when people focus on interesting messages. Selective perception means people interpret messages according to their ability. Selective retention is when a person only remembers the message they want. Radio advertising has several qualities and tools, which can be divided into Message Style, Message Structure, and Presenter. Radio advertising messages are readily forgotten since they function on the right side of the brain and excite more impulse nets, so they must be repeated. According to current studies, improving the Radio Advertising Components (Message delivery style, Message Structure, and Message Conveyor) by 0.125 times will enhance audience attention. Under the same conditions, increasing radio ad frequency and duration by 0.0512 times decreases audience interest. Increased radio advertising intensity decreases audience interest. Nonetheless, this may happen because field surveys suggest audiences are happier or more interested in listening to high-quality radio ads by paying special attention to radio ad aspects. Radio advertisement broadcasting is intense and plays low-quality ads, which displeases audiences.

**Keywords:** advertising elements, advertising intensity, audience interest, terrestrial radio

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## INTRODUCTION

The struggle for radio audiences seems to be getting more exciting. The demands of society are already at the level of understanding that broadcasting practitioners are, at their core, professionals and skilled (Hendrarto & Ruliana, 2019; Muela-Molina et al., 2016; Sugiyanto, 2015; Susilo, 2012). It does not matter whether the broadcaster is a product of a university, academy, or because of professional training. Today, the world of broadcasting is in dire need of professional skills, intellectual capacities, moral obligations and professional responsibilities. Broadcasters are part of the historical process of media broadcasting and the world of thought in postmodern society. Lyotard postmodern society as a 'computerised society'. Martin has also comprehensively discussed the Telematics Society. Thus, as a culture builder and shaper of public opinion, radio can be described as everyone's eyes and ears (Verweij, 2009; Warner et al., 2012). The radio depends on the broadcasters' knowledge of the world of contemporary life.

In the context of advertising, radio is referred to as intrusive media. A radio is likened to a smuggler whose arrival is difficult to restrain, but suddenly his voice echoes in the listening room. Furthermore, in intrusive theory research, it is stated that the natural characteristics of radio are very effective in influencing passive consumers (Critchlow et al., 2022; Misra & Dwivedi, 2022). The pattern of communication via radio is the same as verbal information. Once people hear the information, then its presence cannot be denied. Likewise, with radio broadcasts, listeners have no choice but to listen. This condition makes radio advertisements more likely to penetrate the defence of listeners' information selection patterns.

Various radio broadcasts can penetrate all corners of Surabaya. All existing radio broadcasts can be categorised into seven formats or positioning. General broadcast formats are the most widely broadcast, followed by music and information formats, dangdut music broadcasts, information, top 40, and special formats such as spiritual and Javanese ethnic broadcasts. These various broadcast formats psychographically reflect the intended target audience. This variety of broadcast formats also provides opportunities for advertisers to penetrate all corners of the city.

Radio allows products that are marketed to carry out unexpected attacks (exposure) from certain areas. By making optimal use of radio, product advertising campaigns might be able to gain a foothold for Surabaya products. On the other hand, the cost of advertising on the radio in Surabaya varies widely (Panuju et al., 2018; Susilo, 2012). Even so, the cost of advertising on radio is relatively cheap, and the results are more effective than the cost of television or print media.

Three things must be considered in order for communication via radio to produce effective results and be on target, namely: the effect of advertising on changes in buying behaviour, the process of

communication and decision-making that influences behaviour, and the target audience (De Leon et al., 2020; Fitri, 2018; Michelle & Susilo, 2021; Prasetya & Susilo, 2022; Raditya et al., 2019; Seo et al., 2013; Tanner & Raymond, 2014; Thomson et al., 2007). Various things make radio media advertising an attractive choice. Besides having a broad reach, radio advertising also has an entertainment element that strongly supports the formation of consumer perceptions of a product. Ultimately, it can lead to exchange actions to satisfy the various parties involved in marketing activities.

For most companies, advertising is an attractive option. Advertising can be a source of information, as well as an entertainment and effective communication medium, especially when the advertisement is broadcasted on the radio (Dodoo & Wu, 2019; Duffy & Cheng, 2020; Ikonen et al., 2017; Kusumasondjaja & Tjiptono, 2019; Youn & Kim, 2019). The general implication is that producers' attention to markets and consumers is rapidly growing. That is, advertising has become the spearhead of companies in penetrating an increasingly tight market. However, although it is an attractive option for companies, advertising is not the only determining factor that can increase sales. Therefore, advertisements must be designed in such a way with careful consideration so that the objectives can be achieved effectively (Susilo, 2022). In order for the message in advertising to be effective, the process of sending the message must be related to the process of receiving the recipient. For this reason, the communicator must design messages that attract the target's attention (H. Chen, 2018; Spears & Singh, 2004).

In its current developments in Indonesia and in line with the development of the new media era (Broadband), radio broadcasting (Broadcasting) must be more creative in producing advertisements in order to be able to attract audiences. Due to the various reasons above, the researchers want to study ontological phenomena in the radio broadcasting industry, both in analogue and digital media (Panuju et al., 2018).

## **METHODOLOGY**

This study uses an explanatory research approach, namely a quantitative data analysis method that explains general and specific knowledge (Barnham, 2015; Creswell, 2013; Zyphur & Pierides, 2017). In this case, the knowledge to be explained is about the influence of elements and exposure to the intensity of advertising broadcasts on terrestrial radio on the public interest. Because this research seeks to explain a phenomenon, the data collection method is a survey aimed at many individuals or groups. As Leedy & Paul (1985) stated, a survey is checking or looking at something done consciously and not by accident.

This study also considers Hillway's view that surveys contain scientific facts and descriptions of a current situation (Hillway & Tyrus, 1956). Surveys can also help descriptive research, normative research,

or case studies that try to describe or study a situation. If possible, obtain general conclusions that are correct/logical from the facts.

The population of this research is all radio listeners in Surabaya. In 2022, the total population in Surabaya will be 2,972,801 people. From these data, the selection of research subjects was determined randomly based on the area to be the research subject. Samples were taken using the Cluster Random Sampling technique. Because this technique requires groups within the population, the population is deliberately seen as a group, and then the group is randomised and taken as a sample.

This method may make identifying individuals in a population difficult because they can only be identified as clusters. Thus, units in the population called units of analysis or population elements are groups. Therefore, the population consists of groups. This study uses a sample of audiences in Surabaya with five regions and is grouped into two groups based on the type of government administration: districts and sub-districts. The total sample taken was 100 residents. Data collection techniques used in this study were questionnaires and documentation.

The variable measurement scale in this research is the Likert scale. This scale is used to measure the respondents' attitudes, and the resulting data quantitatively is categorical. Variable X (Ad Exposure) consists of X1 (Advertising Elements) and X2 (Advertising Broadcasting Intensity) using four categories of measurement scales and carried out on Confidence Level measurements, namely: Not Confident, Less Confident, Confident, and Very Confident and Satisfaction, namely: None, Rarely, Some, and Many. At the same time, Variable Y (Audience Interest) is: Not interested in the advertised product, Less interested in the advertised product, Interested in the advertised product, and Very interested in the advertised product.

Descriptive analysis, validity and reliability tests, and regression analysis are data analysis methods used to answer the problem and test the research hypothesis, namely the impact of elements and advertisement broadcasting intensity exposure in terrestrial radio on public interest. From 100 respondents, three variables were used, in which there were two independent variables, namely Advertising Elements (X1) and Advertising Broadcasting Intensity (X2), as well as one dependent variable, namely Audience Interest (Y).

## **RESULTS AND DISCUSSION**

Research on radio advertisements provides a limited view of building a good advertisement. As is the case in most studies on TV, radio advertisements are very aware of the importance of various product categorisations. Apart from being dominated by general perception, some of them even provide a number of rules to be able to remember better the message conveyed, such as using greetings, making advertisements as simple as possible, selling/playing advertisements as



often as possible, writing to be heard well, and still often mentioning the client's name.

In a book entitled "*How To Make Your Advertising Make Money*," John Caples states that retail advertising, which is in written form read by broadcasters, is the best advertisement. What makes it the best is that the advertisement is not entertaining, does not play jingles, does not have a humour aspect, and is a 100% persuasive ad. Meanwhile, in the book entitled "*The Radio & Television Commercial*," Tannenbaum and Stanley mention that advertising will filter their list by itself. Radio commercials are written to be heard, so they must capture and shock the listener's imagination. The writer must stick to one strong idea, express prospects, keep the listener in the mood, and memorise the message to be conveyed while quickly capturing the listener's attention. Ads must record the product's name precisely and explain what needs to be said. If the ad is in the form of news, then what is important is how it looks or sounds. Writers might as well use a TV soundtrack to keep things friendly. Writers must be careful about the placement of their clever ads to keep them funny, making listeners do something repeatedly (Book et al., 1995). However, it is clear that there is very little that we all know about what actually works in radio advertising. What we think we know may be of a very general nature without giving any consideration to the product category that has often been and has been considered an aspect of little value in constructing a radio advertisement.

### **Developing Radio Messages: A Situational Approach**

A framework that dares to consider product categories has been found in research by Richard Petty and John Cacciopo related to consumers in the concept of the Elaboration Likelihood Model (ELM). Their ELM approach is advertising messages that must be adjusted according to whether consumers have a low or high ability to process an advertisement that they see or hear (Petty et al., 1986). In situations where listeners have low motivation, they can advertise packages of goods that must be purchased regularly. If the desire to buy is also low, then what should be prioritised in such a situation is to focus on advertising messages (Moradi & Zihagh, 2022; Susmann et al., 2022). It may seem unnecessary or highly unwise to focus on the message of the product itself. This is in stark contrast to new products or casual purchases, which always have a higher motivation for consumers to process the ad they hear or see (Kolil et al., 2020; Saputra et al., 2021). When listeners have low levels of motivation, for example when they have to buy toothpaste or some kind of soft drink, a peripheral message in an advertisement can significantly impact consumers more than when they want to buy another product or a much more important piece of equipment.

Peripheral messages (C.-D. Chen et al., 2022; El Hedhli & Zourrig, 2022) can be incorporated through music, humour, prompt

messages, the announcer's voice, and many other elements that do not convey the message/advertisement directly. However, they will attempt to capture the attention of listeners who lack the motivation to start focusing on advertising which is only informational in nature. These elements are secondary elements compared to the main messages, even though they can be interrelated with one another. Central messages are some of the main selling points of the product and are much more critical when the listener's motivation is at a high level to digest the messages in the advertisement. With the central processing aspect, the quality of advertising messages becomes more important than the number or quantity of messages delivered. Petty and Cacciopo have shown that these central messages are elements that are much more effective in situations where the consumer or listener has a low level of motivation. So it is proven that central messages will be more effective when consumers have a high level of motivation to process the advertising messages conveyed.

The research for radio advertisements and other types of advertising media shows that the advertising team needs to know the different consumer desires for certain information in order to develop advertising messages effectively. It also shows how radio advertising can be arranged, which varies according to the type of product and the consumer's motivation for listening to radio advertisements. There are, of course, a number of differences in the level of consumer motivation for the same products. However, an approach that seeks to group products to share similar motivations for digesting advertising messages will lead to the degree to which most consumers are encouraged to engage and think about the product and advertising message. Associated with these additional results are much more accurate than considering all products as the same elements when developing certain perceptions for the advertising messages to be conveyed. What is clear is that, at first, the ELM model has to be brought into equational form. While the results of previous research inform us regarding aspects of style and form, as well as various other attributes that can also serve to predict the success of an advertisement, additional work in radio is needed when it comes to concentrating on the results of this research and applying it to a number of products that tend to be similar.

Weinberger, Campbell, and Brody in their book entitled "*Effective Radio Advertising*," stated that through Radio Recall Research, Inc., it was found that research on 2000 radio advertisements had identified various characteristics and tools used in radio advertisements (Weinberger et al., 1994). More characteristics were found and can be grouped into Message Style, Message Structure, and Presenter. These commercial characteristics were distilled from a huge data source developed over fifteen years that Radio Recall Research, Inc. continues to test.

### **How Do We Know If a Radio Commercial is Working?**

To discuss whether a radio advertisement is a good or bad advertisement will vary widely for advertising people for a long time. To help round off the discussion and provide more general results, ARF (Advertising Research Foundation) published a Copy of the Validity Research Project in 1982. The project uncovered alternative measures of recall, communication, persuasion, aesthetic aspects, as well as diagnostics to forecast product sales in the market. This research framework conducted by Russel Haley explores the use of rhetoric and irrefutable evidence. The results obtained are a crucial aspect because they can support the use of advertisements that have not been tested in general with a variety of dependent variables. For each category of the dependent variable, there is a unique correlation with sales. The most reliable approach is to mix or blend a number of different sizes. The results of the ARF research are the results of very responsible research because this research is so often carried out. Generally, previous criticisms of memory tests are always related to the level of attention, communication and comprehension measures, which will later be related to actual sales forecasts for goods. Based on the ARF research conducted by Haley, persuasion is an aspect that is actually less predictive when compared to other aspects.

In fact, most offices/companies that carry out ad tests only use one size. Thus the polemic regarding the aspect of memory vs the aspect of persuasion has been completed. It is now becoming clear that very careful measures must be used to test advertising. Memory is the first measure, which has various meanings for other researchers. Here are six different measures for this aspect of memory: a) Memories of Brands without Instructions; b) Memorise the Category given the Instructions; c) Memories of the Highlighted Brand; d) Proven memory; e) Memories of Messages; f) Memories of Implementation/Actions.

The six measures indicate a variety of memory activities that are or are not related to the product, with or without cues. In fact, related to research by ARF (Advertising Research Foundation), these six aspects are referred to as memory measures mixed into one recall, one communication, and one comprehension. The first three aspects relate to the three memory measures studied by ARF. Of these three aspects, the first aspect can be used to predict 87% of advertising time slot sales in ARF research.

Aspects 4, 5, and 6 are related to a number of measures labelled communication in ARF research. Of these three aspects, Proven Memory and Action Memory work best. The five aspects of memory above are the five aspects of memory measurement that are most interrelated. When a composite index of these first five aspects was developed, the individual item correlations varied from 0.86 to 0.93. The emergence or creation of this 'Communication Index' is designed to provide a much more convincing Indicator than the aspects of memory/communication/comprehension can provide.



Persuasion is a variable created in this research by reducing the level of pre-air radio advertisement purchases shown by consumers. This will be available from a number of respondents before they leave the store, where the advertisement will be played. This persuasion aspect refers to changes in the level of purchase expressed as a fraction from 0 to 100. The variation in this aspect of persuasion for the entire sample is -65% to +62%, with a mean of 2.5%. This means that the number of consumers' desire to buy has actually increased, and for some other consumers, it has actually decreased after they hear radio advertisements. The combination of the Communication Index, Proven Memory, Action Memories, and Persuasion aspects provides a network or convincing foundation related to a number of ways to evaluate the success that can be achieved by around 2,000 radio advertisements that were sampled for this ARF (Advertising Research Foundation) study.

Based on the description of the data analysis above, the impact of elements and advertisement broadcasting intensity exposure in terrestrial radio on public interest in Surabaya is a very interesting problem. A message contained in a radio advertisement should pay attention to things called advertising elements and the intensity of the advertisement. The advertising elements, as described in the operational definition, include: Message Style, message Structure, and Presenter (Dubber / Communicator / Announcer)

What is meant by the intensity of advertising broadcasting is the repetition of the delivery of an advertisement broadcast on the radio. So, it is not enough for an advertisement to be broadcasted once to attract the attention of the radio audience but must be repeated several times with the aim that listeners are able to understand and remember the message contained in the advertisement broadcasted. The intensity of radio advertisement broadcasting also implies the duration or length of time the advertisement is broadcasted. The too-long duration of an advertisement broadcast can have a negative effect; it does not generate interest or is not heard by the radio audience. Thus in designing a radio advertisement, a marketer must pay attention to the Elements of the Ad and the Intensity of Broadcasting the Ad. Those are done with the hope that radio audiences would still be interested in listening to radio advertisements, try to listen to all advertisements, not transfer radio waves to radio waves that do not play advertisements, provoke interest in the advertised product, and perhaps the audience would purchase products after listening to radio advertisements.

Modern advertising states that the primary purpose of advertising communication is to sell products. Advertising is not just an art form of bidding so that the appearance of the advertisement is good and attractive (Indrasari et al., 2019; Prabowo & Irwansyah, 2018; Rafa'al, 2017). Nevertheless, far from that, advertising must also be able to influence the consumer community toward a particular product offered (Andrianto, 2018; Khitam et al., 2020; Menayang & Marta, 2020; Musa et al., 2020). Meanwhile, Agus A. Yahya, a public relations expert, said

that since the first time advertising a product, radio had been taken into account. In fact, radio was the first to build public awareness about the product. Product companies are well aware of the power of radio as an advertising medium, the speed of information is an added value, and the flexibility of time is the strength of radio - Radio can be heard anywhere, both in the old media and in the new media. Broadcasting a good quality radio advertisement will attract the attention of the radio audience and vice versa. If the advertisement broadcast is not good, then the audience tends to leave or move radio waves to hear other programs. So the key to the success of radio advertising is the audience.

The key element that influences the success of advertising is the target audience because there are audiences who find it easy, and there are those who find it difficult to accept advertising messages. Women are generally among the target audiences who are more eager to receive messages than men. The adult age group is easier than the youth. The basic rule that also supports the success of advertising is the extent to which a product is familiar to the eyes or ears of the target audience. Sometimes a product that is launched into a competition is not known at all by the target audience. Therefore, a product should not only act as an adjunct to advertising but is an organic part of it.

#### **Audience interest in listening to radio advertisements**

To be able to attract the attention of radio audiences, it is necessary to study radio listening habits. When you want to go to work in the morning, in the midst of being busy preparing everything, the radio is enjoyable to be used as a companion when driving, without the hassle of tweaking the radio waves. The radio broadcast will feature music and information. This is much more practical than if you have to sit watching television or reading newspapers. It turns out that most workers have such a habit. In the morning, before starting activities, more like listening to the radio than watching television or reading newspapers and magazines. This is reflected in the results of research conducted by the Potential Research Group (GRP). Of all respondents, 53% listen to the radio, 38% watch television, 28% read newspapers, and 12% read magazines. This percentage shows that there are workers who have a habit of listening to the radio while watching television or reading newspapers in the morning. This percentage does not change much while on the way to the office. New changes occur when people get home from work. While enjoying rest at home, there are far fewer people who listen to the radio than those who watch television.

In the survey, AC Nielsen also found the fact that the age factor also determines how long someone listens to the radio. Therefore, in designing or planning radio advertising broadcasts, an advertiser must be able to make advertisements that are truly able to make the audience interested. The results showed that the radio audience's interest in listening to advertisements was influenced by the components of the advertisement and the intensity of the advertisement broadcast.

Therefore, in making radio advertisements, advertising agencies or radio stations are advised to pay attention to the components of the advertisement and the intensity of the broadcast as described above.

The radio audience, when listening to advertisements, will certainly make a selection of the advertisements that are broadcasted, in the sense that not all advertisements will be noticed by the listeners. This is in accordance with the answers given by respondents in the research questionnaire distributed by researchers, where the answers submitted basically provide a criterion for quality or quality advertisements according to them as follows: a) Advertisements in which the message styles have humorous dimensions, jingles, or sound effects that are varied and related to the message, pleasant background music that amplifies the message, and slogans that are conveyed that are appropriate or in harmony with the product. b) Advertisements with varied message structures: Testimonials, Interviews, Fragments of life stories, Problems, and solutions, or delivered by broadcasters (Adlib). c) Ads that are not too long or long (30-60 seconds are still ideal for audiences to hear). d) Ads that use presenters/dubber or Commercial voiceovers can be male, female, male, and female according to the product message and the age of the dubber: adults, teenagers, children, etc.

### **The Results of Questionnaire- Instrument Validity Test**

After conducting a survey of 100 respondents, validity and reliability tests were then carried out on the respondent's perception data on 33 predetermined indicators. The intended perception data are divided into two parts: the perception of confidence level in the indicators before listening to radio advertisements and the respondents' evaluation perceptions of indicators after listening to radio advertisements. The results of the validity test for the perception of confidence level in the independent variable indicators are as follows in Table 1.

As explained above, the validity test is seen from the correlation value of each Indicator score with the Total Score Indicator. Based on the Pearson product-moment correlation values in Table 1, where the data processing was carried out with the help of the MS Excel computer and the SPSS 11.0 package, it can be seen that all critical values are less than  $\alpha = 5\%$ . These results indicate that the level of confidence in all Indicator independent variables is significant, meaning that the level of confidence in the 33 Indicator independent variables has measured or become a good indicator for independent variables. In the same way, a validity test was then carried out for the respondent's perception of the evaluation of the independent variable indicator. The results of the validity test for the respondent's perception of the evaluation of the independent variable indicator are as follows in Table 2.

**Table 1.** The results of the confidence-level validity test on independent variable

Indicator	Correlation Value	Critical Value
X1 (1) * Total Score	.432**	.000
X1 (2) * Total Score	.393**	.000
X1 (3) * Total Score	.394**	.000
X1 (4) * Total Score	.347**	.000
X1 (5) * Total Score	.399**	.000
X1 (6) * Total Score	.434**	.000
X1 (7) * Total Score	.368**	.000
X1 (8) * Total Score	.323**	.001
X1 (9) * Total Score	.264**	.008
X1 (10) * Total Score	.380**	.000
X1 (11) * Total Score	.430**	.000
X1 (12) * Total Score	.493**	.000
X1 (13) * Total Score	.299**	.002
X1 (14) * Total Score	.487**	.000
X1 (15) * Total Score	.403**	.000
X1 (16) * Total Score	.663**	.000
X1 (17) * Total Score	.519**	.000
X1 (18) * Total Score	.530**	.000
X1 (19) * Total Score	.604**	.000
X1 (20) * Total Score	.392**	.000
X1 (21) * Total Score	.426**	.000
X1 (22) * Total Score	.511**	.000
X1 (23) * Total Score	.476**	.000
X1 (24) * Total Score	.405**	.000
X1 (25) * Total Score	.410**	.000
X1 (26) * Total Score	.548**	.000
X1 (27) * Total Score	.411**	.000
X1 (28) * Total Score	.445**	.000
X1 (29) * Total Score	.382**	.000
X1 (30) * Total Score	.322**	.001
X1 (31) * Total Score	.469**	.000
X2 (1) * Total Score	.587**	.000
X2 (2) * Total Score	.488**	.000

\*\* Correlation value is significant at  $\alpha = 5\%$

Source: Questionnaire Processing Results (2022)

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Table 2 shows the Pearson product-moment correlation value between the evaluation scores of each independent variable indicator to the Total Score. Of the 33 Indicators, a critical value of 0.263 is produced, which is greater than = 5% in the first Indicator variable Elements of Radio Advertising (X1(1)). This shows that the respondent's assessment of the indicator is not significant or can be said to be invalid. Therefore, in multiple regression analysis, this indicator is no longer used. The indicator is the respondent's evaluation of the statement, "there are inventions, uses, products, packages, and the development of new features in radio advertising (X1(1))." This statement is statistically invalid to be one of the Indicators. Perhaps the invalid score is caused by the weakness of the radio medium, as expressed by Syamsiar Alam, Jakarta Advertising Practitioner (1995): "the prominent weakness of the radio medium is that it is difficult to show the actual products." Advertising messages on the radio are also easily forgotten



because they work on the right side of the brain, and they stimulate more impulse nets. Therefore messages need to be repeated over and over again.

**Table 2.** The results of the evaluation validity test on independent variable indicators

Indicator	Correlation Value	Critical Value
X1 (1) * Total Score	.113	.263
X1 (2) * Total Score	.364**	.000
X1 (3) * Total Score	.423**	.000
X1 (4) * Total Score	.533**	.000
X1 (5) * Total Score	.501**	.000
X1 (6) * Total Score	.491**	.000
X1 (7) * Total Score	.408**	.000
X1 (8) * Total Score	.330**	.001
X1 (9) * Total Score	.430**	.000
X1 (10) * Total Score	.364**	.000
X1 (11) * Total Score	.369**	.000
X1 (12) * Total Score	.389**	.000
X1 (13) * Total Score	.436**	.000
X1 (14) * Total Score	.417**	.000
X1 (15) * Total Score	.323**	.001
X1 (16) * Total Score	.562**	.000
X1 (17) * Total Score	.548**	.000
X1 (18) * Total Score	.455**	.000
X1 (20) * Total Score	.412**	.000
X1 (21) * Total Score	.390**	.000
X1 (22) * Total Score	.471**	.000
X1 (23) * Total Score	.304**	.002
X1 (24) * Total Score	.472**	.000
X1 (25) * Total Score	.466**	.000
X1 (26) * Total Score	.465**	.000
X1 (27) * Total Score	.416**	.000
X1 (28) * Total Score	.383**	.000
X1 (29) * Total Score	.417**	.000
X1 (30) * Total Score	.281**	.005
X1 (31) * Total Score	.391**	.000
X2 (1) * Total Score	.374**	.000
X2 (2) * Total Score	.544**	.000

\*\* Correlation value is significant at  $\alpha = 5\%$

Source: Questionnaire Processing Results (2022)

Meanwhile, according to the author, there are a number of things that can still be analysed logically, namely because of the characteristics of the respondents listening to the radio in this research: (1) because they like songs for entertainment/refreshing; (2) Respondents with a low level of education (65% have high school education / equivalent and below), (3) are included in the middle and lower economic class (75% earn below IDR 1,000,000 per month), so when listening Ads do not think there will be a discovery, usability, products, packages, and feature development in radio ads. Therefore, in making advertisements, it is necessary to pay attention to the quality of good advertisements, concentrating on advertising elements: message style, message structure, and the method of delivering messages to increase the attention of audiences according to segments, of course, supported by

high broadcasting intensity, as stated by the advertising practitioner mentioned above. In comparison, the other independent variable indicators show a significance level value of less than = 5%. Therefore, it can be said that these Indicators are significant (valid), or it can be said that they have measured the perceptions of the respondents' evaluations that they want to measure. The results of the reliability test for the respondent's Confidence Level and Evaluation of the independent variable Indicator can be seen in the following table 3.

**Table 3.** Reliability test for confidence level and respondents' evaluation of independent variable indicators

Part	$\alpha$ -Cronbach
Confidence Level	0.8685
Evaluation	0.8467

Source: Author (2022)

The MS Excel and SPSS 11.0 computer programs assisted in processing the data. A Cronbach value of 0.8685 was obtained for the confidence level and 0.8467 for the evaluation. Because the Cronbach value at the level of confidence and evaluation obtained is above 0.6, the independent variable indicators compiled are reliable. From the test steps above, it can be seen that the indicators at the confidence level and evaluation are valid and reliable. Thus the questionnaire prepared is a consistent measurement tool to use.

### **Regression Model of Radio Advertising Exposure to Audience Interest**

Before calculating the regression model, the independent variables are first calculated. The independent variables are described in the 33 indicators in the questionnaire and described in the confidence level and evaluation of the respondents towards these indicators because the attitude towards an object (O) depends on belief where the object (O) has individual attributes (i), and in the evaluation (e) of product attributes (i) the attitude towards the behaviour model explains a person's attitude towards the behaviour or action of an individual object. It can be formulated in the following formula:

$$A_o = \sum b_i \times e_i$$

Where (Ao), according to Dharmmesta (1997: 94), is an attitude toward behaviour that is formed from beliefs and evaluations of the consequences or consequences that arise from the behaviour that is believed (bi.ei). (bi), is the level of belief in behaviour (i) will lead to a specific consequence, and (ei) is the evaluation of the consequence. The calculation of the independent variables begins by multiplying the level of confidence and evaluation of each independent variable indicator by using the attitude equation above. Furthermore, each variable is calculated from the average of the Indicators in each independent variable.

Radio Advertising Elements Variable (X1) is calculated based on the average of the product of the level of confidence and evaluation for the second indicator, namely "there is humour related - client requests that indicate a desire to sound/look funny with certain functions in radio advertisements" up to indicator to -31, namely "presenters vary in age (children, youth, adults)." The first indicator is not included because it is not valid.

Meanwhile, the variable Intensity of Broadcasting of Radio Advertisements (X2) is calculated based on the average of the product of the confidence and evaluation levels for the 32nd indicator, namely "there are radio advertisements that are played frequently in one day" and the 33rd indicator, namely "there are radio advertisements played every day." These independent variables were then analysed using regression analysis, where the Interest of the Audience was the dependent variable (Y). Regression analysis is an analysis technique used to determine the pattern or form of the relationship between the dependent variable (Y) and the independent variable (X). The regression model used is multiple linear regression. Moreover, the variables used in this case are one independent variable (Y), namely the level of audience interest, and two dependent variables (X), namely Radio Advertising Elements (X1) and Radio Advertisement Broadcasting Intensity (X2).

According to Walpole (1995: 195), manual calculations to produce multiple regression models can be done using Cramer's method. However, due to the large amount of data, the calculation of the multiple regression model was carried out with the help of the MS Excel computer program and the SPSS 11.0 package (Table 4). To produce a regression model is the same as calculating to produce the coefficients in the regression model. These coefficients include the constant value (bo), the regression coefficient for X1 (b1), and the regression coefficient for X2 (b2) in the regression equation. The location of these coefficients in order in the regression equation is:

$$Y = b_0 + b_1 X_1 + b_2 X_2$$

6  
**Table 4.** Regression Output

		Coefficients <sup>a</sup>					
		Unstandardized		Standardized			
1							
	(Constant)	1.956	.316		6.180	.000	
	Elemen Iklan Radio	.125	.049	.289	2.553	.012	.743 1.346
	Intensitas Penyiaran Iklan Radio	-5.12E-02	.022	-.262	-2.317	.023	.743 1.346

Dependent Variable: The Level of Audience Interest

Source: Author (2022)

Peritoneal, with the help of the MS Excel computer program and the SPSS 11.0 package, produces the following equation or regression model:

$$Y = 1.956 + 0.125 X_1 - 0.0512 X_2$$

Y: Audience Interest

X1: Radio Advertising Elements

X2: Radio Ad Broadcasting Intensity.

### **Implications**

What do people look for and hear on the radio? The general answer is music. In fact, it is not a single answer. The audience's interests are very diverse. According to nature, when the radio was born, people also wanted to get information from the radio. In fact, while listening to music, suddenly interrupted by information with advertising messages, this explains that radio is capable of doing many things for its audience. The design and implementation of a communication program, through the alignment of the message to be conveyed with the strength of the type of radio medium, must refer to the target audience to be achieved and be based on the purpose of communication, which is a measure of the power of radio to persuade or influence audiences.

Therefore, it can be concluded that the planning of effective communication needs to consider the needs and desires of the recipient of the message. The communication should provide the recipient with a motive or incentive to act. Besides, communication should accurately describe what series of actions are expected to be followed by the audience receiving the message (Aji, 2019; Awalia, 2017; Rustan & Hasriani, 2020; Suwito, 2019). That is why those who work in the promotion and marketing fields should understand the concept of product, brand, and advertising. Having this understanding, you will be able to make suggestions with added value for certain products that are currently carrying out advertising campaigns.

In the opinion of John S. Coulson, an expert on research on advertising, there are several things that need attention, namely: a) No single measurement tool is capable of providing a complete evaluation of advertising because advertising is complex and has various goals and objectives. b) The key element that influences the success of advertising is the target audience. It is because there are audiences who are easy, and there are those who are difficult to accept advertising messages. In general, women are among the target audience who more easily accept messages than men, the adult age group is easier than teenagers, and children are more receptive than teenagers. c) The basic rule that supports the success of advertising is the extent to which a product is familiar to the eyes or ears of the target audience. Sometimes a product that is launched into a competition is not known at all by the target



audience. Therefore, a product should act not only as an adjunct but as an organic part of it. d) The ability of producers to remind their target audience of the advertised product is of better value when compared to the sales figures it achieves because memory is an efficient measure. This is very important to show the strength of the product and not just highlight its effectiveness. d) Forms of effective advertising must provide relevant and new information for the target audience. Because if the public underestimates it, the advertisement will automatically fail. e) Advertising should be easy and clear to the target audience. f) Do not make the mistake of trying to come up with too many ideas. Conveying two ideas is clearly more complicated than one idea, as well as for those who receive it. If there are too many ideas, the target audience will be bothered, and they will forget the message of the advertisement. g) Credible advertising is not very important to the target audience. For them, the most important thing is the low price. Even so, the possibility of demand for product quality standards still exists. h) An attractive and popular advertising model can increase trust in the product, which in turn is able to 'force' the target audience to buy. i) The advertising model used must match the advertised product. j) Adding a theme song or music to the ad can make the ad easy to remember for the target audience. Even music can develop product attitudes, in this case, the attitude of buyers.

## **CONCLUSION**

Based on the research results, the behaviour of audiences is increasingly 'SMART.' Changes in living standards and lifestyles have given indications for the occurrence of various shifts in consumption behaviour in metropolitan cities. Likewise, from the results of this research, it can be seen that listening to the radio, the radio audience's interest in listening to advertisements will be significantly influenced by the elements of the advertisement and the intensity of the advertisement broadcast. The results of data analysis in this research indicate that the elements of the advertisement and the intensity of the advertisement broadcast have a significant influence on the interest in hearing about the advertised product. Advertising elements have a stronger relationship to audience interest than the intensity of the advertisements served. This can be seen from the correlation value between X 1 (Advertising Elements) and Y (Audience Interest), which is higher than X 2 (Ad broadcasting intensity) and Y (Audience Interest).

Statistically, for every improvement or increase in the quality of Radio Advertising Elements (Message delivery style, Message Structure, and Message Conveyor), audience Interest will increase 0.125 times, assuming other conditions are constant or no changes are made. With the same conditions, every increase in the Intensity of Radio Advertisement Broadcasting (Frequency and Duration) will cause a decrease in Audience Interest by 0.0512 times. This seems contradictory because there is a decrease in Audience Interest when the Radio Ad

Broadcasting Intensity is increased. However, this may happen because the survey in the field shows that audiences are more happy or interested in listening to radio advertisements that have good quality. Quality radio advertisements are created if the elements of radio advertisements are properly paid attention to when making them.

On the other hand, the public or audience tends to be displeased with the high intensity of radio advertising broadcasts, especially if the advertisements shown are of low quality. Suppose 61% of respondents are interested and try to listen to all the advertisements in the middle of a radio program, then it can be concluded that the decrease in audience interest may be due to an increase in the intensity of broadcast radio advertisements cannot be justified unless the ads shown with increased broadcast intensity are ads that are of less quality. Therefore, in general it can be said that audience interest is actually greatly influenced by radio advertisements that are of high quality and have high broadcast intensity because people really like interesting advertisements.

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