

## ABSTRAK

Penelitian dengan judul **PERSEPSI PENDENGAR TERHADAP PROGRAM SI HAWA (Di Radio Komunitas Saka FM Jogja, Masjid Gedhe, Kauman, Yogyakarta)** bertujuan untuk mencari informasi bagaimanakah persepsi pendengar terhadap program “*Si Hawa*” yang disiarkan oleh radio komunitas Saka FM Jogja, serta mengetahui penyebab terjadinya perbedaan persepsi pendengar. Penelitian ini menggunakan metode kualitatif, melalui pendekatan deskriptif, dengan perolehan data melalui metode observasi, dokumentasi dan wawancara mendalam kepada informan.

Adapun hasil penelitian mengenai persepsi pendengar terhadap program “*Si Hawa*” yang disiarkan oleh radio komunitas Saka FM Jogja, menghasilkan persepsi yang berbeda-beda. Secara keseluruhan kesimpulan dalam penelitian ini, menunjukkan persepsi pendengar cenderung positif. Persepsi positif pada pendengar menunjukkan bahwa program siaran “*Si Hawa*” banyak memberikan manfaat bagi pendengarnya, baik informasi atau inspirasi. Meskipun hasil penelitian menunjukkan hasil cenderung positif, namun ada beberapa aspek yang menyebabkan timbulnya persepsi negatif terhadap pendengar. Hal tersebut tentunya memiliki beberapa factor yang menjadikan adanya perbedaan persepsi diantaranya, berdasarkan dari segi usia, pekerjaan, dan status pada informan.

**Kata Kunci : Persepsi Pendengar, Program Radio, Si Hawa, Radio Komunitas, Radio Saka FM**

## ABSTRACT

Research by title **THE PERCEPTION OF THE LISTENER TO SI HAWA (In Community Radio Saka FM Jogja, Masjid Gedhe, Kauman, Yogyakarta)** it aims to find out how the perception of the listener to "*Si Hawa*" broadcast by community radio Saka FM Jogja, as well as knowing the cause of the occurrence of the difference in the perception of the listener. This study used qualitative methods, through descriptive approach, with the acquisition of data through the method of observation, documentation and in-depth interviews to the informant.

As for the results of the research on the perception of the listener to "*Si Hawa*" broadcast by community radio FM Jogja Saka, resulting in varying perceptions. Overall conclusion in this study, shows the perception of listeners tend to be positive. The positive perception of the audience showed that programs broadcast "*Si Hawa*" many provide benefits for the audience, either information or inspiration. Although the results of the study showed the results tend to be positive, however there are several aspects that lead to the onset of the negative perceptions of listeners. It certainly has some factor that makes the difference in perception of them, based on in terms of age, occupation, and state on the informant.

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