

PENDENGAR-PENDENGAR RADIO DI KULAI :  
SATU KAJIAN TENTANG CIRI-CIRI DAN  
TABIAT PENDENGARAN

oleh

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Satu latihan ilmiah untuk memenuhi  
keperluan untuk mendapat ijazah  
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PENGHARGAAN

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## ABSTRACT

Radio listening habits and characteristics of audiences in Southern Johor, a part of audience research in Malaysia, is the focus of this academic exercise. This descriptive study concentrates on the radio audience of Kulai, in Johor, who are exposed daily to broadcasts from Singapore - a neighbouring country with a different national language.

This spillover effect occurs in only a few other places in the country. For example, in the north of the peninsula which receives Radio Thai and parts of East Malaysia adjacent to Brunei who receive the country's broadcasts. The spillover effect is gauged in terms of knowledge, attitude and behaviour of the listening audience. For instance, does the listener know more about general affairs of Singapore rather than his own country, like the name of the Singaporean President as compared to the Malaysian Foreign Affairs Minister.

This study is close on the lines of a previous academic exercise by Lau Siew Ying in the academic session of 1981/82. The former BSM student carried out a field study on television viewing habits and characteristics in Batu Pahat, Johor. The television audience there also receive Singaporean broadcasts on a clear and regular basis. A comparison is made between the habits and characteristics of television and radio audiences in Batu Pahat and Kulai. Necessarily then, the methodology, hypotheses, objectives and sampling techniques are practically identical to provide an accurate basis for comparison. The hypotheses used in this

study are as follows:

1. Radio Singapore is more popular than Radio Malaysia to the listeners.
2. Listeners of Radio Singapore are more aware of Singaporean affairs.
3. More Chinese and Indians listen to Singapore rather than Radio Malaysia.
4. Radio Singapore is more popular among young listeners.

This exercise also conducted a cross-study on the radio audience's comprehension of programmes listened to i.e. the words used, topics discussed and so forth. Kulai provided suitable areas of ethnic groups with middle-income (\$700 +) standing. Non-purposive sampling methods are used in the field survey. Questionnaires and one-day diaries are the instruments of measurement. Out of the 130 households approached, only 114 answered the questionnaires and 90 returned the diaries. Reasons such as loss of papers, thrown away, incomplete, etc. were given by the respondents.

The study shows that the most salient influence on the choice of programmes and channels are the ethnic groupings of Malays, Chinese and Indians. The study finds that Radio Singapore has more popular stations than Radio Malaysia. Musical programmes are more popular among television and radio audiences. This finding is reinforced by entertainment being given as the main reason for listening and viewing. Information plays a more important role for the radio audience. In both cases, the Singaporean broadcasts are more popular due to a better presentation style of programmes and compères, recency of news and newer shows.

Spillover then, has an effect on the listening audience in Kulai. It is hoped that the findings of this exercise contribute towards a better

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