



**Kemasan Program**

# Audio



# Jenis-jenis Program Audio (1)

- Program Musik
- Program Non Musik
- Program Hiburan
- Program Non Hiburan



# Program Non Musik

- Disebut program kata (word programmes)
- Bisa diselingi dengan musik, namun yang dominan uraiannya
- Contoh: warta berita, reportase, ceramah agama, dsb.



# Program Musik

- Program yang menyajikan musik (*traditional, serious, light*)
- Ada uraian/penjelasan namun yang dominan musiknya
- Contoh: program pilihan lagu, tembang nostalgia, lagu daerah, karawitan, dsb.



# Word Programmes

- Political Programmes
- Cultural Programmes
- Miscellaneous Programmes



# Political Programmes

- News, commentaries, press-reviews
- Programmes on world politics, on home affairs, on political philosophies, economic problems
- Programmes on social themes like trade union, laws concerned with insurances, family problems or health problems
- Programmes on student problems, universities



# Cultural Programmes

- Drama, literature, arts
- Theories of education, psychology, methods of teaching, university and school problems
- Educational broadcastings, broadcastings for schools, adult education programmes
- Programmes on natural sciences; on healths
- Film and theatre reviews, book reviews
- Programmes on philosophical themes
- History



# Miscellaneous Programmes

- Church programmes
- Programmes for women, service programmes, informat
- Programmes for children and teenagers
- Programmes for old people: service, information about the right food, about insurance, sport programmes
- Entertainment: quiz progeamme, shows
- Service programme: traffic, weather
- Evens of to day: theatre performance, concerts, social and political meetings





# Program Hiburan

- Program disajikan dengan maksud memberikan hiburan kepada pendengar
- Tidak mengandung pesan/informasi penting
- Dapat berupa musik, lawak, sandiwara, dongeng, dsb.



# Program Non Hiburan

- Tujuannya menyampaikan pesan/informasi
- Program ini bisa disisipi musik/hiburan sebagai selingan, penghubung adegan, pemisah penggalan materi sajian, pembuka dan penutup program
- Musik yang digunakan yaitu musik instrumental dan waktunya singkat (10-30 detik)
- Contoh: warta berita, reportase, program pendidikan, program instruksional.



# Jenis-jenis Program Audio (2)

- Pendidikan (*Educational*)
  - Bersifat universal, tidak terbatas usia
  - Topik bahasan tidak terbatas (tetap memperhatikan rambu nilai)
- Pembelajaran (*Instructional*)
  - Sasaran terbatas pada kelompok tertentu
  - Topik bahasan tertentu (ditetapkan)
  - Ditindaklanjuti dengan feedback/evaluasi
  - Dilengkapi buku petunjuk
  - Alur siaran sistematis

