

**ENHANCING ENGLISH COMMUNICATION SKILLS THROUGH
MEDIA PRODUCTION: A CASE STUDY OF THE RADIO BHASA FM
SITUBONDO PROGRAM**

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Abstract

This program at Radio Bhasa FM Situbondo aimed to enhance English-speaking skills through practical experience in media production and community engagement. Activities included news production, podcast discussions, educational content creation, and a community-based mosque cleaning program. The method involved researching topics, scriptwriting, recording, editing, and broadcasting content on radio and social media platforms. These programs improved students' communication skills while promoting social awareness. The program demonstrated the effectiveness of media as an educational tool and fostered confidence in public speaking. The project's success highlights the importance of integrating language learning with real-world application.

Keywords: community engagement, english language learning, media production

INTRODUCTION

Language is the most essential and effective tool for communication in society (Apriyanto 2020; Budiyo, Pranawa, and Eko Yuwono 2021; Kemertelidze and Kacharava 2015). People rely on language daily, making it an integral part of human life. As long as a message is conveyed clearly and understood by the listener as intended by the speaker, language has fulfilled its primary function in communication. In formal situations, language use follows specific structures and patterns (D. Krashen 1976; Fareen 2020; Sri Muslimawati 2022). Whether in spoken or written form, effective communication depends on ensuring that the intended message is successfully delivered and understood.

One significant form of communication is spoken language, which involves direct verbal interaction between a speaker and a listener (Fer 2018; Greer and

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Speckman 2009; Liu et al. 2020). Intonation plays a key role in conveying meaning, and spoken language follows specific sound structures. Unlike written language, spoken communication is more dynamic and flexible. People commonly use spoken language in various contexts, including formal, semi-formal, and informal conversations. One of the most effective platforms for spoken communication is radio. As a mass medium, radio plays an important role in society by providing information, entertainment, and education (Sujoko, Rahmiati, and Rahman 2023; Wardiana Sjucho et al. 2024). It serves as an effective means of disseminating information through clear audio and accessible language.

Bhasa FM Situbondo, a long-standing local radio station, has been a trusted source of news and entertainment. However, as audience expectations evolved, the station faced challenges in diversifying its content, particularly in providing educational and English-language programs. Limited expertise in producing engaging English-language broadcasts, maintaining active community participation, and ensuring fluent and clear presentation quality were significant obstacles that needed to be addressed.

Recognizing these challenges, a community service team collaborated with Bhasa FM to improve its programming and community engagement. The team developed educational content focused on English-speaking skills, including public speaking techniques, grammar explanations, and news reading exercises, which were aired on both radio and social media. Additionally, the "**Ngobras**" (**Ngobrol Santai Bhasa FM**) **Podcast** was introduced to encourage interactive discussions, particularly on literature, fostering engaging and accessible English-language conversations.

Beyond media content, the program also extended to strengthening Bhasa FM's role in the community through activities such as the **Mosque Cleaning Action**, which involved station volunteers and local residents. This effort not only reinforced social responsibility but also encouraged community participation in meaningful activities beyond radio broadcasts. Through these improvements, Bhasa FM successfully expanded its impact, demonstrating that radio remains a relevant and dynamic medium for education and social engagement.

PROBLEMS AND SOLUTIONS

Bhasa FM Situbondo had long been a trusted source of information and entertainment for the local community. However, as times changed, so did the expectations of its listeners. The station faced several challenges that needed immediate attention to remain relevant and impactful.

One of the biggest issues was the **lack of diverse content**. While Bhasa FM provided news and entertainment, there was a growing demand for **educational and language-learning programs**, particularly in English. Unfortunately, the station had **limited expertise and resources** to produce engaging English-language

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broadcasts. Additionally, maintaining **active community participation** was becoming increasingly difficult. Despite its efforts, the station struggled to encourage the local audience to take part in media-related activities.

Another challenge was **presentation quality**. Some segments lacked the **fluency and clarity** needed to keep listeners engaged, especially in English-based programs. Bhasa FM needed **broadcasters with stronger public speaking skills**, particularly in delivering English-language content.

Recognizing these challenges, the **community service team** stepped in to help. Their first program was to **develop educational content** focused on English-speaking skills. They created a series of programs, including **public speaking tips, grammar explanations, and news reading exercises**, which were aired on **radio and social media**. This not only enriched Bhasa FM's content but also provided practical learning resources for listeners.

To further enhance engagement, the team **introduced a book discussion podcast**, featuring an interactive conversation with an author. The "**Ngobras**" (**Ngobrol Santai Bhasa FM**) Podcast brought a fresh and insightful take on literature while promoting English-language discussions in an **accessible and enjoyable format**.

Beyond media content, the team also helped strengthen Bhasa FM's **community presence**. They initiated the **Mosque Cleaning Action**, a collaborative effort involving station volunteers and local residents. This not only reinforced the station's role in promoting **social responsibility** but also encouraged the community to participate in meaningful activities beyond radio broadcasts.

METHOD

The approach undertaken during the program involved several key stages to achieve effective content creation and community engagement:

1. Content Creation and Research:

First, research was conducted to identify relevant topics for news production, podcasts, and educational content. For news, reliable sources such as **online platforms** and the **Radar Situbondo newspaper** were used to gather current information. For educational content, topics on **public speaking** and common English language nuances were selected based on their relevance to the target audience.

2. Scriptwriting and Material Development:

Clear and concise scripts were written, focusing on ensuring accuracy and engagement. Special attention was given to choosing the right **language, tone, and structure** for each type of content (news, podcast, or educational video).

3. Production and Recording:

Content was recorded using **high-quality equipment** to ensure optimal sound and video quality. This included **radio broadcasts, podcast episodes, and Instagram Reels**. Each recording was carefully edited to maintain clarity and relevance.

4. **Editing and Review:**

After recording, the content underwent a thorough editing process to ensure all information was accurate and presented professionally. This included reviewing the structure, language, and tone to match the intended audience.

5. **Broadcast and Distribution:**

Final content was **broadcast live on the radio** and **shared on social media platforms**, particularly **Instagram**, to reach a wider audience. This provided viewers with practical advice on **language skills, public speaking, and news literacy**.

6. **Community Involvement:**

Community-based programs, such as the **Mosque Cleaning Action**, were organized to actively engage local residents. Volunteers from **Radio Bhasa FM** participated, encouraging the community to improve local environmental cleanliness while promoting the role of media in spreading positive values.

This comprehensive method ensured the successful creation and distribution of valuable educational and socially impactful content.

RESULTS AND DISCUSSION

A. Activities

1. News Production

The process of creating news for radio broadcasts involves gathering information from both online and offline sources, including commonly used media such as the **Radar Situbondo** newspaper. The steps in news production are as follows:

The first step is **identifying relevant and engaging news** from various sources, such as online news portals and printed newspapers. After selecting the news, **in-depth research is conducted** to verify the accuracy of the information and provide a more comprehensive context. Next, the **news is structured** to fit the radio broadcast format, ensuring clarity, conciseness, and timeliness. This is followed by an **editing process** to refine the language and ensure that the information is delivered clearly and effectively. Finally, the news is **broadcast in a professional and engaging manner** to ensure that listeners can easily understand and absorb the information.

The news presented on the radio covers a wide range of topics that are relevant and appealing to listeners. Some of the common types of news aired include:

- **Headline News:** Updates on significant national and international events, such as political developments, crime reports, natural disasters, and major social issues.
- **Local News:** Coverage of regional events, including government activities, cultural events, and community affairs.
- **Health News:** Information on the latest health trends, medical advancements, wellness tips, and disease prevention.
- **Economic and Business News:** Reports on financial markets, economic trends, investments, and business developments both domestically and globally.
- **Sports News:** Updates on sports competitions, match results, athlete profiles, and emerging trends in the sports industry.
- **Technology News:** Insights into the latest innovations, gadgets, apps, and advancements in the tech industry.
- **Entertainment News:** Coverage of the entertainment world, including movies, music, performing arts, television programs, and celebrity news.
- **Environmental News:** Discussions on environmental issues, sustainability efforts, climate change, and eco-friendly programs.
- **Education News:** Updates on educational policies, school and student achievements, and various learning programs.

These news segments are delivered using **clear, concise, and easily understandable language** to ensure effective communication with radio listeners. Additionally, short commentaries or brief analyses are often included to provide deeper insights into the discussed topics.

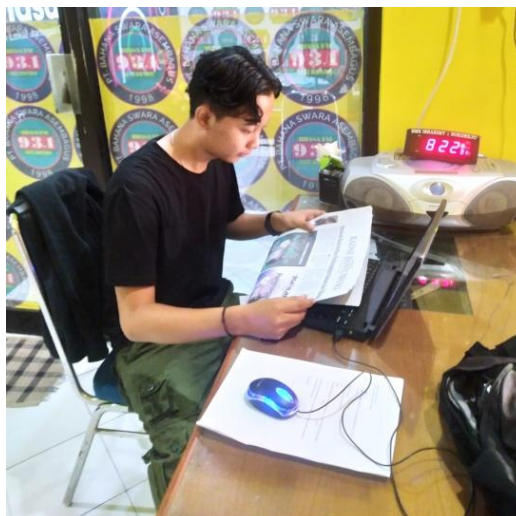


Figure 1. News Extraction from a Newspaper

2. Mosque Cleaning Action with WINGS During Ramadan

The **Mosque Cleaning Action with WINGS**, in collaboration with **Radio Bhasa FM**, was an program aimed at raising awareness about the importance of environmental cleanliness, particularly in the context of worship during Ramadan. This event was held on **March 17, 2024**, in **two mosques in Situbondo**, involving local residents and volunteers from **Radio Bhasa FM**.

Through this collaboration, the community was encouraged to actively participate in maintaining the cleanliness of mosques as sacred places of worship. Beyond physical cleaning, this program also served as a reminder of the role of **media in spreading positive values and fostering awareness** of environmental responsibility.



Figure 2. Mosque Cleaning Action in Baitul Mukti Mosque, Mimbaan, Panji

3. Podcast: Book Discussion on *Saudade dan Cerita Lainnya*

The final activity of the program program was a **podcast discussion** on the book *Saudade dan Cerita Lainnya*, held on **May 16, 2024**, as part of the program project at **Radio Bhasa FM Situbondo**. This podcast was broadcast **live on the radio** and also produced as **content for YouTube**.

This special event offered an in-depth literary discussion featuring **Nurmumtaz Sekar Ramadhan**, the author of the book. As part of the **Ngobras (Ngobrol Santai Bhasa FM)** series, the podcast explored the themes of *Saudade dan Cerita Lainnya*, a collection of touching stories about longing and life. Beyond just reviewing the book's content, the discussion also provided insights into the **author's inspiration and creative writing process**.

The event aimed to **inspire listeners by introducing new literary perspectives and enriching their reading experiences** through an engaging and meaningful discussion.

Account Name: @bhasafm

Video Link: <https://youtu.be/REv8P1rSYyY?si=f3Sy6pGa7dAK4dbs>



Figure 3. Book Discussion Podcast

B. Product

The creation of educational content related to English, particularly in practicing effective news delivery, is a crucial step in improving communication skills in the digital era. This program involved developing materials that covered essential aspects such as news scriptwriting techniques, proper word choice, intonation, and clear articulation.

Each video featured a different topic, including:

1. "3 Tips for Public Speaking for Beginners" – providing practical guidance on how to speak confidently.
2. "The Difference Between *Another* and *Other*" – explaining the correct usage of these commonly confused words.
3. "English Words More Commonly Used Than Their Indonesian Equivalents" – highlighting frequent English expressions that have become part of everyday language.

The content was recorded in video or audio format using high-quality equipment to ensure optimal production quality. After careful editing to refine accuracy and presentation, the materials were uploaded to various social media platforms, particularly Instagram Reels, to reach a broader audience.

The main goal of this project was to provide practical language guidance for viewers who want to improve their English skills, especially in journalism and public speaking. Additionally, the content aimed to boost confidence in speaking English in public settings.

◆ Instagram Account: @bhasasitubondo

◆ Video Links:

1. [3 Tips for Public Speaking](#)
2. [Difference Between *Another* and *Other*](#)
3. [Commonly Used English Words](#)

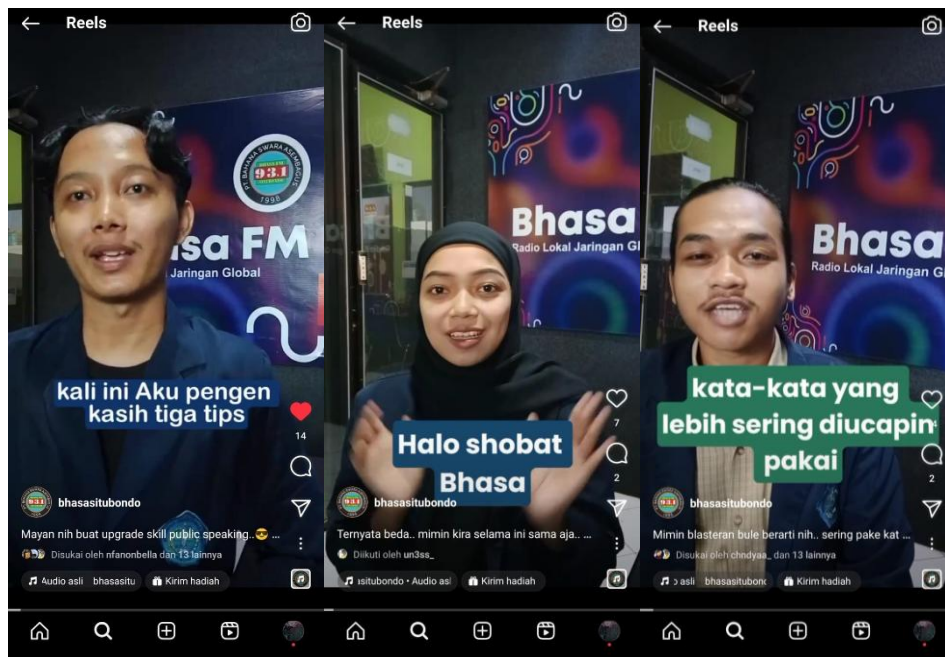


Figure 4. Educational Video

CONCLUSIONS

The program at **Radio Bhasa FM Situbondo** successfully enhanced both the students' English language skills and their involvement with the community. Through activities such as **news production**, **community engagement**, and creating educational content, the students learned practical communication techniques and media production. These programs not only improved their fluency in English but also fostered awareness about important social issues like cleanliness and environmental responsibility. This experience demonstrated the power of media in education and personal growth, equipping students with valuable skills for the digital era.

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shared creative insights, as well as to all volunteers and community members involved in the Mosque Cleaning Action.

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