

REGIONAL RADIO AS A POLITICAL COMMUNICATOR: THE ROLE OF SWARA TANGERANG GEMILANG RADIO IN PROMOTING THE POLITICAL PARTICIPATION

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ARTICLE INFORMATION	ABSTRACT
Submitted: March, 17. 2026 Review: April, 6. 2026 Accepted: June, 28. 2026 Published: June, 28. 2026 Keywords: Political Communicator, Political Participation, Swara Tangerang Gemilang Radio, General Election	<i>This study examines Swara Tangerang Gemilang Radio, a regional radio station in Tangerang Regency, and its role as a political communicator in promoting political participation among the people of Tangerang Regency in 2019. As is well known, 2019 has been a political year because it coincides with Indonesia's general elections. In this context, Swara Tangerang Gemilang Radio has a mandate to engage in political communication based on Tangerang District Regent Regulation No. 13 of 2016. This research was conducted using a descriptive qualitative method, using interviews and documentation data collection techniques. Moreover, the data analysis technique used in this study is the Miles and Huberman model. This study is based on the theory of political participation and incorporates the concepts of political communication and radio broadcasting. The study's results show that Radio Swara Tangerang Gemilang, as a political communicator, plays a role in shaping political messages and disseminating political information to the public. Control of messages carried out by Radio Swara Tangerang Gemilang is in the planning and implementation stages. Control over the message, then produces output in the form of messages conveyed to the people of Tangerang Regency to participate in politics, such as public discussions on messages from Radio Swara Tangerang Gemilang.</i>
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1. INTRODUCTION

Communication has many functions in human life, for example, in bridge connecting individual, groups, and institutions (La Iba, Zulfiah Larisu, Irwanto, 2024). It also important in every field, including politics (Sri Widia Ningsih, 2024). This is in line with what was stated by Galnoor in Hafied Cangara that without communication there will be no joint effort. If there is no joint effort, then there is no politics (Cangara, 2009). This definition emphasizes that communication is an important thing in politics. Communication and politics both have similarities because they share the same material object, namely human communication (Jessica Ong Hai Liaw, Abdul Hamid Moiden, 2022). Arifin in Ardial divides media into three forms: First, media that distributes writing such as books, newspapers, posters, pamphlets, and so on. Second, the media that transmit speech can also be referred to as the audio media. Examples of this form of media include telephone and radio. Third, media that transmit messages through live images that can be captured or seen by the eyes and ears, are also called the audio-visual media. For example film and television (Ardial, 2009).

One of the forms of media that is interesting to discuss is radio. Radio is a mass media that has its own audience (Haryani, 2021). It is one of the mass media favored by the people of Indonesia to get entertainment and information (Dhamayanti, 2019). It can still maintain its existence in the digital age (Sinabariba, 2023), even though it is sometimes marginalized (Dian Wardiana Sjucho, Nuryah Asri Sjafrah, 2023). Currently, radio stations are not only owned by the government, but also by the private sector (Fachrul, 2023). In many areas, there are numerous radio stations, some of which are called community radio stations. This is true in various countries, not only in Indonesia (Mahanand Timalisina, 2019).

In this study, Swara Tangerang Gemilang Ra is in the Tangerang Regency, Banten province. The legality of this regional broadcasting institution is written in Tangerang Regent Regulation No. 13 of 2016 concerning Local Public Broadcasting Institution Swara Tangerang Gemilang FM Tangerang Regency. In the Tangerang Regency Regent Regulation (Perbup) of Tangerang Regency, it is written in full regarding Swara Tangerang Gemilang radio, including the purpose and function, as well as the composition of the broadcast that has been stipulated by the Regent Regulation.

Because it has been stipulated regarding broadcast composition program standards in Chapter III Article 9 Tangerang District Regulation No. 13 of 2016, there are several broadcasting matters that refer to that article. The broadcast composition program standards include: (1) 10% news broadcasts, (2) 10% educational and cultural broadcasts, (3) 10% religious broadcasts, (4) 25% entertainment broadcasts, (5) local government advertisement broadcasts 15%, and (6) community service as much as 20%. From these data it can be seen that there are local government advertisement broadcasts which have a quite large portion. Like local media in general, which often faces complex economic and political pressures (Rinaldi, Yayuk Lestari, 2025), this radio station appears to be experiencing the same tendencies. In this context, the interests of the local government are difficult to avoid.

So, local governments can socialize forms of policies and developments that occur within the local government of Tangerang Regency itself. Also supported by Tangerang Regency Regional Regulation Number 10 of 2016 concerning Local Public Broadcasting Institutions Radio Swara Tangerang Gemilang. In the written regional regulations in Article 6 points a, b, and c it is stated regarding the objectives of establishing Swara Tangerang Gemilang radio, namely: fulfilling the public's right to obtain information, increasing active participation in development, and becoming a medium of reciprocal communication between the Regional Government and the Community. With a strong legal basis, then radio Swara Tangerang Gemilang can convey its political messages to the people of Tangerang Regency.

This research on Radio Swara Tangerang Gemilang is associated with the political participation of the people of Tangerang Regency. To see political participation, researchers try to look at data from general elections (Pemilu) that have been held previously as a benchmark for political participation in Tangerang Regency. Participation data used includes data on community participation in the 2018 simultaneous Regional Head Elections (Pilkada) compared to voter turnout in the 2012 Pilkada.

The General Election Commission (KPU) of Tangerang Regency has conducted an evaluation of community participation in the 2018 Tangerang Regent Pilkada. The results of this evaluation explain that the voter turnout for the Tangerang Regent Election in 2012 and 2018 has increased, where in 2012 the turnout rate was only 57 % then increased to 61.55% in 2018 (KPU Tangerang Regency, 2018).

In addition to data on increasing political participation in the 2018 Tangerang Regent Election, the researchers also used data on the turnout rate of voters in the 2019 election. The data on the voter turnout for Tangerang Regency used included: the level of election for the President and Vice President at the Tangerang Regency level, the election for the People's Representative Council of the Republic of Indonesia (DPR-RI) at the Tangerang Regency level, the election for the Regional Representative Council of the Republic of Indonesia (DPD-RI) at the Tangerang Regency level, and the election for the Regional People's Representative Council (DPRD) for the Regency at the Tangerang district level. More details regarding the level of election participation at the Tangerang Regency level, can be seen from the results of data processing as follows:

Tabel 1
2019 tangerang regency election participation data

No.	Type of Selection	Percentage (%) Participation Rate Voter (PRV)
1	President and Vice President	79,75
2	DPR-RI	79,31
3	DPD-RI	79,32
4	Regency DPRD	79,25

From the political participation data seen from election participation, it appears that the people of Tangerang Regency have a fairly high level of awareness or active political participation. This data can be the initial basis for the political participation of the people of Tangerang Regency in their participation on Swara Tangerang Gemilang radio.

Research on regional radio as a political communicator certainly cannot be separated from several interesting points to study. There are three things that are interesting, namely: First, the radio institution that will be studied is the only public channel that is quite large owned by the government of Tangerang Regency. Second, that the broadcast content has been determined regarding the portion for government advertisements so that it is closely related to politics. Third, radio as a political communicator is rarely studied in a study. With these three things then linked to the data previously described, Swara Tangerang Gemilang radio has the role of political messages that conveyed to the people of Tangerang Regency itself so it is interesting to examine how the role of those present from regional radio as political communicators in the political participation of the people of Tangerang Regency.

2. METHOD

This study uses a qualitative method with an analytical descriptive approach. Qualitative research is a research process and procedure to obtain descriptive data in the form of oral or written words obtained from sources and observed behavior (Suwendra, 2018). According to John Cresswell in Semiawan, qualitative research is an approach to understanding and exploring the central symptoms of the problems found. To study these central symptoms, researchers are required to carry out a series of activities to gather existing information (Semiawan, 2010).

The data collection techniques consisted of interviews with the management of Tangerang Gemilang radio and documentation by searching for various documents related to research objects, whether in the form of books, journal articles, mass media including social media, archives, and so on. All data that has been collected is then analyzed descriptively. The data analysis technique used in this study is the Miles and Huberman model, as cited in (Hardani, 2020), which consists of three stages: data reduction, data presentation, and drawing conclusions. What is meant by data reduction is the process by which data is streamlined, filtered to identify what is important, simplified, and abstracted. Meanwhile, data presentation is the collection of organized information that enables the drawing of conclusions and decision making. And drawing conclusions means the process of seeking and identifying connections between four elements: what is done, how it is done, why it is done, and what the results are.

3. RESULTS AND DISCUSSION

Radio Swara Tangerang Gemilang as a political communicator has several roles related to politics. Especially in 2019, Swara Tangerang Gemilang radio as a communicator plays a role in giving messages and controlling political messages to the people of Tangerang Regency. The message control carried out by Swara Tangerang Gemilang radio is in two stages, namely the stages in the scope of planning and in the scope of implementation.

The message control carried out by Swara Tangerang Gemilang radio at the planning stage is in the form of determining the message to be conveyed. More details about this can be seen from the interview with Indiana Azy as the Producer and Content Writer for the on-air program Swara Regent and the DPRD in the following interview:

"We need to study more specifically, for example, what do you want to do on air, what do you want to convey, what do you want to inform. We can't give wrong information. It's not impossible, but it minimizes giving information Wrong. We're heard. That's it, if it's on air it can't be repeated. So, once it's out, that's it, that's what you hear. So, we make sure that the existing material is well prepared. Usually, within one year, you already know the official calendar, for example, what you want to discuss, or what meeting, or what policy you want to pass, or what law you want to draft. It's usually like that right. Usually there are new points. So, from there, yes, we can invite resource persons who understand more to speak here. We already have a schedule, and we just need to adjust it." (Interview with Indiana Azy on November 08, 2022)

It can be argued that that this statement indicates that radio as a communicator has a plan for what message to convey. the researcher sees that before conveying a message to the audience, the radio determines what topics will be chosen. Because radio in this stage acts as a communicator, radio has an influence on the formation of public opinion from the audience. The statement indicates that the radio station seeks to avoid disseminating inaccurate information. This is a form of how radio controls messages before these political messages are conveyed to the public. The reason why radio as a communicator wants to minimize the wrong message to be conveyed determines the topics that will be discussed on the radio.

Also referring to the results of the interview, there is a statement showing when the political message will be conveyed to the people of Tangerang Regency as the Audience. Radio Swara Tangerang Gemilang as a communicator has its own way of when the message is conveyed. This can be seen from the statement that the radio refers to the official calendar in Tangerang Regency. By referring to the official calendar, Swara Tangerang Gemilang radio can further plan the schedule of political messages to be conveyed.

From determining the schedule, researchers can analyze that there are deficiencies in determining the message. Because the determination of the schedule follows the official calendar, making control of messages in the planning stage becomes certain. However, on the other hand it will be less effective if the schedule does not match what the community needs, because the schedule is not a benchmark for the political information needs of the people of Tangerang Regency. In other words, if the radio plans the message to be conveyed using the official calendar reference, this may result in the community not needing the message conveyed.

In addition to controlling the schedule and discussing what messages will be conveyed, Swara Tangerang Gemilang radio, before delivering its political message, also determines who has the right to speak on the radio. To minimize errors in giving political messages, Swara Tangerang Gemilang radio chose sources who had the competence to discuss a discussion raised by the radio institution. On the other hand, Swara Tangerang radio also places limits on sources who have the right to speak at the radio agency to control the messages conveyed. It can be seen from the interview with Okky Nuryanti as the broadcaster for the political program in the Swara Regent and Parleментарia programs as follows:

"We don't accept sources in the form of campaigns. For example, if you want an election, from which party do you want to promote the candidate or candidate, we don't want that. And if you want to do that, it means that it has to be all parties, because we don't want to take sides, right? Even though we don't take sides, if we accept from one, two, three parties, it means that we would appear to support a particular political campaign team.. So, if we are individuals like that No" (Interview with Okky Nuryanti on November 08, 2022).

The statement made it clear that Swara Tangerang Gemilang radio determines what issues must be raised and who has the right to speak at the radio institute. As a political communicator, Swara Tangerang Gemilang radio controls the messages it wants to convey by being neutral, not taking sides with certain parties.

Even so, the researcher saw that there were deficiencies in choosing sources to speak on the radio. In 2019, Swara Tangerang Gemilang radio could not yet invite speakers from non-government parties such as academics and community organizations. This indicates that there is a deficiency in conveying the message that the sources selected by Swara Tangerang Gemilang radio are inclined towards the local government.

Of all the planning activities in message control, this is in line with Fatimah in Ravyansah et al who defines that a political communicator is a source of information capable of acting as a message controller (Ravyansyah, 2022). In this case, radio as a communicator can determine what discussion needs to be prepared, when the message will be delivered, and who has the right to speak on the radio before political messages are conveyed to the public.

From the results of the two interviews, the researcher analyzed that the messages conveyed by Swara Tangerang Gemilang radio were very carefully prepared to prevent any errors in providing information. This relates to the shortcomings of radio as explained by Anindhita in the Principles and Practices of Radio Journalism, that listeners cannot ask to repeat information that has been broadcast (Anindhita, W., & Devie, 2022). Because of these deficiencies, messages that have been conveyed and received later will be difficult to withdraw from the audience. With this shortage of radio, Swara Tangerang Gemilang Radio as the communicator controls the flow of messages by determining what political messages should be conveyed to the people of Tangerang Regency as the recipients of political messages so that there are no misperceptions between what is conveyed by the radio and what is received by the public.

The message planning stage is the initial stage before Swara Tangerang Gemilang radio conveys its political message to the people of Tangerang Regency. After planning the message to be conveyed, Swara Tangerang Gemilang radio as a political communicator also controls the message within the scope of delivering the message.

Within the scope of the delivery of messages carried out by Swara Tangerang Gemilang radio, there is also message control. Control of the message is carried out when broadcasting, so that the message narrative that is formed is in accordance with what the radio wants. For the narrative to be well formed, the radio with its broadcaster as a journalist plays a role in determining the narrative when it is broadcasting. Broadcasters can be said to be journalists because according to Dan Nimmo, it is they who work in the mass media who have a role in forming opinions (Ramlan, 1992). Regarding this matter, it can be seen from the results of interviews with Okky as follows: "My technique is to make this statement come out, this is like that. For example, we know that the community or I as a community also definitely need information a, b, c, d regarding politics, yes, I will shoot there, then he will issue a statement. If for example it doesn't come out, I have to detail it again." (Nuryanti, 2022) (Interview with Okky Nuryanti as Broadcaster for political events in the Swara Regent and Parleментарia program, November 8, 2022, at the Tangerang Regency Regent's building).

This interview can explain that in Swara Tangerang Gemilang radio with broadcasters owned can direct what words are issued by government officials. Swara Tangerang Gemilang radio broadcaster in this case connects local government officials with the community according to the political information needs of the people of Tangerang Regency. In order for political messages to be conveyed properly and easily understood by the public, Swara Tangerang Gemilang radio as the communicator tries to control the messages conveyed during broadcasts by referring to existing case studies and events in Tangerang Regency. This can be seen from the interview with Okky as follows:

"Let's just talk for example. Then we take case studies, case examples, for example "Sir, the community wants this and this. So, what's the solution from the DPRD or direct action?" So we talk more about it, not just like theory, but more directly to the case examples we present. So their answer is according to what the community wants." We use light language, if we want to socialize, be it whatever field it is, one of them is politics. So, the hope is that it can be more

accepted by the public as well with light language and the content model is chat."(Nuryanti, 2022) (Interview with Okky Nuryanti on November 08, 2022).

Judging from the interview, Swara Tangerang radio through the broadcaster as a journalist on the radio uses its own strategy in packaging political messages to be conveyed to the people of Tangerang Regency. This is in line with Tosepu's explanation regarding the strategy of packaging political messages, that the strategy of packaging political messages plays a very important role in directing the way people interpret them (Tosepu, Y, 2018). In the interview, the broadcaster tries to position himself as a member of the community, so that the output or message conveyed is in accordance with what the community needs.

The message control carried out by Swara Tangerang Gemilang radio produced output in the form of messages delivered to the people of Tangerang Regency. The political message that comes from the message control is conveyed through several broadcast programs that are aired at certain hours. In conveying its political message, Swara Tangerang Gemilang radio has a special program to convey its political message, namely Swara Regent and parliamentarians.

With the existence of this program since the beginning of radio's legalization, it can be explained that Swara Tangerang Gemilang radio as a political communicator seeks to provide political messages through the programs that have been made. From this program, there is a role that can be analyzed, that as a communicator, Swara Tangerang Gemilang radio plays a role in conveying political messages. Regarding the political messages conveyed by Swara Tangerang Gemilang radio, the researchers interviewed Okky Nuryanti as a broadcaster who presented political events in the Swara Regent and Parliamentary programs as follows:

"Of course, if we go back to 2019 or political issues, we will only provide the information directly from the KPU. So, we are more into the KPU anyway. So, we take it more like sharing the information that comes directly from the KPU. For example, this month is still in the campaign stage, then from the candidate registration stage, oh this is the DPT stage, verification and so on. So, we just socialize more about that, which is related to society, election procedures and so on" (Interview with Okky Nuryanti on November 08, 2022)

As can be seen from the results of the interview, Swara Tangerang radio as a communicator tries to convey political messages. Political messages conveyed in the form of providing information and outreach. Especially in 2019, Swara Tangerang Gemilang radio discussed a lot about elections.

In addition to discussing election issues with the KPU, Swara Tangerang Gemilang radio in its role as a communicator tries to provide political education through the messages it conveys. This was done by providing education about political education ahead of the 2019 elections with the Tangerang Regency National and Political Unity (Kesbangpol).



Figure 1. Joint broadcast of kesbangpol tangerang regency

Even though the delivery of political messages carried out by this radio institution contributed a lot to the General Election, Swara Tangerang radio in 2019 did not escape conveying political messages in the form of political information related to the regional policies of Tangerang Regency. This was explained by Indiana as follows:

"In addition to the election, we also often invite DPRD speakers. coincidentally the DPRD also has a slot, like a new policy huh. if that's too often. So, if you're rich, it's mandatory. So, for example there is a coordination meeting between regional leaders, that's definitely a meeting right? Later the results of the meeting will come out in a new regulation. well it must be socialized here. It's been like that since 2019, it's been like that a lot" (Interview with Indiana Azy on November 08, 2022).

From this statement, researchers can find out that the information conveyed by Swara Tangerang radio in 2019 is not only about elections originating from the KPU, but Swara Tangerang radio provides information regarding legislative bodies such as the DPRD and also the Regional Government of Tangerang Regency. The explanatory information delivered directly by Okky as the broadcaster is as follows: "So it just so happened that my program was Swara Regent and the Parlemenaria. Those are events that facilitate such as the Service, then also parliament means including the DPRD, right, including BUMD, and so on that are related to government agencies" (Interview with Okky Nuryanti as Broadcaster for political events in the Swara Regent and Parliamentary programs, dated November 8, 2022, at the Tangerang Regency Regent's building).

Radio Swara Tangerang was brilliant in 2019 also in conveying its political message trying to invite the people of Tangerang Regency to participate in the general election. This can be seen from the upload on social media Instagram Swara Tangerang Gemilang which invites the people of Tangerang Regency to vote in the general election, as shown below:



Figure 1.2. Uploads in the form of invitations to go to polling stations

Community Political Participation in Tangerang Regency in Swara Radio Tangerang Gemilang

The delivery of messages carried out by Swara Tangerang Gemilang radio contained political participation that emerged. To bring about this participation, radio as a communicator provides space for the people of Tangerang Regency to address political issues that occur. This can be seen from the interview with Indiana as follows:

"So because we have various media and various means of interaction for radio and the community, they communicate with each other, right. Well, politics or if we are discussing politics, it's open. So, like for example, what people want to express their opinion on Instagram, or on Tangerang Radio's personal WA, that's allowed. So if people just want to convey or ask questions, that's fine. If it's a talk show, someone will definitely ask. But if someone comes to urge us and there is an urgency, yes, we can also report it to the coordination section so that it is managed and handled by the relevant agencies" (Interview with Indiana Azy on November 08, 2022).

From the statement that has been submitted, the researcher sees that Swara Tangerang radio as a communicator is able to bring up political participation from the people of Tangerang Regency by providing space for the community to participate politically through the media that the radio has. Also from the interview, the researcher saw that there was follow-up from the radio to the government if there were opinions from the public that needed to be conveyed to the government.

From the interview, it is in line with the conceptualization of political participation through indicators or signs explained by Surbakti, that existing activities in the community lead to something to influence the government as the maker and implementer of political decisions. Then, activities that succeed or fail to influence the government, are included in the concept of political participation (Surbaki, 2024). Radio Swara Tangerang Gemilang, in this case conveying to the government what the public conveys via radio regardless of the success or failure of the community to influence the government via Swara Tangerang Gemilang radio.

Judging from the typology regarding political participation, Swara Tangerang Gemilang radio in this case is part of political participation. This is in line with the stratification of political participation put forward by Olsen, that there is political participation communicators, namely people and convey ideas, attitudes, and political information to others (Surbaki, 2024)

The political participation of the Tangerang Regency community that emerged from Swara Tangerang Gemilang radio can be seen from the interactions that occur between the community and the broadcaster on a political issue raised by Swara Tangerang Gemilang radio. The participation of the

people of Tangerang Regency in politics can be seen from an interview with Okky as a broadcaster who does interact with listeners as a community as follows:

"Alhamdulillah, many people ask. If you look at the enthusiasm of the people or those who join us, it's automatic immediately, especially if it's related to the agenda or schedules of political issues. For example, for example, political programs at the DPRD event, for example, we are conducting an interview at parliament, so yes, there are those who ask, for example via IG, and we also open via WA as well. Because, the people who are most enthusiastic are definitely the representatives of the people, right? Political issues are the people's enthusiasm, they want to know more" (Interview with Okky Nuryanti on November 08, 2022).

From the results of these interviews, the researcher saw that the presence of interactive broadcasts by Swara Tangerang Gemilang radio led to the political participation of the people which can be seen from the side of the radio as a communicator.

Through Swara Tangerang Gemilang radio, the public seeks to participate by asking questions about politics and expressing their opinions on the political topics raised. It can be seen from the interview with Okky as follows:

"Many of the questions are too critical. If you don't convey it, it becomes a personal burden. if it is delivered, yes I will convey it but it's below that right. We finally filter it below before we raise it, or we ask the source. For example, "Sir, we have questions from people like this and this." If the language used is inappropriate, we rephrase it before presenting it on air. If for example the question is not in accordance with what is socialized, yes we can skip it or we can ask below, then we will answer it, we will just convey it, like that" (Interview with Okky Nuryanti on November 08, 2022).

From these interviews, researchers can see that the people of Tangerang Regency are trying to criticize existing policies in 2019 by asking detailed and critical questions about these policies. The question that arises is a response from the existing policy that the policy raises complaints from the public.

The political participation of the Tangerang Regency community in Swara Tangerang Gemilang radio also shows criticism from the community itself towards the Tangerang Regency Government. This is explained by Okky as follows:

"2019 is a political year, right? There are bound to be people who are against it. That's why, if for example there are people who are against, we call the relevant agency to provide explanatory information and we convey it to the relevant agency, for example "Sir, many people think the policy is like this, it's troublesome, or what. What's the solution for people who think this is a policy that causes trouble and makes things difficult? It's actually pushing the community into a difficult situation, that's why we invited the relevant agencies. In that situation, we're just trying to neutralize the opposition (Interview with Okky Nuryanti on November 08, 2022).

On the other hand, to see the political participation of the people of Tangerang Regency in the political messages conveyed by Swara Tangerang Gemilang radio, the researchers also interviewed the people who accessed the radio. Researchers interviewed Rosip Hendrawan, a resident of Cicekong Village, Mekar Jaya Village, Panongan District. From the results of the interviews conducted, the researchers obtained the following interview results:

"I am a native. I've been listening to the radio often since before, plus now I can't watch TV anymore because I have to buy an STB.... Yes, I often listen to dangdut too. When it comes to politics, at that time I got a call from the radio about problems ahead of the election. At that time my KTP was not registered in the village. I just complain about that. At that time there were around 10 families in this village whose ID cards had not been recorded. I don't know how it goes. But thank God, it was still possible during the election, I already have my data in the village" (Interview with Rosip Hendrawan on January 14, 2023).

From the results of these interviews, the researcher found that political participation that emerged from political messages conveyed by Swara Tangerang Gemilang radio was active participation. It can be seen from the results of the interviews that the people of Tangerang Regency are enthusiastic about discussing political issues or topics that are scheduled by the radio as the communicator. This is in line with Surbakti's explanation regarding the division of active and passive political participation (Surbakti, 2024).

Apart from that, the participation of the people of Tangerang Regency can also be seen from the Instagram social media comments column in uploads regarding Disdukcapil's progress in targeting the completion of the E-KTP ahead of the election.



Figure 1.3. Community Political Participation in the Instagram Comment Column
Source: Instagram of radio Swara Tangerang Gemilang

In the comments column, it can be seen that the public has complained about the performance of the Tangerang Regency Disdukcapil. The complaint arose from a political message delivered by Swara Tangerang Gemilang radio regarding information ahead of the General Election. From conveying this message, it makes the community as an audience participate in discussing and criticizing the government for performance that is felt to be lacking by the community Tangerang Regency. The picture shows that the community plays an active role in criticizing the government through the various spaces provided by Swara Tangerang Gemilang radio, which aims to influence the content of the policies of the Regional Government of Tangerang Regency.

4. CONCLUSIONS

Based on the description of the findings, the researcher draws the conclusion that Swara Tangerang Gemilang radio acts as a communicator and has an active role in conveying political messages to the people of Tangerang Regency. Radio Swara Tangerang Gemilang acts to position its institution as an active communicator in controlling the message and conveying the message to the public so that the message conveyed by Swara Tangerang Gemilang radio can shape the perception of the people of Tangerang Regency.

Message control carried out by Swara Tangerang Gemilang radio is carried out in the planning and implementation stages of sending messages. Control in the planning stage is in the form of determining what topics will be conveyed to the people of Tangerang Regency, determining the schedule, and finding sources who can discuss with the Swara Tangerang Gemilang radio agency through the broadcasters they own. Meanwhile, the control of the message in the implementation stage is in the form of directing the words of the speaker which is carried out by the broadcaster. This activity was carried out so that

there were no mistakes in conveying political messages to the people of Tangerang Regency by Swara Tangerang Gemilang radio.

His role in conveying political messages is in the form of providing information about politics and socializing political activities in 2019. The information provided is in the form of news on regional policies and on elections. Meanwhile, the socialization delivered by Swara Tangerang Gemilang radio was in the form of election socialization so that people would have an interest in elections.

Radio Swara Tangerang Gemilang provides a space for discussion for the community on political issues so as to bring up the political participation of the people of Tangerang Regency. From the delivery of political messages conveyed by Swara Tangerang Gemilang radio, it led to active participation in the form of questions and criticism from the people of Tangerang Regency in terms of regional policies.

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