



Mandarin Language in The Happy Sunday Program on Cakrawala Radio 98.3 FM

Feby Yoana Siregar^{1*}; Wenny²; Elly Romy³

Faculty of Economics, Universitas Prima Indonesia, Medan, Indonesia

E-mail: febyyoanasiregar@unprimdn.ac.id; wenny@unprimdn.ac.id; ellyromy@unprimdn.ac.id

Abstract

This research is motivated by Mandarin, which is not limited to economics, business, and education but also to the entertainment sector, especially radio broadcasts. The problem formulation in this research is how to use Mandarin in the Happy Sunday program on Radio Cakrawala, the obstacles in using Mandarin, and the solutions. The data collection techniques used in this research were observation, interviews and literature study. The research results show that the use of Mandarin in the Happy Sunday program dominates 75% of the total content of the program, and the remaining 25% is in Indonesian. This can be seen in its use in the opening of the event, the announcer's comments and the event's closing. Several obstacles were encountered, such as using varied language, language that attracted listeners, and the broadcaster's limited Mandarin vocabulary.

Keywords: Mandarin; Vocabulary; Interaction; Broadcast; Cakrawala Radio

Introduction

The use of Mandarin does not only stop at international relations, business or education, but for entertainment lovers, Mandarin songs in Mandarin language broadcasts have also become a necessity which has recently started to increase in popularity, for example in Mandarin language broadcasts, especially in the city. Medan. This also seems to have become a habit to always be able to communicate with people at large and as a means of practical entertainment for both ethnic Chinese and society at large who have recently been very enthusiastic about learning Mandarin. This is also evident from the development of radio stations in the city of Medan which already broadcast programs in Mandarin, such as City Radio. Some of them even compete with each other to present attractive programs to pamper their listeners.

Radio Cakrawala FM is one of several radio stations in Medan City which also has a special Mandarin language program, namely Happy Sunday which is broadcast every Sunday from 06.00 to 21.00 WIB. The event was very attractive, listeners participated very enthusiastically by calling or sending short messages to order songs and sending greetings, most of which were in Mandarin. From both, the announcer and the listener, the use of Mandarin is very visible.

This can be seen when the announcer starts or ends a broadcast which is required to use Mandarin, as well as when greeting listeners at the opening of the program, 收听 我们的节目 HAPPY SUNDAY 收听我们的节目能给您带来享受东方音乐的轻松。(Dear listeners Hello how are you! today I am Liu Wei An very happy to be able to accompany you on your weekend. Welcome to our show Sunday Mandarin , which

will provide comfort from listening to oriental music). It can also be seen that when listeners (both those who can already speak Mandarin and those who don't speak at all) when responding to the announcer's greeting when interacting by telephone, they are required to say the key words of the program 有你有我又有他 which means there is you, there is me and also there he is, to which the announcer will also answer the same.

Research Methods

Several methods used to collect data for this research are:

1. Observation Method

This method is carried out by observing and studying directly at the research location with the aim of getting a picture and obtaining visual data precisely and accurately.

2. Interview Method

This method is carried out in the form of questions and answers to informants in order to get a clear picture of information regarding the research material.

3. Literature Study Method

This method is carried out by studying various literature that is appropriate to the process being observed as well as other supporting books related to the material and research objectives.

Results and Discussion

This research was carried out for one month, starting from 1 November 2023-30 November 2023. The author was placed as an announcer on the Happy Sunday program and received a broadcast schedule every Sunday from 06.00 - 09.00 WIB. Before conducting research, researchers were given around two weeks, namely from 5 October 2023 to 16 October 2023 by the radio manager to observe and observe Happy Sunday activities, such as how to greet listeners, how to read incoming short messages in the right style and manner. well as well as how to quickly find songs ordered by listeners and practice broadcasting independently under the supervision of a coach.

During this training process, the author was guided by Mrs. Gabby herself who always provided direction and explanations regarding the broadcast process, so that the author gained a lot of new experience and knowledge about the world of broadcasting. During the observation period, researchers observed broadcasters' use of Mandarin during broadcasts by first recording other broadcasters' broadcasts. If a new word or grammatical usage is found, the writer immediately records the new sentence in its entirety by noting or describing the situation of the conversation to make it easier in the process of searching for the meaning and use of the correct word.

The use of Mandarin in The Happy Sunday Program

In broadcasts, 75% of all DJ Talk (announcer talks) use Mandarin and the remaining 25% use Indonesian. With the consideration that it can still reach listeners who don't understand Mandarin. However, opening and closing events are required to use Mandarin. And for DJ comments, delivering songs, reading messages or picking up the phone, you can use a combination of Mandarin and Indonesian. The duration of the talk is also very limited in order to create KISS (Keep It Short and Simple) and uniform language use. For example, the duration of a DJ comment is 30 seconds for

each open mic, then when opening a phone call only 90 seconds are provided, then for reading SMS only 30 seconds are provided.

Because it is broadcast on weekends, the use of language must also be as relaxed as possible so that it can create a relaxed atmosphere for listeners in addition to presenting Mandarin hits. Even though the use of Mandarin must be in accordance with the common language used in daily conversation and be relaxed, announcers are also required to maintain good and correct use of Mandarin, both in terms of pronunciation, tone and intonation, as well as maintaining ethical language use.

Opening

In this opening, the announcer is required to use semi-formal Chinese, where the content must contain 5W 1H, namely What, Who, When, Where and How within 30 seconds. The whole must include the five main elements with a simple series of language, What to inform about "what" is being broadcast (name of the program, content of the program, etc.), Who about "who" is the announcer and what their duties are. When, "when" this program starts and will end, Where "from where or where" (what channel) this wave broadcasts, and How is about "how" listeners can interact.

Example of Opening:

“九零九频道，亲爱的各位听众朋友，大家好？这里是咱们最精彩的华语歌曲节目 HAPPY SUNDAY:从现在起我把热线打开了。所以呢，如果您现在要点您最爱听的歌儿同时要问候您的亲朋好友，请马上播到 623998, 623 998！或者可以发短信到 085712944933，085712944933！那好的，我们先听接下首歌儿吧，周华建《朋友》。”

“90.9 FM Hello, beloved listeners! Here is the coolest Chinese program, HAPPY SUNDAY! I, Vino Liu Hong, will accompany your relaxing and enjoyable weekend until nine in the morning! Ok, and now I have opened the hot line, so for those of you who want to order your favorite song or also want to send greetings to your beloved colleagues, just call 623 998, 623 998 or you can also send a message to 085 712 944 933, 085712 944 933! And now let's listen to the following song first, from Zhou Hua Jian – Peng You...”

DJ Comment (Announcer Comment)

In Broadcaster Comments, broadcasters must be able to communicate positive comments for 30 seconds, which must be conveyed in simple and easy to understand language without obscuring the substance of the comments and must be neutral and objective. In this Broadcaster's Commentary, the announcer may use full Mandarin, full Indonesian, or a mixture of both. However, of course you also need to pay attention when mixing languages, the combination must be precise and flow and maintain content synchronization.

Example:

Home 好好保重身体，好好休息，多吃些水果。因为，根据分析，各种水果里面包含身体需要的维生素。所以，对身体健康有莫大的好处！

(recently the weather changes are very big! One moment it rains heavily, the next moment the sun can be very hot, if you often do activities outside, you have to take good care of your health, get good rest and eat lots of fruit. Because according to

research, various - various types of fruit contain vitamins that the body needs, so they have great benefits for health).

Example of a comment in full Indonesian:

Hi everyone, still with me Christian on Happy Sunday. For those of you who are currently confused about how to enjoy this weekend, I will immediately join us by calling 623998 to order your favorite Mandarin hits. Because it has been proven, based on several studies, one of which is from magazines, that listening to songs you like can reduce your boredom.

Example of a comment mixed between Mandarin and Indonesian:

Mitra Cakrawala FM is still with me Olive on Happy Sunday. until later at 9 am. Good morning to Ria, who has sent an SMS, saying she wants to play Angela Zhang's song Yin Xing De Chi Bang.

说起隐形的翅膀我就想起我们生活当中难免遇到困难的事儿。有、欲哭无泪！但是，千万别放弃！因为，阳光总在风雨后！总有一双带你飞过绝望的翅膀，给你挣脱舒服的勇气和信心！希望接下首歌儿能给你启发，积极面对无情生活！ANGELA ZHANG 隐形的翅膀。

(Hello Cakrawala FM) still with me Olive on Happy Sunday until 9 am. Good morning to Ria, who has sent an SMS, saying she wants to play Angela Zhang's song Yin Xing De Chi Bang. Talking about Yin Sometimes, we are made to feel sick all over our body and mind, until we have nothing, we want to cry but there are no tears. But don't give up! Because sunshine will always be there after a storm! There is always a pair of invisible wings that will take us to fly beyond despair, and give us the courage and confidence to be free from shackles! Hopefully the following song can inspire you to face this feelingless life positively. Angela Zhang – Yin Xing De Chi Bang.

Closing

In this closing, it is also mandatory to use Mandarin completely, but the content is different from other comments. Here we have to say goodbye because our time to accompany the listeners is over, and we also have to promote the next program that will be presented by the next announcer. And don't forget to apologize if there are several song requests that cannot be played. Here, too, the broadcaster should not forget to thank the listeners for their participation and give positive hopes to the listeners, for example, hopefully the weekend will be cheerful, always healthy or more prosperous. In this case the announcer may use conversational language that is very relaxed but polite. Then for the final part, the announcer must mention the tagline of Cakrawala FM radio using Indonesian, namely: "Success for you"

Example of Closing:

”接下来呢，还有刘红会代替我来继续陪您！不好意思，今天有些歌曲我不能播放，因为，时间真的有限，请大家多多谅解。我失陪了，谢谢大家的支持，周末愉快，保重身体！最后的歌曲是方大同《三人游》特别送给您！我是刘炜安，我们下周再会，谢谢，再见，SUCCESS TO YOU！”

(Listeners, without realizing it, time has almost reached the end of the program. So I have to say goodbye to you. But don't change channels, because in a moment there will be Liu Hong who will continue to accompany you on your weekend. Sorry, today there are several songs that Can't play it yet because time is really limited. I say goodbye, thank you for your support, Have a good weekend, take care of your health! The last song is Fang Da Tong – San Ren You special for you. I'm Liu Wei An, next week we'll meet again, thank you and GOOD LUCK FOR YOU!”

Table 1. New Vocabulary List

1. 广播	Guangbo	Broadcast
2. 广告	Guanggao	Advertisement
3. 播放	Bofang	Play (song)
4. 直播	Zhibo	Live broadcast
5. 拨电话	Bo dianhua	Call
6. 听众	Tingzhong	Listener
7. 收听	Shouting	Listening
8. 别转台	Bie zhuantai	Don't change channels
9. 热线电话	Rexian dianhua	<i>Hotline phone</i>
10. 频道	Pindao	Frequency (TV, radio)

Conclusion

In carrying out broadcast activities, there are several obstacles faced during the broadcast process. These obstacles include:

- 1) The author felt awkward when he first broadcast.
- 2) Lack of vocabulary, understanding and ability to use the writer's vocabulary, resulting in difficulty in expressing the meaning of the conversation.
- 3) It is difficult to vary the broadcast language so that it does not appear monotonous.
- 4) The lack of broadcaster references that the author can use as examples of broadcasters who use Chinese is due to the lack of Chinese language radio stations in Solo.
- 5) Criticism from listeners regarding the author's use of Chinese.

From these obstacles, several efforts can be found. To deal with these obstacles:

- 1) Practice broadcasting more, by recording the practice, then evaluating it with a coach, and also listening to other broadcasters more often so you can correct mistakes and improve yourself.
- 2) Continue learning by reviewing the lessons given by the lecturer, discussing with lecturers from China and asking about the correct use of words, as well as increasing practice in arranging words, so that you can be more flexible and precise in speaking words.
- 3) Read more Chinese language magazines and micro blogs, such as 新浪微博 (Xin Lang Wei Bo), to look for material for comments or discussion.
- 4) Listen to live radio broadcasts from China or Taiwan via live-streaming to get references for variations in language styles, DJ Talk content, as well as find out up-to-date information and the latest Mandarin songs.
- 5) Turn criticism into positive input to further improve the problem.

References

- Gauntlett, D. (2002). *Media, Gendre And Identity*. oxfordshire: use and canada. Global Radio FM 90,90MHZ (Stasiun Radio) Surabaya.
- Huī, W., & Zhōngruì, Y. (2013). The promotion of Putonghua (Mandarin Chinese): An overview. *The language situation in China*, 1, 27-39.
- Kholid, i. (2017). *Motivasi Dalam Pembelajaran bahasa Inggris*. M.ROMLI, A. S. (2009). Dasar-dasar Siaran Radio. BANDUNG: NUANSA.
- Kosasi, S. (2014). Pembuatan Aplikasi Pembelajaran Bahasa Mandarin Tingkat Dasar. *Jurnal Eksplora Informatika*, 4(1), 1-12.
- McQuail, D. (2009). *Mass Communication Theory 6th edition*. London: SAGE.
- Mulyaningsih, D. H. (2014). *Perbandingan Fonologi Bahasa Indonesia dan Bahasa Mandarin*. BAHTERA: Jurnal Pendidikan Bahasa Dan Sastra, 13(1), 1-10.
- Prastowo, A. (2016). *Metode Penelitian Kualitatif dalam Perseptif Rancangan Penelitian*. sleman, jogjakarta: AR-RUZZ MEDIA
- Wijaya, Teguh. (2007). *Pengaruh Program Radio 'Good Morning Hardrocker"di Hard Rock fm Terhadap Minat Pendengar Radio Surabaya*. (TA No.20010195/KOM/2007) unpublished undergraduate thesis, Universitas Kristen Petra ,Surabaya.
- Ying, Y., Suprayogi, M. N., & Hurriyati, E. A. (2013). *Motivasi belajar bahasa Mandarin sebagai bahasa kedua*. *Humaniora*, 4(2), 1345-1355.
- Zulianty, E. D. (2009). *Peran Radio Metta Dalam Memajukan Bahasa Mandarin dan Kebudayaan Tiongkok di Surakarta*. Universitas Sebelas Maret, Surakarta.