I CAN SPEAK: LOCAL GOVERNMENT REPRESENTATIVES TO EDUCATE THE PUBLIC TO SPEAK ENGLISH

Amalia Fajarsari*, Mite Setiansah, Edi Santoso
Faculty of Social and Political Sciences, Universitas Jenderal Soedirman, Purwokerto, Indonesia

*Email: amalia.fajarsari@mhs.unsoed.ac.id

Abstract. In enhancing the intelligence and knowledge of the community, Diskominfo Wonosobo plays a role in public services in the field of Public Information and Communication. Radio is an ideal learning tool for those with limited access to information. Diskominfo Wonosobo collaborates with educational institutions to produce the radio broadcast program "I Can Speak," aired by Radio Pesona FM Wonosobo, to learn to speak English. This research aims to identify how Radio Pesona FM, as a local public radio station under Diskominfo Wonosobo, runs the collaboration program. The urgency of the research is to provide insight into how learning communication practices in the context of radio broadcasts in Wonosobo. The research location was chosen due to the originality of the phenomenon and good access to data sources, using participatory observation techniques, focus group discussions and in-depth interviews. Twelve informants were selected by purposive sampling, consisting of listeners, broadcasters, academics and radio management. The research identified that I Can Speak is a platform for students to practice their English speaking and public speaking skills. I Can Speak is also a representative of the local government in serving the community by developing human resources through improving English language proficiency.

Keywords: speak, representative, radio, local government, learning communication

A. Introduction

The ability to speak English is an important aspect of enhancing human resources, especially in a tourist city that attracts not only domestic tourists but also international ones. English is an international language that is important to master or learn (1). Although in Indonesia English is a foreign language, it occupies an important position in the daily lives of our society (2). English as an international language facilitates smoother interactions between foreign tourists and local residents, making tourists' experiences more positive (3).

Based on previous research conducted by (4), a good command of English literacy can support the development of local tourism. Therefore, the availability of human resources who can speak English can enhance the promotion and development of tourism, which can also impact economic growth and the advancement of the city. This is in line with the research conducted by (5), which indicates that areas with quality human resources and good international communication skills will be more attractive to foreign investors.

Unfortunately, foreign tourists who come to Wonosobo often find it difficult to interact with the local residents, especially due to the lack of people who can communicate in English (6). Therefore, the presence of local government in building communities to enhance the intelligence and knowledge of the populace is essential. the importance of the government's role in developing education, especially in English language communication (7). The

Wonosobo Communication and Information Office is one of the elements of the local government in Wonosobo Regency that plays a role in public service, particularly in the field of Public Information and Communication.

As a local public broadcasting institution (LPPL) under the supervision of the Wonosobo Diskominfo, Radio Pesona FM Wonosobo is an interesting medium for providing English language education. Because local mass media, such as newspapers, radio, and television, can play a role in disseminating information about the importance of mastering foreign languages in the tourism industry (8). In addition, looking at previous literature, the media actually has a role and responsibility in educating the public through its programs (9). According to (10), media is a very appropriate means of education in the digital era.

Communication activities are part of services that educate the public based on public service (11). The radio program "I Can Speak," broadcast on Radio Pesona FM Wonosobo, was created from an idea initiated by the Wonosobo Communication and Information Office. This idea represents a contribution to public service for the community in the form of educational information through radio media. Public service is essentially all forms of government services to the community (12). This program is a collaboration between the Wonosobo Communication and Information Office and the Faculty of Language and Literature (FBS) UNSIQ Wonosobo through Radio Pesona FM.

By promoting the realization of a radio broadcasting program that provides literacy and enthusiasm in learning English, the Wonosobo Communication and Information Office has indirectly fulfilled its duty to represent the local government in educating the nation. This program not only provides space for people to learn English, but is also part of the government's efforts to improve the quality of human resources at the local level (13). This is because providing services to the public is a primary obligation of the government (14).

Meanwhile, mass communication has an open nature and can be received simultaneously (15). Radio is a mass medium that is easily accessible and can reach all layers of society at once. That is why radio is included in the mass communication process. Therefore, the presence of the government in educating the public through radio broadcasting programs in this research becomes a central point in the realization of communication for public service and mass communication. Unfortunately, not many local governments are aware of this, as can be seen from how public radio owned by local governments in several districts/cities struggles to develop.

The urgency of this research lies in understanding the importance of government presence in educational practices through mass communication media, specifically radio. Through a qualitative approach involving observation, focus group discussions (FGD), and in-depth interviews, this study aims to present findings that can enrich the discourse related to mass communication as a means for the government to provide public services, particularly in disseminating information that carries educational value. Therefore, the aim of this research is expected to serve as a valuable recommendation for other regions to educate their communities.

B. Methods

This research is a qualitative study using a case study approach. The qualitative approach focuses on subjective assessment rather than numerical or statistical values, but rather on the categorization of values or qualities (16). Research informants were selected using purposive sampling. Purposive sampling is a non-random sampling method where the researcher ensures the selection of illustrations through a method that identifies specific individuals that align with the research objectives, thus hoping to address the research case (17). Purposive sampling can be used in research to quickly and effectively narrow down potential participant groups (18).

Data was collected using Focus Group Discussion (FGD) techniques and in-depth interviews conducted with 12 informants consisting of radio managers, broadcasters, listeners,

academics, and guest presenters. FGD serves to obtain the attitudes and perceptions of participants, knowledge and experiences, and practices that are shared in the process of interaction with different people (19). In-depth interviews provide rich descriptive data by being responsive to the contexts that arise during interactions (20). In addition, supplementary data is supported through the researcher's observation process during each broadcast of the "I Can Speak" program. The observation aims to understand the interactions and the continuity process of the broadcast program.

Data analysis follows model (21), which includes reduction, presentation, and verification of data. The primary data from all informants and secondary data are summarized and focused on key points related to the representation of local government in contributing to the community, and then presented in narrative form to facilitate drawing conclusions. The research results in the form of a narrative explaining "I Can Speak: Local Government Representatives to Educate the Community on Speaking English."

C. Results And Discussion

1. Research Findings Description

This research reveals how the responses and perspectives of informants perceive the broadcast program "I Can Speak" as a program that can represent the presence of local government in educating its community.

According to Hardiyansayah's book on earlier literature (22), there are five dimensions of communication in the communication process related to public service, namely the dimensions of the communicator, message, media, recipient, and effect. Among these five dimensions, the representation of local government in the broadcast program "I Can Speak" refers to two dimensions, namely media and effect.

A communicator in public services is a group of institutionalized individuals, also known as public bureaucracy, tasked with sending/communicating messages while also providing services (serving) the needs of the community as citizens and stakeholders in accordance with the principle of equality (23). The primary task of this communicator is to ensure that important information regarding public policies, services, programs, or procedures is conveyed clearly, accurately, and is accessible to all levels of society (24). This scientific article focuses on the Wonosobo Communication and Information Agency as a communicator that delegates the role of communication media to Radio Pesona FM Wonosobo. This analysis is based on data collected through focus group discussions (FGD), in-depth interviews, and observations. The main findings of this research are presented in the table below:

Tabel 1. Media and Effects as Dimensions of Media and Effects in the Communication Process

Informant Group	Media	Effect
Announcer	Knowing that the I Can Speak program is broadcast on Radio Pesona FM based on the initiative of the Wonosobo Diskominfo, and that Radio Pesona FM is an institution under the supervision of that agency, it fosters a sense of obligation that must be fulfilled.	Indirectly, I have the opportunity to practice and hone my English speaking skills thanks to the program ideas and collaboration between the Wonosobo Communication and Information Office and the FBS UNSIQ Wonosobo.
Radio Manager	Realizing that LPPL Radio Pesona FM is a transformation of the Regional Government Voice Radio (RSPD), and that the main funding for the radio comes from the government in the form of grants, the awareness to educate the community has been ingrained in every program production.	Enriching the educational and collaborative program offerings, which is one of the assessment aspects by the Indonesian Broadcasting Commission (KPI) for LPPL Radio Pesona FM in fulfilling its role as a public radio.
Listener	Most of the listeners are long-time listeners, since LPPL Radio Pesona was still in the form of RSPD, so in the minds of the listeners, this radio is seen as a mass media officially used by the local government to provide entertainment and information.	Although there are still challenges they face as a general public without a background in English education, trust in the information, literacy, and education provided by the government is more relied upon because the audience believes that the government indeed has a role to serve and provide accurate information to the community.
Academics	From the academic perspective of the only university in Wonosobo, there is a need for space for students to practice and develop the knowledge they acquire during their studies. And he believes that educational programs are more suitable to be broadcast on mass media that is supported by the local government.	Local public broadcasting institutions or public radio media under the government are parties that can create positive cooperation for all parties involved.
Guest Announcer	From the perspective of a guest speaker, the obligation in lectures/learning and following the instructions of professors or teachers becomes the only important factor in achieving grades. However, after they arrived at Radio Pesona FM, they realized how the Radio Pesona FM office, located within the Diskominfo complex, is an interesting and challenging place to visit and learn.	Guest broadcasters, mostly students with a background in English education, believe that radio media is no longer in high demand. Afterward, they directly experienced being a broadcaster at Radio Pesona FM and felt happy because they could experience being a radio announcer in a medium that is still alive and thriving.

The findings above indicate that the radio broadcast program "I Can Speak" serves as a solution in bridging the community with the government's presence in terms of English language education.

2. Discussion

a. The Function of Communication and its Relation to Public Service

Research findings indicate a consistent relationship between communication functions and the role of the government in serving the public, particularly the Communication and Information Office, whose service products consist of information that is good, accurate, and knowledge-based.

Radio is a high-tech communication medium. Meanwhile, according to Burgon & Huffner (25), two out of five functions of high-tech communication media are;

1) Strengthening the existence of information; with the presence of high-tech communication media, we can make information or messages more impactful to the audience/communicate. For example, a lecturer who teaches with multimedia will be more effective and memorable than a lecturer who teaches conventionally.

2) Educating/directing/persuasion; high-tech communication media can attract the audience more effectively. As we learned in the previous chapter about persuasive communication, engaging elements certainly make it easier for communicators to persuade, educate, and guide due to the presence of positive emotional effects.

Public services consist of various forms of services provided by the State. Public services can include services in the fields of goods and services (26).

Meanwhile, the fundamental goal of public service is community satisfaction. In achieving this, the quality of excellent service is reflected in among other things (27);

1) Conditional, meaning services that align with the conditions and capabilities of both the provider and the recipient, while adhering to the principles of efficiency and effectiveness. Through the English speaking radio broadcast program, the broadcaster, who is the sender of the message, and the listeners, who are the recipients of the message, can interact and share knowledge of English vocabulary directly while the broadcast is on air.

2) Participatory, meaning services that can encourage community involvement in the provision of public services by taking into account the aspirations, needs, and hopes of the community. The "I Can Speak" program takes into account the desires and hopes of the audience, who are part of the community, to enhance their knowledge of the English language, and encourages listeners to participate directly during the broadcast of the program.

b. Mass Media Communication as a Representative Bridge for the Government in Educating the Public.

The position of media communication in the process of message dissemination by the communicator to the communicant is as an intermediary, which has the goal of efficiency in spreading information (28).

Basically, the utilization and use of communication media for public services is in the context of providing public services that are fast, easy, affordable, efficient, and effective (25). Radio is a mass communication medium and an effective and efficient learning medium for communities facing limited access to information, as radio is easily accessible and does not require special skills to listen to. As a learning medium, radio is also effective and efficient because it can reach various groups, including in remote areas that may have difficulty getting

internet access or print media (29). Radio allows learning to take place without limitations of place and time, and can be accessed by listeners who are doing other activities (30).

In the context of Radio Pesona FM Wonosobo as a public radio medium with historical roots dating back to when it was known as Radio Suara Pemerintah Daerah (RSPD), it serves as a good choice in representing the local government to enhance community intelligence through its broadcasting programs.

D. Conclusion

The conclusion of the research "I Can Speak: Local Government Representatives to Educate the Community to Speak English" highlights the importance of the government's presence in educating the public through mass communication media, particularly radio. This research aims to identify how the broadcast program can strengthen the interaction between local government and the community in disseminating educational information. With a qualitative approach involving observation, focus group discussions, and in-depth interviews, the findings of this research are expected to provide recommendations for other regions in implementing similar programs.

The findings show that the community's response to the "I Can Speak" program is very positive, reinforcing the role of Diskominfo Wonosobo as an effective communicator in public services. Through this program, the government not only conveys messages but also provides opportunities for the community to actively participate in learning English. This is in line with the principles of communication that emphasize the importance of two-way interaction in achieving public satisfaction.

Finally, the use of radio as a mass communication medium has proven to be efficient in reaching the community, especially those who face limitations in accessing information. The "I Can Speak" program serves as a bridge for the government to connect with the community while also enhancing their English language skills. Thus, this research emphasizes that mass communication media, in this case radio, is an effective means for local governments to provide educational and participatory public services.

E. References

It contains only a list of related literature cited by the authors in the paper. The reference list should be written in Vancouver styles.

[1]. Wang H, Schultz JL, Huang Z. English Language Proficiency, Prior Knowledge, and Student Success in an International Chinese Accounting Program. Heliyon [Internet]. 2023;9(8):e18596. Available from: https://www.sciencedirect.com/science/article/pii/S2405844023058048

[2]. Zein S, Sukyadi D, Hamied FA, Lengkanawati NS. English Language Education in Indonesia: A Review of Research (2011–2019). Language Teaching. 2020;53(4):491–523.

[3]. Lee K, Lee N, Lee TJ. Korean Tourists' Experience of Intercultural Communication Through English as a Lingua Franca (ELF) in Overseas Travel: A Grounded Theory Approach. Tour Manag Perspect. 2023;48:101145.

[4]. Rahadi I, Nursaly BR, Handini BS, Murcahyanto H. Penguasaan Bahasa Inggris Masyarakat dan Partisipasinya dalam Pengembangan Desa wisata. Journal of Education and Instruction (JOEAI). 2021;4(2):486–94.

[5]. Aulia S, Pathony T, Kusnadi IH, Nawawi A, Dinarwati S. Human Resource Development Of Tourism Driving Group (Indonesian: KOMPEPAR) In Supporting Tourist Visits In Ciater Area Subang (Case Study: Kompepar Motekar Jaya Ciater Subang). In: Proceeding

The First International Conference on Government Education Management and Tourism. 2021. p. 591–610.

[6]. Rachmawati E. Pemberdayaan Masyarakat dalam Pengembangan Wisata. Syiah Kuala University Press; 2021.

[7]. Villafuerte J, Mosquera YM. Teaching English Language in Ecuador: A Review from the Inclusive Educational Approach. Journal of Arts and Humanities. 2020;9(2):75–90.

[8]. Khan N, Siddiqui BN, Khan N, Ahmad Z, Ismail S, Javed HH, et al. Mass Media Role in Agricultural and Rural Development. International Journal of Advanced Research in Biological Sciences. 2020;7(4):199–209.

[9]. Yantos. Peranan Lembaga Penyiaran Publik Lokal dalam Mendukung Pemerintah Daerah. Jurnal Dakwah Risalah. 2015;26(2):94–103.

[10]. Lacka E, Wong TC, Haddoud MY. Can Digital Technologies Improve Students' Efficiency? Exploring the role of Virtual Learning Environment and Social Media use in Higher Education. Comput Educ. 2021;163:104099.

[11]. Shienlia M. Aktivitas Komunikasi Pelayanan Publik. Jurnal Syntax Transformation. 2022;3(08):1070–81.

[12]. Fadhilah NL. Urgensitas Ombudsman Dalam Pengawasan Pelayanan Publik. Jurnal Pendidikan Pancasila dan Kewarganegaraan. 2015;28(2).

[13]. Shaturaev J. Indonesia: Superior Policies and Management for Better Education (Community Development Through Education). Архив научных исследований. 2021;1(1).

[14]. Endah K. Etika Pemerintahan Dalam Pelayanan Publik. Moderat: Jurnal Ilmiah Ilmu Pemerintahan. 2018;4(1):141–51.

[15]. Kustiawan W, Nasution A, Sari DP, Simbolon J, Muliyani S, Wisfa W. Radio Sebagai Proses Komunikasi Massa. Jurnal Ilmiah Teknik Informatika dan Komunikasi. 2022;2(3):78–84.

[16]. Sugiyono. Metode Penelitian Kuatintatif, Kualitatif dan R&D. Bandung: Alfabeta. 2018;15(2010).

[17]. Lenaini I. Teknik Pengambilan Sampel Purposive dan Snowball Sampling. Historis: Jurnal Kajian, Penelitian dan Pengembangan Pendidikan Sejarah. 2021;6(1):33–9.

[18]. Thomas FB. The Role of Purposive Sampling Technique as a Tool for Informal Choices in A Social Sciences in Research Methods. Just Agriculture. 2022;2(5):1–8.

[19]. Van Eeuwijk P, Angehrn Z. How to… Conduct a Focus Group Discussion (FGD). Methodological Manual. In University of Basel; 2017.

[20]. Gubrium JF, Holstein JA. Handbook of Interview Research: Context and Method. Sage; 2002.

[21]. Miles MB, Huberman AM, Saldana J. Qualitative Data Analysis A Methods Sourcebook Edition 3. United States of America. 2014.

[22]. Wahyono T, Aditia R. Unsur-Unsur Komunikasi Pelayanan Publik (Sebuah Tinjauan Literatur). Jurnal Multidisiplin Dehasen (MUDE). 2022;1(4):489–94.

[23]. Hayat. Manajemen Pelayanan Publik [Internet]. Rajawali Press; 2017. Available from: https://books.google.co.id/books?id=DApGEAAAQBAJ

[24]. Mitu NE. Importance of Communication in Public Administration. Revista de Științe Politice Revue des Sciences Politiques. 2021;(69):134–45.

[25]. Hardiyansyah H. Komunikasi Pelayanan Publik Konsep dan Aplikasi. Gava Media; 2015.

[26]. Wakhid AA. Reformasi Pelayanan Publik di Indonesia. Jurnal Teropong Aspirasi Politik Islam. 2017;13(1):53–9.

[27]. Cahyadi R. Inovasi Kualitas Pelayanan Publik Pemerintah Daerah. Fiat Justitia Jurnal Ilmu Hukum Fakultas Hukum Universitas Lampung. 2016;10(3):569–86.

[28]. Fazarusda A, Indrayani H. Strategi Komunikasi Pelayanan Publik Melalui E-Government di Pusat Pengelolaan Pengaduan Masyarakat (P3M) Kota Semarang. Jurnal Ilmiah Media, Public Relations, dan Komunikasi (IMPRESI). 2020;1(1):1–11.

[29]. Maphosa V. Teachers' Perspectives on Remote-Based Teaching and Learning in the COVID-19 Era: Rethinking Technology Availability and Suitability in Zimbabwe. European Journal of Interactive Multimedia and Education. 2021;2(1):e02105.

[30]. Criticos H. The Constrabling Effect of Internet Radio. Journal of Radio & Audio Media. 2024;31(1):176–87.