

Listeners' Perception of the Greatest Memory Radio Yasika FM Jogja Broadcast Program

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ABSTRACT

Listener perception is crucial for a program's sustainability. This study aims to understand listener perceptions of the Greatest Memory program on Radio Yasika FM Jogja. Using a descriptive qualitative method and perception analysis, the study involved followers of @greatestmemories_id on Instagram as subjects. Findings reveal that listener perceptions are generally consistent and fall within the latitude of acceptance, indicating positive evaluations. However, statements from informants Ana Musiam and Bagas Fernando fall in the latitude of non-commitment, reflecting varied perceptions based on their individual thoughts, experiences, and views. Overall, most informants express acceptance and favorable perceptions of the program, demonstrating its effectiveness in meeting audience expectations.

INTRODUCTION

The presence of mass media today provides a lot of convenience for its users in interacting. Radio is a type of media that is popular, easy, and fast. Radio is a communication medium that can only be listened to by relying on electronic waves in broadcasting. Radio in conveying information to the public is carried out using spoken language (Phyana & Zinaida, 2022; Priana & Nurjuman, 2022). Radio is also called a mass communication medium (Mass Communication). In general, radio has the same character as other media, namely Publicity (accessible, consumed by the public), Universality (messages are general), Continuity (continuously or continuously), and actuality (presenting the latest things, events or information).

Radio is able to build its imagination or listeners by creating an imagination (theater of mind) (Russo et al., 2020; Walker et al., 2021). In general, the delivery of messages on the radio is wrapped with supporting aspects, such as music, words and sound effects that are able to build a theater of mind, so that later it will affect the emotions of the listener. Radio is a media that is fairly fast in conveying information than other media, this is because radio does not need to edit first like television before broadcasting its information to the audience.

Radio is seen as (The Fifth Estate) or the fifth ruler in the world of journalism after government institutions (executive), parliament (legislative), judiciary (judicial) and newspapers (press) (Morrison, 2021; Romli, 2023). This is because radio has 3 power factors, namely (1) direct in broadcasting informational news, (2) unlimited distance when broadcasting, and (3) has its own attraction for its enthusiasts (Bottomley, 2020; Sitorus & Sembiring, 2022).

If seen in general, a person who wants to confide or tell the story of his life needs someone else as a place to tell the story or as a listener to the story. However, as science increases and the development of the times, it is replaced by the presence of media that are also a place for someone to devote their stories. One of the media that provides a space for venting is mass media or social media. One of them is radio, especially Yasika FM Jogja on the Greatest Memory broadcast program.

The Greatest Memory broadcast program is targeted at teenagers. In general, teenagers are very close to what is called confiding, both in terms of romance, life, family, etc. Several factors can be behind this, one of which is the social interaction that adolescents have with the surrounding environment, so that individuals will have their own stories or experiences to be told again about what they have experienced. Based on observations made on the object of the research, the program presents a broadcast in the form of a story from listeners who send their story articles to radio yasika fm jogja through the media provided. Some of the broadcast programs presented by Yasika FM Jogja radio include Most Wanted, Permata Hati, Jogja's Today, Top of The Day, Pengurusan Cahaya Cinta, Popo On The Radio, K-Pop zone, Greatest Memory and so on.

Of the several programs produced by Yasika FM Jogja radio, the program Greatest Memory is one of the flagship programs of Yasika FM Jogja radio. Broadcast program Greatest Memory is a broadcast program that has been popular with listeners since the 90s until now and is still being broadcast (Mujib, 2018). In addition, it is also shown by Instagram Greatest Memory which has quite a lot of followers, @greatestmemories_id has 2,348 followers and 98 posts on (March 25, 2023). Greatest Memory is a broadcast program that has its own uniqueness compared to broadcast programs in general, where in general broadcast programs present broadcasts in the form of news, request music, talk, da'wah, talkshow, education, etc., which carry information or messages with the aim of meeting public needs.

Broadcast program Greatest Memory It has been on the air since the 90s and is a vent program that broadcasts stories from listeners, usually the stories are about romance, friendship, family, ideals etc. Stories from listeners who have submitted articles, then produced with a touch Music, backsound, and solutions or inputs from broadcasters. Election Music in broadcast programs Greatest Memory It is very important to unite and build a situation or atmosphere between the story and the music according to the theme of the story submitted. The selection of music that remains to be used in the production of broadcast programs, namely, where the music is able to create the right atmosphere and in accordance with the purpose of the broadcast program to influence and attract the attention of listeners (Romli, 2023).

The role of the listener is an important aspect in a radio and communication process, it is because the listener is a means of communication, where the listener is the one who will translate and process the message conveyed by the media (Prasetyo et al., 2022; Putra et al., 2023). Listener perception is very important in terms of radio broadcasting, because it can be a benchmark for the development of the media. Every listener in viewing or judging a message has freedom. Perception itself is an experience of an object, event or relationship obtained by interpreting messages and inferring information (Ariadi, 2020). Each individual will have different perceptions between individuals. Experience, educational, social, cultural, religious, linguistic, and tribal factors are the background of the assessment. With such diversity, the perception given by the audience towards an object or broadcast will also be diverse. Along with the process of delivering messages by radio to listeners, the messages will be interpreted differently by the listeners according to the vision of the listeners themselves, so that the impacts that arise will also be varied later.

So, to present a broadcast program, there are several things that need to be considered, such as paying attention to the content of the information and its study. Besides that, the most important thing to pay attention to is how the perception is built by the audience or listeners towards the broadcast program (Yulhaidir & Annisa, 2023) Each radio has its own way and strategy in conveying its information through the programs produced. Likewise, Yasika FM Jogja radio needs listeners as a means of maintaining the existence of the radio, especially in the program Greatest Memory. So that in conducting this research has the

intention to find out how the program Greatest Memory received and perceived by the listener according to the interpretation of each individual. In providing perception, it is based on several factors that exist in individuals, so that there will also be various forms of perception given by listeners to Greatest Memory.

On the broadcast program Greatest Memory This audience can submit their story articles via E-mail memorikita@yahoo.com can also be through DM (Direct Message Instagram @greatestmemories_id. The program is broadcast on Monday-Saturday from 20:30 to 22:00 WIB via radio, in addition to being radioed, it can also be accessed through Spotify Podcasts and YouTube. Broadcasting carried out through the media Podcast and YouTube It aims to reach a wide audience in the current era of information and communication technology advancements. Generally, radio also has the same characteristics as other media, namely publicity (accessible and consumed by the public), universality (messages or information are general), continuity (continuous or continuous), and actuality (contains information, events, and the latest things) (Romli, 2023).

Radio Yasika FM Jogja in reaching the audience carries out several strategies, one of which is by being active on Instagram, Spotify, Facebook, WhatsApp and others. One of the media that is very actively used is Instagram @yasikafmjogja which has 7,359 followers and 4,025 posts shared on (March 25, 2023). Radio Yasika FM Jogja which greets its listeners with the name "Yasikers" is on the 95.4 MHz frequency channel. Radio Yasika FM Jogja is a radio whose reach is teenagers. This is because the program of events produced by is more dominant for young and latest children.

Analyzing the perception of the Greatest Memory broadcast program is important, because understanding the listener's response to a program is one way to find out how the message conveyed or the program broadcast is able to be received and understood by the listener well, or vice versa. In addition, the analysis of listeners' perception of the Greatest Memory broadcast program can later be one of the inputs for companies to analyze how listeners respond to the program. The conduct of this perception analysis can also be used as evaluation material in the production of broadcast programs, in order to be able to improve all forms of existing shortcomings, so that the company is able to provide better broadcast programs.

LITERATURE REVIEW

Radio remains a central medium for entertainment, information, and community interaction, especially in local contexts. Listener perception plays a crucial role in determining the success of a program and is influenced by program content, presenter performance, technical quality, and the alignment of the program with audience preferences. Albarran (2013) highlights radio's capacity to create intimacy and immediacy, establishing strong audience connections. Yasika FM Jogja's "Greatest Memory" program exemplifies this by evoking nostalgia and fostering emotional resonance among its listeners.

Nostalgia-themed programs captivate audiences by fostering emotional connections through curated music, storytelling, and relatable themes. Sedikides et al. (2008) describe nostalgia as a psychological tool that enhances mood,

reinforces social bonds, and strengthens individual identity. Yasika FM's use of memorable songs from past decades and engaging narratives in the "Greatest Memory" program encourages listeners to relive significant moments, creating a deep sense of attachment. Similarly, Batcho (2013) emphasizes that nostalgia can trigger positive emotions and meaningful reflections, making it a powerful tool in audience engagement.

Interactive elements, such as shoutouts, dedications, and live call-ins, significantly enhance listener perceptions. McClung and Johnson (2010) note that programs fostering participatory cultures have higher listener loyalty. Yasika FM ensures engagement by actively involving its audience through feedback mechanisms and personalized interactions. This aligns with Rubin and Step (2000), who argue that audience involvement in media content strengthens perceived program relevance and satisfaction. Furthermore, Sundar and Limperos (2013) discuss how interactivity in media platforms creates a sense of co-ownership, fostering stronger connections between the audience and the content.

The technical quality of a program, including sound clarity, consistent scheduling, and presenter professionalism, is a critical factor influencing listener satisfaction. Hendy (2000) highlights the importance of seamless production in enhancing the overall radio experience. Yasika FM's ability to maintain professional standards ensures trust and reliability, which directly impacts listener loyalty. According to Stamm (2018), well-executed radio programming fosters credibility and elevates audience perceptions of the broadcaster.

Local radio programs often thrive by reflecting cultural identity and values. Incorporating local languages, traditions, and cultural nuances creates a sense of belonging among listeners. Van Dijck and Poell (2013) argue that localized media fosters stronger emotional connections, which Yasika FM leverages by tailoring its content to Jogja's unique cultural context. Lewis and Booth (1989) further assert that culturally relevant programming enhances community engagement, particularly in regions with strong local identities.

Incorporating digital platforms such as social media and live streaming further extends the reach and impact of radio programs. Kietzmann et al. (2011) highlight how social media can amplify audience interactions, making radio content more accessible and participatory. Yasika FM's integration of social media into the "Greatest Memory" program enables listeners to engage beyond traditional broadcasting, enhancing their experience and satisfaction.

Listeners' perceptions of Yasika FM's "Greatest Memory" program are shaped by nostalgia, engagement, technical quality, and cultural relevance. By effectively combining these elements, the program enhances its appeal and fosters loyalty among its audience. Future research could explore how demographic factors influence listener preferences and how digital innovations further transform audience experiences.

METHODOLOGY

The constructivist paradigm in this study is used to find out how the audience gives their interpretation and perception of the Greatest Memory broadcast program. Constructivist pradiigma tries to understand the complex real

experience experienced from the perspective of the individual concerned. This paradigma seeks to produce various understandings that are reconstruction. Individuals develop subjective meanings from experiences they have experienced before.

In this constructivist paradigm research, it helps in understanding what perceptions will be formed by listeners through a content confided in the Greatest Memory broadcast program. Where the perception that is formed will certainly have different results of thinking in each individual. This paradigm is appropriately used, because it is in line with an effort to understand, and describe the listener's perception of the Greatest Memory Radio Yasika FM Jogja broadcast program based on the construction of each individual.

In this study, a type of descriptive qualitative research is used by highlighting the perspective of the listener or informant. In the research process, the theoretical foundation is used as a support to be in accordance with the facts in the field. This study uses a perception analysis method. Perception occurs when a person receives a stimulus (message), then with the stimulus, the five senses will receive and manage it through the brain's thinking process to make an understanding. The basic procedure of this perception analysis asks listeners, in this case listeners are taken from Instagram followers specifically for @greatestmemories_id broadcast programs to provide their thoughts, insights, and views after listening to the Greatest Memory broadcast.

The subjects in this study were obtained through followers of the Instagram account of the Greatest Memory broadcast program, namely @greatestmemories_id. On the Greatest Memory Instagram there were 2348 followers on March 25, 2023, which were then re-elected based on the intensity of people who often listen to Greatest Memory broadcasts. Starting from new listeners 1 to 3 years old, medium listeners 4 to 7 years old and old listeners over 7 years old listen to the Greatest Memory broadcast program.

A poll was conducted through the Instagram story of the Greatest Memory account to obtain data from research informants. Through the poll, there are 57% of followers or 28 voices who still often listen to the Greatest Memory broadcast, and 43% of followers or 21 voices who rarely listen. In this study, eight informants were obtained who were willing to be interviewed and felt by the researcher to be able to represent other listeners in providing the necessary data information in this study. The informant is a listener who follows and often listens to the Greatest Memory program. So that from the experience and knowledge of

The informant is able to provide relevant data needed in the research. The object of research is something that is the center of research activities. The object used by the researcher in this study is the Greatest Memory Radio Yasika FM Jogja broadcast program.

The types of data, namely primary and secondary data, are used in this study. The primary data in this study is raw data (row data), so it must be processed again to become meaningful information results. In this study, primary data was obtained directly from the results of interviews conducted with informants. Meanwhile, secondary data is data obtained indirectly through literature review regarding perception analysis, research objects, official social media owned by Greatest Memory, documents, and others.

In this study, data collection in the form of observation, observation method uses direct observation tools regarding what is available and the condition of the place related to the Greatest Memory broadcast by coming directly to the Yasika FM Jogja radio location to get data. The researcher also made observations on the followers of @greatestmemories_id Instagram accounts to obtain the subjects in this study regarding their perception of Greatest Memory.

The interview technique used is an in-dept interview technique to collect information that is of a complex nature, personal opinions, attitudes and behaviors. The interview is semi-structured, efforts are made by giving questions in a structured manner, then it will be deepened one by one to extract information, With this method it is possible to arise new questions outside the list of questions that have been made, this is because the questions will develop according to the informant's answers. Thus the answer obtained will complement all variables with in-depth information. Informants are asked to interpret and retell the Greatest Memory broadcast program that has been listened to

Data collection techniques with documentation used as a supporting tool, can help Researchers in solving research. Documentation is a record of historical events, articles, social media, photos, and others kept by the party concerned.

Data Analysis Techniques, This research uses various techniques (triangulation) in collecting data. The data was obtained from various sources. The data analysis in this study was carried out continuously and interactively until it was complete. There are 3 activities in qualitative data analysis, namely data reduction, data display and conclusion or verification. Data Reduction, After collecting a large amount of data, it is necessary to record in detail. It is necessary to analyze the data obtained in the field through data reduction. Data reduction is the process of summarizing, searching for basic data, focusing on things that are important in the research, and looking for patterns and themes. So that the data that has been reduced will have a clearer picture and it will be easier to carry out the subsequent research process.

RESULTS AND DISCUSSION

The perception or assessment given by the eight informants to the Greatest Memory broadcast program has the same perception on average, but it is also possible for the informants to give different perceptions or assessments. Each informant in presenting his perception of the Greatest Memory broadcast is certainly different, this is because it is based on each informant's experience and thoughts.

The results of the field data analysis obtained on the informants are data that will be discussed by explaining more broadly and compiled based on the types of findings obtained in accordance with the focus of the research. The results of the perception given by the informant refer to the listener who gives an assessment of the broadcast Greatest Memory with the theory of social assessment by Muzafer Sheriff & Hovland in the book *Social Psychology Theories* (2019) by Sarlito Wirawan Sarwono. The perception or assessment carried out by the informant is classified into three scales or latitudes, namely the latitude of reception (the latitude of acceptance), Latitude of rejection (the latitude of rejection), and latitude is not committed (the latitude of noncommitment) (Granberg & Sarup, 2012).

Listeners' perception of broadcast programs Greatest Memory This is subjective in nature and depends on the abilities and personal circumstances of the informant concerned. In general psychology theory, perceptions carried out by the audience are based on individual personality differences. Each individual will give his or her perception or assessment of the content of radio broadcasting based on individual interests and beliefs and social values of each individual (Harliantara, 2021). Individuals categorize the stimuli they receive, then compiled by the individual to assess the message from the broadcast Greatest Memory Radio Yasika FM Jogja.

Greatest Memory Radio Yasika FM Jogja

The informant gave his response according to the results of the interview conducted by the Greatest Memory broadcast program. The Greatest Memory broadcast program is a broadcast with the concept of venting, which is aimed at a wide audience or the public. In general, stories or venting are done in various ways such as stories to friends, relatives, pouring stories on social media, etc. One of them is venting by pouring out stories through Greatest Memory.

Responses related to venting through the Greatest Memory broadcast program are given by the informant based on their perception or assessment according to the experience or thoughts of each individual. The findings related to the Greatest Memory broadcast program were analyzed based on the statements given by each informant by placing their statements or assessments on a scale of 3 latitudes that have been mentioned in the theory used in this study.

Informant Yusiska gave her perception regarding the Greatest Memory broadcast program that she has listened to so far as follows:

"The greatest memory broadcast is good, hopefully it can continue to be broadcast, so that we can always read the stories we send" (Yusiska Mileniawati, June 5, 2023).

Informant Yusiska said that the broadcast of Greatest Memory was good. Yusiska hopes that the program will always be broadcast so that it can float stories from its listeners. Informant Mila Ayu also expressed her perception or view of the Greatest Memory broadcast program that she listened to,

"I think Greatest Memory is a good broadcast, I have always been a fan of yasika radio, including Greatest Memory. GM anyway, don't lose the show from yasika" (Mila Ayu, June 6, 2023).

Informant Mila Ayu said that as a lover of Yasik FM Jogja radio, including Greatest Memory. Mila Ayu hopes that the program will always survive and not be lost.

The perception related to the Greatest Memory broadcast program was also expressed by informants Kana who said as follows:

"I personally like this Greatest Memory program, I have the impression that there is a place for stories in another way. The broadcast is also pleasant to listen to in today's era. For me personally, I really don't get bored to listen to it in my spare time. Sometimes if you feel toxic on social media, listening to the radio really makes you feel calm. Especially this Greatest Memory broadcast which is timeless. The problem is also contemporary and the way it is delivered to the audience is good." (Kana, June 5, 2023).

The informant said that he personally liked the Greatest Memory broadcast program. Kana revealed that she never gets tired of listening to the Greatest Memory broadcast. Radio became his escape when he felt toxic with social media. Kana said that listening to the radio, especially Greatest Memory, can make you feel good. The same thing was also expressed by informant Ana who said she liked the existence of a vent broadcast program such as the Greatest Memory program.

"If the program is good for young people, it is suitable for venting any problems. Overall I like the existence of a program like this" (Ana Musiam, June 7, 2023).

Ana revealed that she likes the Greatest Memory program, Ana also said that the Greatest Memory program is very suitable for young people as a place to vent.

Other perceptions related to the Greatest Memory broadcast program were also expressed by Rantri Dewi informant as follows:

"The program is cool, from the announcers who when reading the narrative full of appreciation, they are also swept away by the story. The right choice of mellow music and the stories read during the broadcast are also unique." (Rantri Dewi, June 7).

Informant Rantri said the Greatest Memory broadcast program is a cool program, from the uniqueness of the story, the selection of songs, as well as the background sound that makes Rantri say cool. A similar statement was also given by informant Bagas Fernando.

"I personally think this program is exciting and can be enjoyed, especially the songs and backnotes which I think are very special from this broadcast,

the stories are also varied. But you have to be selective in giving the story, because this is the public domain, so to keep things unwanted, it's better to send stories that are not too ptivit." (Bagas, June 7, 2023).

Bagas Fernando said that the Greatest Memory program is a cool program, which can be enjoyed in terms of music story as well as the backsound. Furthermore, informant Eka Salsa gave her response to the Greatest Memory broadcast program.

"The broadcast is already good, I also like the announcer, if you bring a story that animates, then the songs that are sung are also songs that I know, so I enjoy it more." (Eka Salsa, June 6, 2023).

Furthermore, Srimaryati who said that the broadcast of Greatest Memory was quite good and in its performance was able to touch the recesses of the heart.

"In my own opinion, Greatest Memory is quite good, as well as the broadcast, it is also satisfying, touching the recesses of the heart and thoughts" (Srimaryati, June 5, 2023).

In the assessment process carried out by informants for the Greatest Memory program, it is certainly different. This is based on each thought, experience and individual ego. Each informant has his own way of giving his or her assessment of an object or stimulus received. Of the eight informants who gave their statements through interviews conducted by researchers. Based on the statement given by the informant. The results of the interviews did not show that the statements of each informant in response to the Greatest Memory broadcast program were on the scale of rejection or statements contrary to the Greatest Memory broadcast program. The statements given by all informants showed positive results and the informants received stimuli on the Greatest Memory broadcast, the informants revealed that the Greatest Memory program is good and can be enjoyed to listen to. Based on the statement given by the informant regarding the Greatest Memory broadcast program in the chapter on data findings and exposure in the data analysis above. Infoman gives his or her positive assessment or statement on the latitude of acceptance.

Songs/music in Greatest Memory broadcasts

Based on the statement given by the informant in the chapter on the above data findings, data related to the songs/music used in the Greatest Memory broadcast program was obtained. In radio broadcasting, music or songs are one of the main means. Where music is a complement as well as a means that is able to make the broadcast program more memorable and enjoyable to listen to. In this Greatest Memory broadcast program, music is one of the highlights of the listeners, where the characteristic of the Greatest Memory broadcast program is the concept of venting which is complemented by music and romantic backsound. Based on the results of interviews conducted by the researcher with informants, there are statements expressed by the informants related to the music or songs used in the Greatest Memory broadcast program.

Informant Yusiska revealed that the song used in the Greatest Memory broadcast was in accordance with the story and the song, so that the two components could complement each other.

"Appropriately, the song and the story are connected, so they complement each other to grow dramatic." (Yusiska Millenniawati, June 5, 2023).

This was also revealed by informant Mila Ayu who said that the choice of song was in accordance with the story read in the Greatest Memory broadcast.

"Yes, it is appropriate, the song that is played is in accordance with the story that is read". (Mila Ayu, June 6, 2023).

Informant Kanna also expressed the same statement, saying the song played was in accordance with the story raised.

"The song is appropriate and connected to the story conveyed". (Kanna, June 5, 2023).

Ana also revealed the same thing, the song or music that is played according to the story read.

"Appropriate and fits the story". (Ana Musiam, June 7, 2023).

Rantri Dewi also said that the music or song used was in accordance with the content of the story being read.

"The music is in harmony and connected to the story." (Rantri Dewi, June 7, 2023)

The suitability of the song or music used in the Greatest Memory broadcast was also expressed by Bagas.

"It's quite appropriate in my opinion, where the song chosen adjusts to the character of the story, so it can balance each other." (Bagas Fernando, June 7, 2023).

Informant Eka Salsa also expressed the same thing,

"So far I have listened to the story and the music is integrated and appropriate." (Eka Salsa, June 6, 2023).

Informant Srimaryati also said that the song or music used in the Greatest Memory broadcast was appropriate,

"Appropriately, the song always follows the atmosphere in the story." (Srimaryati, June 5, 2023).

Based on the results of the assessment or statements given, the eight informants related to the music/songs used in the Greatest Memory broadcast program after being presented and described, showed that no statements were found that contradicted or contradicted what was broadcast on the research object or the Greatest Memory broadcast program. From the results of the statement given by the informant about the music as well as the song used in the Greatest Memory broadcast program.

Overall, the informant gave a positive statement where the songs and music used in the program were considered to be quite in accordance with the story being read. So that the music used is able to balance the story and harmonize to build an increasingly epic dramatic impression. Each informant gives his or her statement that is on the scale or latitude of acceptance. This is because the statements given by each informant are based on the experience that the informants have experienced as well as the thoughts of each informant when listening to the Greatest Memory broadcast program.

Storytelling

The delivery of the story in the Greatest Memory broadcast program is also one of the highlights, where the delivery of this story must be able to bring the story according to the emotions or situations in the story. So that broadcasters are required to read the story. Based on the results of interviews conducted by researchers regarding the perception of listeners regarding the delivery of stories, in this case, the dominant informant gave a positive statement. As explained in the data findings above. The results of the dominant statement are in the scale or latitude of acceptance, this is shown from the assessment given by saying that the broadcaster has succeeded in reading the story.

The statements given in the above data findings were obtained one of seven statements that stated lack of commitment (the latitude of non commitment) related to the delivery of the story of the Greatest Memory broadcast program, the statement was a statement from informant Ana Musiam who said that broadcasters sometimes in conveying the story are less animated and the story is less possible.

"According to Lu, there are those who succeed, but sometimes there are also those who fall and the carrying is still lacking." (Ana Musiam, June 7, 2023).

On the other hand, it is related to the delivery of stories. The informant also said that the stories read in the Greatest Memory broadcast program were in accordance with their experiences. Where they have also felt what is told in the broadcast. This was revealed by the informant as follows.

"There have been some stories that have been broadcast exactly like what I've experienced." (Yusiska Millenniawati, June 5, 2023).

Informant Mila Ayu also said that many of the stories conveyed or read were also the same as what she had experienced.

"Yes, a lot is the same as my experience." (Mila Ayu, June 6, 2023).

The same thing was also expressed by informant Kana who said that when listening, sometimes there are stories that represent her feelings.

"Yes, sometimes when I hear it, someone relates to me. The stories that are read are sometimes very representative. I also like the way the story is delivered. Basically, I already liked it first when I listened to the radio. Moreover, you can skalian nitip to vent heheh." (Kanna, June 5, 2023).

Informant Ana Musiam also said that her experience was by the story read,

"Yes, Sis, some of the stories I listened to were very much in line with the experiences I had experienced." (Ana Musiam, June 7, 2023).

As expressed by Rantri Dewi, who also said that the stories read are sometimes connected with personal experiences to the point of carrying emotions.

"Yes, sometimes if the story is connected with his personal experience, it will bring emotions of joy and sadness." (Rantri, June 7, 2023).

A different thing was expressed by Bagas who rarely told stories similar to him, especially about romance. Most of the programs tell too many love stories.

"It's rare to find that for my own story, mb, most of the time it's because of the girls who send stories there. But there are also some things that are the same as what I have experienced related to my career" (Bagas, June 7, 2023).

Informant Eka Salsa also stated the same thing regarding the experience experienced with the story read.

"I also experienced what the story sender went through. (Eka Salsa, June 6, 2023).

This is the same as what was revealed and experienced by the Srimaryati informant,

"Yes, I can, what I experienced, many of them are in accordance with the stories that are read. So I like to think, it turns out that other people also feel the same way I feel." (Srimaryati, June 5, 2023).

Based on the data of interviews conducted by the researcher with informants, in the context of telling this story, the results of the statements given by each informant were expressed based on their experience listening to the Greatest Memory broadcast program. Each informant has his own experience in listening to Greatest Memory as well as the relationship between the story and the informant's experience. The informant is able to give its subjective statements by explaining them according to their respective experiences.

The statement given by the dominant informant is in a positive or receptive assessment. There is no latitude of rejection or the latitude of rejection carried out by the eight informants regarding their perception or assessment of the Greatest Memory broadcast program. Overall, the assessment given by the eight informants stated that if each informant did not reject the existence of the Greatest Memory broadcast program, they enjoyed and liked the broadcast program. The assessment is also a statement given by each informant based on the background of each individual ego used. Each informant has his own way and process in giving his or her assessment of an object or stimulus received. Several aspects or factors according to him can be the background to the results of the informant's assessment.

Yusiska Millennials' informant, Yusiska said she was interested in the Greatest Memory broadcast since she was still in school, and at that time she was still listening to the greatest memory broadcast through radio media.

"I've been following Greatest Memory quite a bit, I've always liked to listen to yasika radio, especially the Greatest Memory program" (Yusiska, June 5, 2023).

His loyalty to listening to the Greatest Memory broadcast continues to this day. Yusiska is currently still listening to Greatest Memory. Currently, Yusiska listens to Greatest Memory through spotify which is more practical. Yusiska provided answers related to the questions that had been given by the researcher as explained in the sub-chapter on data findings and discussion by providing his statement or assessment which was dominantly in the scale or latitude of acceptance (the latitude of acceptance). The assessment is given based on Yusiska's background or thoughts when listening to the Greatest Memory program. Yusiska revealed that she enjoyed the broadcast quite a bit and basically Yusiska already liked the program. Yusiska has been a listener of Greatest Memory for quite some time. Based on the data found by the researcher on Yusiska's informants, there are no statements or judgments that contradict or reject so that Yusiska in this study has a perception of the Greatest Memory broadcast program on the scale or latitude of acceptance.

Informant Mila Ayu, in answering the questions given as a whole, gave an assessment of the broadcast program of Greatest Memory Radio Yasika FM Jogja, with her dominant statement being in the scale or latitude of acceptance (the latitude of acceptance). Mila Ayu said that she is a lover of Radio Yasika FM and the Greatest Memory broadcast.

"I have always been a fan of Yasika FM Jogja radio, including Greatest Memory, Greatest Memory, anyway, don't lose the show". (Mila Ayu, June 6, 2023).

Mila revealed that she enjoys the Greatest Memory broadcast program and even Mila Ayu often sends her story to the Greatest Memory admin to be broadcast.

"Yes, I also used to send letters often" (Mila Ayu, June 6, 2023).

From the various answers and assessments given by Mila Ayu to the Greatest Memory broadcast program as explained in the sub-chapter of data findings and discussions, overall Mila Ayu's assessment shows positive and can be said to be on the scale of acceptance (the latitude of acceptance), this is due to Mila Ayu's fondness to listen to Greatest Memory also Mila Ayu's experience listening to the broadcast program, so that Mila Ayu accepts and does not give statements that are in a nature that rejects or contradicts what is broadcast on the Greatest Memory program.

Kanna's informant, Kana said she started listening to Greatest Memory in 2015. Kana as a listener of Greatest Memory revealed that she received stimulus or the Greatest Memory broadcast program that was well listened to. This is due to his love of listening to the Greatest Memory broadcast program.

"I personally like this greatest memory program, the impression is that there is a place for stories in another way. The broadcast is also pleasant to listen to in today's era. For me personally, I really don't get bored to listen to it in my spare time. Sometimes if you feel toxic on social media, listening to the radio really makes you feel calm. Especially this Greatest Memory broadcast which is timeless. The problem is also contemporary

and the way it is delivered to the audience is delicious". (Kanna, June 5, 2023).

Kana provides answers related to the questions that have been given by the researcher based on the interview guidelines as described in the sub-chapter of data findings and discussion by providing his statement or assessment which is dominantly within the scale or latitude of acceptance (the latitude of acceptance). The assessment is given based on the background or thoughts that Kana has when listening to the program. Basically, Kana already likes the Greatest Memory broadcast program, so the assessment given is dominant on the acceptance scale.

Informant Ana Musiam, Informant Ana Musiam revealed that she was interested in listening to the Greatest Memory broadcast.

"It's quite interesting that the program is there, there we can tell a story without mentioning the real name, so the person we tell doesn't recognize the sender or author of the story." (Ana Musiam, June 7, 2023).

In addition to her interest in listening to the Greatest Memory broadcast program, the interview results found that Ana Musiam gave one other explanation that was not committed (the latitude of non-commitment). Ana Musiam said that the announcer in conveying stories sometimes feels less harsh.

"I think there are those who succeed but sometimes there are also those who feel that the performance is still lacking." (Ana Musiam, June 7, 2023).

This was revealed because she paid attention to every reading of the story that was done, according to her the broadcaster lacked enthusiasm in several times reading the story that was broadcast. But on the other hand, there are statements that give a general or overall statement that expresses a positive assessment or is within the latitude scale of acceptance. The assessment given by Ana Musiam is based on her experience while listening to Greatest Memory.

Rantri Dewi, Rantri Informant listened to the broadcast since she was still in school around 2016. Rantri said that from the beginning he liked the concept of the Greatest Memory broadcast so that Rantri liked to get carried away with emotions as well when he hosted the Greatest Memory broadcast program. As expressed below,

"Sometimes if the story is connected with personal experience, the sound becomes emotional, whether sad or sad". (Rantri, June 7, 2023).

Rantri gave his statement regarding his perception or assessment of the Greatest Memory broadcast program with all assessments given being positive and dominant in the scale or latitude of acceptance. Rantri did not give an opposing or rejecting assessment nor did he give an uncommitted assessment. Overall, Rantri received stimuli based on his thoughts and experiences when listening to Greatest Memory.

Informant Bagas Fernando, Based on the results of the data obtained by the researcher, informant Bagas gave one statement that was in the latitude of non-commitment. Bagas said that confiding in Greatest Memory was an ineffective option. This is because of the thinking of Bagas who said that Greatest Memory is a mass media with a wide range of audiences, so to tell personal problems to the public sphere is not appropriate, he said.

"If it's not effective from me, the problem is that it's in the public domain, people perceive it differently, you have to be smart to share personal problems in the public domain, because not all personal problems are good for other people to consume." (Bagas, June 7, 2023).

On the side of the uncommitted statement given by Bagas. Where bagas informants are still considering the assessment given. However, dominantly, other statements expressed are in a positive assessment and show acceptance or (the latitude of acceptance). as expressed below:

"I personally think this program is exciting and can be enjoyed, especially the songs and backing which I think are very special from this broadcast, the stories are also varied." (Bagas, June 7, 2023).

Informant Eka Salsabila, From the statement given through an interview with the researcher. The assessment results given by Eka Salsa are generally dominant on a positive scale or the latitude of acceptance. The assessment given by Salsa's informant is based on her own reason, Eka Salsa is interested in Greatest Memory.

"The broadcast is good, I also like the broadcaster if he brings a story, animated". (Eka Salsa, June 6, 2023).

In addition to his interest that placed informant Eka Salsa in providing an assessment. Informant Eka Salsa also liked the songs played in the broadcast.

"For the music itself, I like it, because of the pop music that is indo, it is the same as the upset songs". (Eka Salsa, June 6, 2023).

Informant Eka Salsa in giving her assessment did not find data that said her assessment was in a scale or latitude of rejection as well as the latitude of not committing. Informant Eka Salsa has certainty in assessing the Greatest Memory broadcast, namely receiving the broadcast well.

Srimaryati Informant, Srimaryati Informant has been very active in listening to the Greatest Memory broadcast. Even Srimaryati is always enthusiastic about sending stories through Greatest Memory.

"I often listen to and also send stories since one year ago". (Srimaryati, June 5, 2023).

The statement given by Srimaryati through interviews conducted with researchers as a whole the answers given were dominant on the scale or latitude of acceptance assessment (the latitude of acceptance). None of the evaluations provided by Srimaryati were on the scale of rejection nor the scale of non-commitment. Srimaryati is able to receive stimuli or programs by being well received.

The results of the data analysis related to the assessment given by the informant showed two latitudes out of the three existing latitudes. Although the data results tend to show the same assessment between one informant and another. However, in terms of the assessment given, it is carried out based on the opinion or thoughts of each individual which is subjective in accordance with what the informant receives when listening to the Greatest Memory broadcast also based on the experience of each informant.

CONCLUSIONS AND RECOMENDATION

The analysis of listener perceptions of the Greatest Memory broadcast program reveals overwhelmingly positive responses. Listeners highlighted the program's strong integration of music and storytelling, which immerses them in the experience and resonates particularly well with a younger audience. These strengths underscore the program's ability to engage its core demographic effectively.

However, certain responses, particularly from informants Ana Musiam and Bagas Fernando, fell into the "latitude of non-commitment." This suggests that while most aspects of the program were well-received, there are elements that failed to fully engage these listeners. This feedback offers an opportunity for the program team to identify and address areas of improvement.

Since listener perceptions are inherently subjective, shaped by individual experiences and preferences, the program team could benefit from broader and more diverse listener feedback. By doing so, they can ensure that the program continues to resonate with its audience while reducing instances of non-commitment.

To maintain and enhance its appeal, it is recommended that the program continues to build on its strengths by deepening engagement with its audience. Conducting regular surveys and inviting listener feedback can help identify areas for improvement and keep the content relevant. Additionally, incorporating a wider variety of storytelling techniques and expanding the music selection may attract a broader audience. Emphasizing interactive features, such as live listener contributions or real-time discussions, could also increase participation and strengthen the connection between the program and its audience. These steps will ensure that the Greatest Memory program remains a cherished and impactful broadcast.

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