

*HEALTH COMMUNICATION IN SONAR (SONG INFORMATION AND REPORTS) EVENTS AT SONORA
93.3 FM RADIO BANDUNG*

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ABSTRACT

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The role of radio has undergone significant developments and changes. One example is Radio Sonora 93.3 FM Bandung. Radio Sonora is a radio that dares to raise the theme of health on one of its radio programs. With this theme, Radio Sonora shows concern for the dynamics of public health. On Radio Sonora, health messages were inserted in the show SONAR (Song Information and Reports). Through this event, listeners will get entertainment through songs and health information packaged attractively. SONAR listeners will feel free to listen to the various entertainments and be educated through the health information they convey. SONAR collaborates with several well-known hospitals in Bandung to make the information presented more convincing and exciting. This study describes how Sonora radio communicates health messages through sonar shows. This research used health communication theory as a basis and was developed through the concept of promoting health programs using radio media. The approach used is qualitative research with a case study method. The subject in this study was Radio Sonora. This research paradigm uses constructivism and descriptive methods. The results of this study show that the SONAR program is carried out with a persuasive approach that emphasizes the character of broadcasting that can persuade broadcast material by combining entertainment with health topics currently popular in the community. The conclusion and benefit of this study are that viewers get better, directed, and direct health knowledge from experts.

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1. Introduction

Some radio listeners think that listening to the radio is for pleasure (Pavitasari, Fadilah, & Kusmayadi, 2019, p. 102) and entertainment. Others place radio as a means of obtaining information (Fatmawati & Amirullah, 2019, p. 1). This condition makes the broadcast radio business have to be good at seeing and seizing the opportunity (Prasetyo, 2019, p. 53). However, radio is a creative business, exceptionally if every show tucked away a variety of information ranging from entertainment and news to gossip.

Sonora 93.3 FM on Jalan LL. RE. Martadinata No. 46 Bandung is one of the leading private business radios in Bandung that has a variety of events for viewers ("Sonora Bandung," 2021). One of them is SONAR (*Song Information and Reports*), which was at this event. Health messages are also inserted in interactive events of dialogue and song entertainment. As an event that combines entertainment with health education, SONAR has the challenge of communicating health communication creatively. Therefore, SONAR was created by Sonora 93.3 FM management to be able to embrace educational services (Dominica, Fauziah, & Pramesti, 2021, p. 268) and lightly packaged health topics. More about the slogan radio Sonora 93.3 FM can be seen in figure 1 below:



Figure 1 Sonora Radio Slogan 93.3 FM

From figure 1 above, it can be seen that the strategy implemented by SONAR is to involve the participation of the third party from health practitioners/institutions as active and participatory parties in SONAR events. In addition, speakers from several leading hospitals in Bandung, such as Boromeus, Santo Yusup, and Kahuripan, were also involved so that listeners could better understand the purpose of the SONAR event so that listeners get pleasant health information.

Furthermore, the characteristics of Sonora's audience or listener profile can be seen in figure 2 as follows:

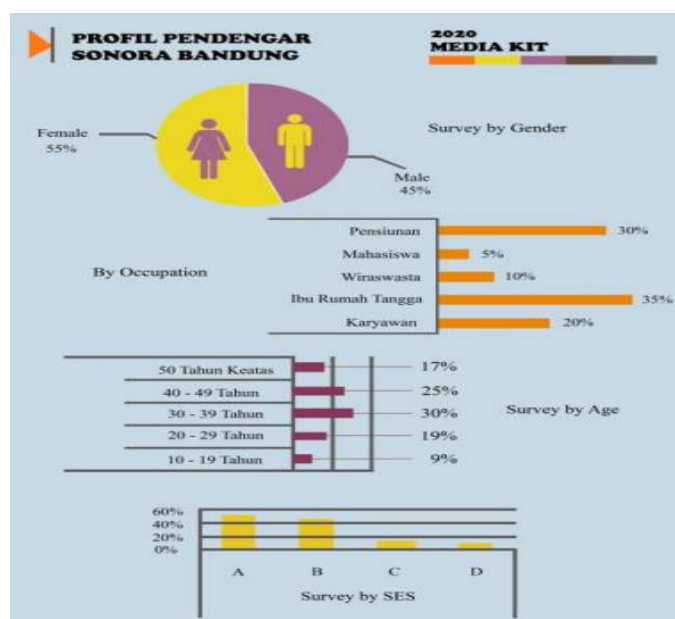


Figure 2 Radio Sonora listener profile

From the caption of figure 2 about listener profiles, it can be seen that most listeners are housewives with the assumption that women (housewives) are a group that actively listens to Sonora radio, especially their participation in/when listening to SONAR shows with the insertion of health info. Therefore, with the most significant number of listeners, it is natural that SONAR is directed to the group of mothers, especially the health topics close to personal life, such as body health, food and beverages, and the environment.

Based on the explanation above, the problems that can be formulated are as follows: How can health communication in the SONAR (Song Information and Reports) show on Radio Sonora 9.9 FM be appropriately conveyed to its viewers. Therefore, this writing aims to find health communication in the SONAR (Song Information and Reports) show on Radio Sonora 93.3 FM Bandung, which promotes health messages to its listeners.

The science of communication in health communication has become the primary interrelated unity. First, health communication is used to promote health shows (such as on the radio) (Dwinta et al., 2021, p. 25) that is, in a way, how to embrace the audience through *on-air* material that attracts the heart and is always easy to remember. Second, health communication is a concentrated study of how to use communication strategies (especially in the world of radio) to disseminate health information (Prasanti, 2018, p. 54) that can influence individuals and communities so that radio listeners can take attitudes and decisions related to wise decisions related to health. In developing a communication strategy, component communication needs to be considered and look at each component's supporting and inhibiting factors (Nofrizal & Delliana, 2021, p. 185). Third, messages are shared audibly, visually, and audio-visually to the intended audience (Octavia & Fadilla, 2017, p. 203). In this case, health messages are conveyed in the insertion of entertainment events, so the listener feels comfortable and happy. Fourth, health as communication is a consciously planned communication about health (Yusnita, 2012, p. 1) and learning how to relate to others from each other.

This shows that the healthy communication that is immaculate in a radio show must be able to provide a feeling of comfort as soon as the igus are entertained between the listener and the source with the broadcaster's liaison. Radio listeners trust each other with their broadcasters (Miniyati, 2017). No wonder a radio announcer must understand interpersonal communication where with the announcer's voice, each listener can capture his intentions and listeners verbally and nonverbally (Retta et al., 2021, p. 1).

The general public believes that health communication is any form of communication-related to the world of health at large, whatever and how it is delivered. Therefore, Pesan health communication should be planned (Wahyudin, 2017) because communication (health) messages do have to be processed and transmitted. The health communication process is not only completed at the point where the message has arrived (*received*) but must also be ensured if the communication message is received (*accepted*) and responded to according to the wishes of the sender of the message (Prasanti & Fitriani, 2017, p. 338). So it is not surprising that the communicator's credibility in the radio show also determines whether the radio show in which there are health communication messages is worthy of it.

In this study, radio was placed as part of the mass media. Therefore, radio has its consumers segmented and can meet various community needs ranging from information, entertainment, educational, and personal needs (Ulfa, 2016, p. 207). Moreover, radio has a character that can convey information quickly and has a group of diehard listeners. Because of the advantages of radio like this, radio remains in demand in every generation. Even in some ways, radio can create dependence on society because it is synonymous with character and habits.

Some of the functions of radio are lighting, namely conveying lighting, information about many things (Nasor, 2017, p. 107), including announcements, policies from the government, public service information to health information. Connected with this research, the health information in the SONAR event has its education. Therefore, SONAR shows must be

able to educate and provide extensive information according to the community's needs in the health sector as an educational institution, namely providing educational information in creative ways. The education referred to here can be packaged in various instructions while still containing positive educational values, as entertainment (*entertainment*), namely the ability of radio to present entertainment events such as music, songs, songs, and talk shows. In addition, radio is also known as one of the mass communication tools that can spread various news or information. Especially regarding the role of radio in particular conditions or propaganda, this happens in times of critical situations such as war.

Because the character of broadcast radio is auditive (*theatre of mind*), radio can only be listened to as long as the listener must imagine or imagine. No wonder events radio broadcasts can be newscasts, interviews, aerial editorials, live reportage, and others. When delivering messages on the radio, the *announcer must* intelligently present information to his audience with high creativity. He must be able to harmonize *the sound effects*, music, and words so that it becomes fascinating and the whole series of events can run effectively and efficiently.

Promotion is often identified as part of advertising, namely advertising a product or brand, making a profit, or profit from sales activities. The promotion has many meanings (Agustrijanto, 2019, p. 141). Promotion is part of communication as well, which emphasizes the marketing aspect where this information does contain about the product or service it wants to promote. If you look at the language structure, promotion is a deliberate attempt to offer viewers a shot so that the shooter is willing to follow the purpose of the promotion. Connected with efforts to promote radio program shows, the radio program is indeed marketed by introducing promotional concepts and ideas that have been processed so that its audience can digest them.

Health communication messages can be promoted as a complete process starting from informing, persuading, and influencing to be willing to listen to and listen to radio shows with health themes. Health promotion is a promotion that contains the most relevant concepts, strategies, and approaches to achieve the goals of the promotion itself (Menawati & Kurniawan, 2015, p. 120). To achieve health promotion, five Ottawa health promotion strategies (Liliweri, 2013, p. 35). These can be interpreted as the action and role of communication, building mediation and advocacy, reorienting health services, creating environmental support, and building personal skills.

This research uses previous research on the *Importance of Communication in Primary Health Services* from Menawati & Kurniawan (2015) with more emphasis on health promotion attached to Health care. This paper reviews ways to embrace primary care in the success of health promotion provided between doctors and their patients. Doctors are expected to minimize misunderstandings in communication. Nevertheless, this research has not explicitly utilized radio media to educate about health messages (Menawati & Kurniawan, 2015).

Research from Prasanti & Fitriani (2017) with the title *Communication Barriers in Health Promotion Family Planning (KB) Program (Intra Uterine Device/contraceptive in the womb/spiral)* examines the role of the government in promoting the health of the Family Planning (KB) program in Cimanggu village, West Bandung Regency in order to carry out health promotion of the IUD birth control program, including to find out the obstacles and obstacles in promoting the IUD. The research shows educational, cultural, and psychological barriers to promotion. This study has not mentioned in more depth the technique of educating the audience through health promotion programs that use mass media.(Prasanti & Fitriani, 2017).

Setyabudi & Dewi (2017) researched the *Analysis of Health Promotion Strategies to Increase Awareness of Healthy Living by Dr.RM Regional Mental Hospital. Soedjadrwadi Central Java Province*. This research found that the hospital management team implemented health promotion strategies through mentoring, advocacy, social support, and community

empowerment. The health promotion strategy helps the hospital realize and increase health awareness in people's lives.

The difference between these studies and researchers' research is that researchers examine radio media as one of the effective media for promoting health events. This is because radio has a more detailed segmentation and audience. In addition, researchers want to dig deeper into the role of radio in developing health promotion activities.

2. Method

Researchers use a qualitative approach with a type of case study research. In this way, the researcher obtains descriptive data from written or spoken words of people and observable behaviors.

Sugiyono defines qualitative research methods as methods that are intended to research the condition of natural objects, where researchers are key instruments, data collection techniques are carried out by triangulation (combined), data analysis is inductive, and the results of qualitative research emphasize meaning more than generalizations (Sugiyono, 2017, p. 1).

Technically, using qualitative methods, the data obtained will be more complete, in-depth, credible, and meaningful so that research objectives can be achieved. Meanwhile, the object of research in this study is the SONAR Program from Radio Sonora 93.3 FM Bandung. This radio station cares about health communication and creates these health messages in a radio show that educates at a time entertaining.

This data collection technique utilized a literature study, namely analyzing health communication in enriching the material of the SONAR event. Researchers also made in-person visits to the studio and conducted in-depth interviews with the parties involved. The author uses primary data directly from the source in the form of visits to the research site at Radio Sonora Bandung, including interviewing competent informants, namely Indra E. Gunawan as Program Manager with the main task of managing the SONAR series of events and Ratna Farida Senior Broadcaster who hosted sonar events to make it more lively and interactive. Meanwhile, secondary data in the form of documents or archives, literature books, scientific journals, articles, and *websites* related to the researcher's focus.

In this study, the main research instrument is the researcher himself. However, after the focus of the research becomes apparent, it is possible that a simple research instrument will be developed, which is expected to be used to capture data in a broader data source, and sharpen and complement the data from observations and observations. (Sugiyono, 2017, p. 183). The data analysis technique developed in this study was qualitative data analysis, following the concepts given by Miles, Huberman, and Spradley. Miles and Huberman (Sugiyono, 2017, p. 183) stated that activities in qualitative data analysis are carried out interactively and take place continuously at each stage of the research so that it is completed.

3. Results and Discussion

This study examines health communication summarized in the SONAR show – an interactive event made by the Sonora radio team. The Sonora Radio network supports Radio Sonora spread across 20 cities in Indonesia, so the critical role and function of Radio Sonora Bandung as entertainment, information, and education media that is competent to make the radio that is most in demand by listeners and advertisers are always maintained.

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Radio Sonora's Vision and Mission is to educate and enlighten the nation's life through music and information. As for the entertainment radio format 70%, information 30%, and music format: Indonesia (30%), West (70%). The SONAR (*song information and report*) event is a flagship event that highlights health information presented to the broader community. In this event, several health information was conveyed by experts interestingly and enriched with music and songs so that sonar events can be enjoyed more relaxed.

The SONAR event was divided into morning and afternoon SONAR while still prioritizing health information so that health communication played an essential role in conveying communication messages in the event. The presence of competent speakers that doctors dominate is attractive because listeners can listen to health information directly from the source without paying consultation fees.

In addition to the national network from Sonora Indonesia, Radio Sonora 93.3 FM Bandung has promising business opportunities, especially regarding reachability, rating, and listener segmentation. As is generally the existence of private commercial broadcast radio in Indonesia, the show format still prioritizes entertainment strengthened by information. To sharpen the segmentation, Sonora radio initiated bright ideas so that the presentation of on-air (and *off-air*) shows still has enthusiasts and brings benefits in the form of both advertising and cooperation. Furthermore, Radio Sonora has several featured shows where sonar specials can be categorized as excellent programs in the family show group.

The profile of the listener of Sonora radio (d/h Raka) can be seen in figure 3.

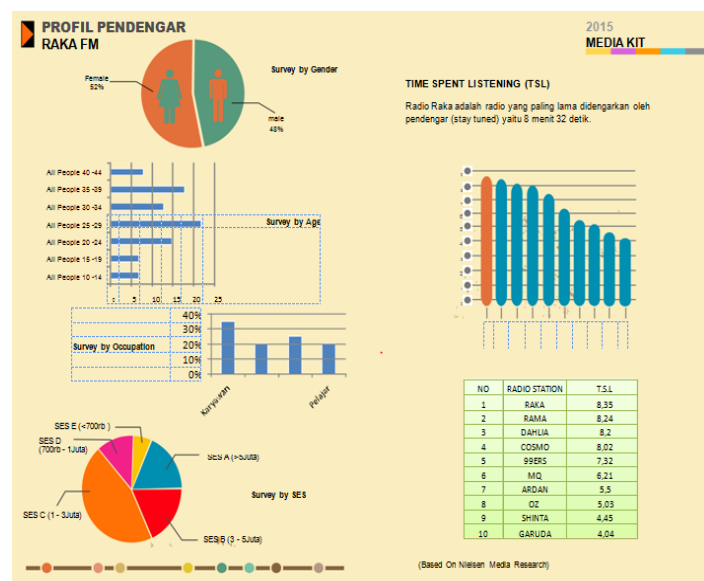


Figure 3 Sonora radio listener profile

Looking at Sonoro's listener profile based on the image above, researchers are of the view that Radio Sonora presents sonar shows with careful consideration that segmentation is built through years of listener trust, adequate technical network support, and a creative show format where health information is conveyed communicatively and entertainingly according to the essential characteristics of radio. For this study, the author interviewed the main informant, Namely Indra E. Gunawan (Radio Program Manager), and the supporting informant, Ratna Farida (senior broadcaster).

Health Communication in SONAR (Song Information and Report) Radio Sonora 93.3 FM Bandung

The SONAR program is expected to influence individuals and communities so that they can take the proper stances and decisions concerning health policy.

Observing how health communication is conveyed in SONAR to its audience, it can be observed that health communication messages have been observed since the beginning of the SONAR event. This can be seen from the following view from Indra E. Gunawan, the *program director* of Radio Sonora:

".. from the beginning of the SONAR event, it is indeed to educate and be a reminder for listeners that maintaining personal health is very important in order to be able to support all forms of our activities. When interpreted in general, it can be said that the role of radio is as a signpost that synergizes in efforts and actions to maintain and improve the degree of health (of the community) at large. In the show SONAR (Songs Information and Report). The main reason is that we have the function of providing information (about health) to the listener. While the particular reason is, we have to package the variety of information (especially about health) casually, relaxed, not patronizing and friendly (familiar)...."

From this statement, it can be observed that SONAR was created to convey messages of health communication through radio media. Moreover, the function of the radio is a sign. Furthermore, SONAR's senior broadcaster, Ratna Farida, expressed her views:

"...health shows on the radio like this (SONAR) are very perspective because everyone needs health. To improve the quality of our event material bags, we collaborate with hospitals, not only with Borromeus Group but also with other health groups such as Santo Yusup Hospital in Cikutra Bandung, Cahya Kawalayaan Hospital Bandung, JPKN – Public Health Safety Net, and course the Borromeus Foundation.

We are also open because health concerns are directed by other hospitals, such as Santosa Hospital. So we cooperate also with RS Santosa. Well, it can be said. many cares about the health of entering Santosa Hospital itself..."

Caring is a form of health communication delivered at the SONAR event. Concern for the importance of health as an invaluable wealth is an attraction in SONAR, so the speakers in SONAR are doctors and media teams qualified in their fields. Listeners benefit from a consultation or can consult an expert (via interactive phone) without paying a consultation fee while listening to a pleasant radio broadcast. Broadcaster Ratna Farida senior asserts:

"I can say that this SONAR event is good lo, The reason is like, first... listeners can get health information. Listeners can get the sciences of health.

Secondly, the public can get a free consultation directly with specialist doctors. Imagine, just for or wanting consuls only, viewers can be completely free. Even those diseases whose terms are severe such as diabetes, heart, and high blood pressure, remain a concern in this event.

We usually use a specialist doctor as a resource for our studio, but in certain conditions, the one who comes to see the source is the broadcaster directly. We usually do this to the Santosa International Hospital Bandung using an OB van.. his show was late in the afternoon. "

SONAR listeners benefit through free consultations with specialist doctors. This is a rare opportunity and deserves to be taken advantage of. It is things like this that make SONAR appeal. Referring to Ratna Farida's statement above, to improve the broadcast quality, the SONAR team can also visit the speakers directly at their place of work at the Hospital. For sonar

broadcasting practices like this, usually, the SONAR team uses *ob vans*. By visiting the speakers directly, it is hoped that the atmosphere built during the event will be more lively,

So far, SONAR has been a regular event that listeners have been waiting for. This is because he is always open to input or criticism in conveying his health communication messages. No wonder the health communication message conveyed by the source must have been reprocessed in such a way that the audience truly understands it.

"... Often lo they convey or bring their material like going/are giving a seminar even though the radio audience does not need it

Example: We designed the material to be delivered briefly in a talk show from Biofarma (about covid). We from the SONAR radio team have asked the interviewees if there will be pieces during the event. Three days earlier, we had already asked for the materials. When the material came, it turned out that the source gave 25 pages (too many). It should have been made simple for a radio show.

There have also been doctors who brought papers (whereas the material must be adjusted for warm and interactive radio shows, material must be adjusted). So the obstacles sometimes exist from the sources as well.

We have created sonar shows since 2014 sd now. Broadcasters can go one after another, but the concept of the show must be fixed so that whomever the broadcaster is will quickly understand the purpose of the SONAR show. The announcer must also readily accept the briefing, then the broadcaster is welcome to develop it (Indra E. Gunawan – Program Director).

There were obstacles in communication between the speakers and their listeners during the SONAR event, mainly due to differences in educational and professional backgrounds. However, this distance can be overcome by a briefing and program evaluation approach. According to the primary source Indra E. Gunawan, these things have indeed happened but can be resolved.

Radio and Broadcaster

This research also illustrates that the role of radio as a tool or part of the mass media that carries and conveys messages remains relevant to this day. Radio can convey the (health) information that the listener needs. Radio as part of mass communication can play a role in contributing positive information (health) to the broader community and its institutions. This view describes the interrelationships between the media and the institutions that partner or correlate with it. As part of mass communication, radio can see the relationship between the media (radio) and its audience (listeners), both in groups and individuals. Hence, it is natural to say that radio impacts its audience.

As part of the broadcast media, which is closely related to the issue of the effects received by the audience (listeners), radio is included in the effective tool in conveying health communication messages associated with this study. Listeners can be immersed or involved in transforming knowledge and education about health through SONAR events.

The use of radio and human resources, namely *announcers* or announcers in SONAR shows, is a link that cannot be separated. This can be seen from the experience of Ratna Farida, senior broadcaster Sonora:

"... I was designed as an announcer of this health-based radio show like SONAR. One reason is, of course, because health-based radio events still have listeners.

So it is not a new thing if the Boromeus Foundation is already synonymous with the world of health, so it is natural that the Borromues Foundation has a hand in managing Radio Sonora (owning shares). So each related and... yes, it is just a matter of continuing the management."

Ratna Farida's statement indicates that a show on the radio is related to its broadcaster. However, as mentioned above, a radio management's ability determines a radio show's success. Specifically, the source emphasized that the more specific a radio show is, the more precisely the broadcaster leads it.

In addition to the ability to make exciting events from the aspect of event inserts as conveyed above, Indra E. Gunawan continued:

"... the way we have to have a fixed source person to develop this SONAR show. and of course by presenting segmented and updated themes".

From the explanation above, it can be observed that the role of radio has become multi-functional. Radio is no longer just entertaining but educating, meaning that the role of radio in SONAR is to entertain and educate. This dual role becomes very interesting and has consequences for all the teams involved to know and understand their respective roles from technical and non-technical aspects.

Observing the explanation above, the author believes that the Health Communication in the SONAR Show on Radio Sonora 93.3 FM Bandung was carried out by paying attention to several important aspects such as cooperation between institutions, coordination of internal teams, and coordination of marketing teams. Researchers try to describe it this way SONAR strongly prioritizes health communication that emphasizes the persuasive aspect between the broadcaster, the source, and the listeners. In this persuasive communication, both the broadcaster and the speaker must understand the psychological factors of the listener. With a good understanding of the psychological factors of the listeners, it is hoped that sonar presentation can carry a message or education about health that the audience can easily understand. Therefore, although sonar show has become a selling value event, SONAR show is still anticipated as one of the radio programs that can disseminate information to its listeners.

The health communication delivered in SONAR also uses the primary approach: cooperation between institutions, sonar internal team coordination, and radio marketing team coordination. Researchers try to review it in table 1 on cooperation and coordination below.

Table 1 Cooperation and coordination of Radio Sonora

1. Cooperation between institutions	Involving parties outside Sonora	Creation of enhanced cooperation for SONAR events
2. Internal team coordination	Consolidation and focus on the capabilities of Sonora's internal team	Strengthening creative strategies in creating and strengthening sonar programs for the better, especially in health communication.
3. Coordination with the marketing team	Priority on the prospective value of SONAR events through a selling marketing approach	Making SONAR a leading health event and generating profits both in the form of advertising and supporting cooperation.

Through this approach to cooperation and coordination, it can be seen in table 1 that the delivery of health information and education to the audience is the result of collaboration between institutions, internal teams, and marketing teams from Sonora Radio Bandung, who thoughtfully initiated the SONAR event as a leading health-based event. Furthermore, one of the positive values of SONAR is endurance as a radio show on the topic of health for many years. This is inseparable from the usual role of evaluating radio show programs (in this case against SONAR).

The Sonora Team responded to any input or criticism of SONAR by paying attention to several considerations. First, researchers tried to decipher the evaluation of the communication aspects of sonar events as follows:

Evaluation of the aspects of health communication in the SONAR Event includes, firstly, the Health Communication Event delivered according to the knowledge of SONAR listeners and limited by the duration of the broadcast. Secondly, the Resource Person where the health communication delivered by the resource person, especially from doctors and experts, was delivered by adjusting from medical language to public language and three a program of events in which active improvement of the SONAR program is carried out by improving the quality of health information. These improvements are carried out *on* and *off the air*, including improving the quality of technical tools supporting sonar events.

In delivering health communication messages at SONAR events, the communication messages are summarized in the basic concept of sonar events as a flagship event with a health background, the ability of speakers with a background in formal medical education to package health messages into persuasive language, and the implementation of SONAR event programs *on air* and *off the air* with their consequences.

An evaluation needs to be made on how health communication is carried out in the SONAR event program. The basic concept of the event is SONAR's first step in determining the form and purpose for which sonar events are aired. The ability of resource persons with a formal background in medical education is indeed an essential capital in increasing audience trust in the resource persons, especially when the resource persons convey health information. Nevertheless, on the other hand, the source's mindset about communicating using radio media with a segmented audience requires ingenuity and a policy that cannot be confused with the atmosphere of a seminar or lecture.

The execution or execution of SONAR event programs *on and off airlines* also requires special attention to be evaluated. This needs to be done considering that the SONAR program is a fixed event program (no longer a newly launched program), and SONAR was aired a few years earlier. This already good reputation must be supported by the presentation of *on-air* and *off-air* events.

Thus, health communication in SONAR meets the criteria for radio program competence, namely when the material is a radio show set in health, the character of the program format emphasizes education and health information, the intensity of which is a regular SONAR show and becomes a permanent radio show, the SONAR show has a personality in the sense of having and developing its characteristics. Furthermore, sonar shows are dynamic in that they are open to criticism and input; this is evident by the preservation of SONAR as a radio show.

Health communication in SONAR has fulfilled the criteria of a radio program set in health. These criteria can be developed and followed up given that radio show competition also requires special attention. SONAR is open to new ideas, considering that today the radio world has peculiarities and uniqueness that need to be maintained, one of which is its loyal listeners. Therefore, all efforts to improve the quality of SONAR broadcasts need to receive support ranging from everyday activities, namely live broadcasts in the broadcast room, to off-air creative activities that require the cooperation of many instruments, especially event organizers and sponsor partners.

This research also shows that from 2010 to 2020, today, there has been a change in a better direction where health communication has become an increasingly familiar topic for broadcasters and is well received by SONAR listeners. This can be described in table 2 on the development of the SONAR program as follows:

Table 2 Sonar program progress

Media	Event Content	Advertisers
From an event that was initially inserted in between other events to a particular (health) event called SONAR	Health messages that were conveyed initially as ordinary or supporting information became the primary information in sonar's flagship program	Advertisers who initially did not attract much interest from health companies or products have become more specified than advertisers of health products, services, and organizations/institutions

Sonar shows are proven to improve the quality of broadcasts by maintaining their distinctive characteristics as radio shows that prioritize health communication messages.

4. Conclusion

Based on the results of research on health communication in the SONAR (*song information and reports*) show on Sonora radio 93.3 FM Bandung, it can be concluded that the purpose of the study was to find out how health communication in the SONAR (*song information and reports*) show on Sonora radio 93.3 FM Bandung turned out to be carried out with a persuasive communication approach that meets the criteria as a radio program with a health background that is competent, characterful, authoritative, distinctive and dynamic. The health communication in the SONAR show meets the criteria of a radio program that provides fundamental knowledge and educational value to its employees. SONAR speakers are competent parties in the health sector, especially doctors and specialists. The study recommends developing persuasive and positive emotional communication in the presentation of health events on the radio. This research can still be refined from the aspect of the creativity of radio health shows to the public so that viewers can well receive them. The speakers and creative sonar team also continue to improve with every input in conveying healthy communication messages so that they are always communicative and readily accepted by listeners.

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