



**UNIVERSITI PUTRA MALAYSIA**

**FACTORS ASSOCIATED WITH AUDIENCE PARTICIPATION  
IN LOCAL RADIO DEVELOPMENT PROGRAMMES  
IN NEGERI SEMBILAN, MALAYSIA**

**ADAM TANKO ZAKARIAH**

**FPP L 1993 2**

**FACTORS ASSOCIATED WITH AUDIENCE PARTICIPATION  
IN LOCAL RADIO DEVELOPMENT PROGRAMMES  
IN NEGERI SEMBILAN, MALAYSIA.**

**BY**

**ADAM TANKO ZAKARIAH**

**MASTER OF SCIENCE**

**UNIVERSITI PERTANIAN MALAYSIA**

**APRIL, 1993**



**FACTORS ASSOCIATED WITH AUDIENCE PARTICIPATION  
IN LOCAL RADIO DEVELOPMENT PROGRAMMES  
IN NEGERI SEMBILAN, MALAYSIA.**

**BY**

**ADAM TANKO ZAKARIAH**

**Thesis Submitted in Partial Fulfilment of the  
Requirement for the Degree of Master of Science  
in the Centre for Extension and Continuing Education,  
Universiti Pertanian Malaysia.**

**April, 1993.**



## ACKNOWLEDGEMENTS

I thank the Malaysian Government, most sincerely, for the scholarship offered me under the Malaysian Technical Cooperation Programme. This made it possible for me to pursue my studies. I am grateful also to the Universiti Pertanian Malaysia for providing the research financial support.

I appreciate very much the assistance of my supervisors: Dr. Md. Salleh Hj. Hassan, Dr. Naim Hj. Ahmad and Mr Ahmad Zubir Itam. Dr Salleh, chairman of my supervisory Committee, provided useful advice and inspiration during the period of my stay in Malaysia. Also, he offered me a lot of relevant material and provided useful guidance and suggestions throughout the preparation of this thesis. He devoted tremendous amount of interest and time towards this study. I owe him a debt of gratitude. I am very grateful also to Dr. Naim for his useful suggestions, guidance and advice. I thank Mr Ahmad Zubir for his help and encouragement.

Grateful thanks also to Professor Sulaiman Hj. Mohd. Yassin, Dr. Raja Ahmad Tajuddin Shah, Puan Saodah Wok and Puan Narimah Ismail for their suggestions. Mr Yusof Kadri and Puan Zabedah Hj. Saad also provided some useful help. I am thankful to Mr Sanun Karnka, a course mate, for his inspiration. Puan Kalsom, Puan Ku Fauziah, Puan Yattie and Puan Khiriyah helped in typing the thesis proposal and the thesis itself. I appreciate their assistance.



I thank the staff of Seremban Local Radio Station for providing me maximum cooperation. I am grateful to the head of the station, Mr Zainal for offering me relevant material on the radio station's programming and operations.

Finally, I say, "TERIMA KASIH BANYAK" to all those whose names I have mentioned above, and also to all others who offered help in one way or the other, towards the preparation of this thesis.



## TABLE OF CONTENTS

	Page
ACKNOWLEDGMENTS .....	ii
LIST OF TABLES .....	viii
LIST OF FIGURES .....	xii
ABSTRACT .....	xiii
ABSTRAK .....	xvi
<b>CHAPTER</b>	
1 INTRODUCTION .....	1
Communication and Development .....	1
Radio and National Development .....	4
The Historical Development and Policies of Broadcasting in Malaysia .....	5
Rural Radio Broadcasting in Malaysia .....	8
Local Radio Stations in Malaysia .....	9
Seremban Local Radio Station .....	10
Seremban Local Radio Development Programmes .....	12
Statement of the Problem .....	15
Objectives of the Study .....	16
Significance of the Study .....	17
Scope and Limitations of the Study .....	18
Definition of Terms .....	18
2 LITERATURE REVIEW .....	20
Role of Local Radio in Rural Development.....	20
Definitions and Dimensions of articpation .....	22
Benefits of Radio Participation .....	29
Barriers to Participation .....	32
The Uses and Gratification Approach and Audience Participation .....	36
Factors Associated With Audience Participation in Radio .....	39
Message Relevancy .....	39
Message Comprehensibility .....	40
Attitudes .....	42
Perceptions .....	44
Communication Behaviour .....	45
Organisational Membership .....	46
Broadcast Timing .....	48
Source Credibility .....	49
Demographic Characteristics .....	50



	Page	
3	METHODOLOGY AND RESEARCH DESIGN ...	52
	Conceptual Framework of the Study .....	52
	Operational Definition of Variables .....	54
	Dependent Variable .....	54
	Independent Variables .....	55
	Attitudes .....	55
	Perceptions .....	56
	Source Credibility .....	56
	Media Exposure .....	56
	Broadcast Timing .....	57
	Message Relevancy .....	57
	Message Comprehensibility .....	57
	Cosmopolitaness .....	57
	Involvement in Voluntary Associations .....	58
	Income .....	58
	Education .....	58
	Age .....	58
	Hypotheses of the Study .....	59
	Location of Study .....	60
	Sampling Procedure .....	61
	Subjects of the Study .....	62
	Description and Development of Research Instrument.....	63
	Administering the Research Instrument.....	65
	Pretesting of Interview Schedule .....	67
	Reliability Tests of Scales .....	68
	Data Gathering .....	69
	Statistical Data Analysis .....	69
4	FINDINGS AND DISCUSSION.....	72
	Descriptive Analysis .....	72
	Demographic Characteristics .....	72
	Age and Sex .....	72
	Education .....	73
	Income .....	75
	Occupation .....	76
	Marital Status and Family Size .....	77
	Message Contents and Programming ....	79
	Message Relevancy .....	79
	Message Comprehensibility.....	80
	Broadcast Timing .....	82
	Psychological Factors .....	84
	Attitudes .....	84
	Perception .....	86
	Source Credibility .....	89



	Page
Perception of the Role of the Radio Station (in Stimulating Development) .....	91
Communication Behaviour and Organisational Membership .....	93
Media Exposure .....	93
Cosmopolitaness .....	96
Membership in Organised Associations .....	98
Radio Listening Behaviour .....	99
Radio Listening Times .....	99
Favourite Radio Stations.....	100
Reasons for Listening to Radio .....	101
Radio Participation .....	102
Radio Listening Frequency .....	102
Duration of Radio Listening .....	103
Development Programmes Respondents Listen to .....	104
Feedback to Radio Station .....	106
Involvement in Radio Programmes ....	108
Score on Radio Participation .....	109
Problems Hindering Participation .....	110
Suggestions aimed at Promoting Audience Participation .....	112
Cooperation between Radio Staff and Development Agencies .....	113
Analysis of Research Hypotheses .....	115
Relationship between Participation and Age .....	116
Relationship between Participation and Education .....	116
Relationship between Participation and Income .....	117
Relationship between Participation and Message Relevancy .....	118
Relationship between Participation and Message Comprehensibility .....	118
Relationship between Participation and Broadcast Timing .....	118
Relationship between Participation and Attitudes Towards Radio .....	119
Relationship between Participation and Perception of Radio Programmes.....	119
Relationship between Participation and Source Credibility .....	120
Relationship between Participation and Media Exposure .....	121
Relationship between Participation and Cosmopolitaness .....	121





	Page
Relationship between Participation and Involvement in Voluntary Associations .....	122
Results of Multiple Regression Analysis .....	123
5 SUMMARY, CONCLUSIONS AND RECOMMENDATIONS .....	126
Summary .....	126
The Problem .....	126
Objectives of the Study .....	126
Methodology .....	128
The Findings .....	129
Demographic and Socio-Economic Characteristics .....	129
Factors Relating to Communication Behaviour .....	130
Factors Relating to Message Contents and Programming .....	130
Psychological Factors .....	131
Radio Listening Behaviour .....	131
Radio Participation .....	132
Score on Participation .....	133
Problems Hindering Participation .....	133
Analysis of Research Hypotheses .....	134
Relationship between Participation and Selected Demographic Characteristics .....	134
Relationship between Participation and Factors Relating to Message Contents and Programming .....	134
Relationship between Participation and Psychological Factors .....	135
Relationship between Participation and Factors Relating to Communication Behaviour and Organisational Membership .....	135
Conclusions.....	136
Recommendations .....	141
Suggestions for Further Research .....	143
BIBLIOGRAPHY .....	145
APPENDICES .....	152
A. Interview Schedule in English .....	152
B. Interview Schedule in Bahasa Malaysia ..	167
C. Summary of Seremban Local Radio Development Programmes .....	181
CURRICULUM VITAE .....	182

## LIST OF TABLES

Table		Page
1	Distribution of Respondents by Districts and Villages .....	62
2	Reliability Coefficient of Scales .....	68
3	Distribution of Respondents by Age and Sex .....	73
4	Distribution of Respondents by Level and Duration of Education .....	74
5	Distribution of Respondents by Income .....	76
6	Distribution of Respondents by Occupation .....	77
7	Distribution of Respondents by Marital Status .....	78
8	Distribution of Respondents by Family Size .....	78
9	Distribution of Respondents by Relevancy of Radio Messages.....	79
10	Distribution of Respondents by Score on Message Relevancy.....	80
11	Distribution of Respondents by Comprehensibility of the Radio Messages .....	81
12	Distribution of Respondents by Score on Comprehensibility .....	82
13	Distribution of Respondents by Scores on Statements on Broadcast Timing ....	83
14	Distribution of Respondents by Broadcast Timing Scores .....	83
15	Rank Order of Percentages of Respondents' Attitudes Towards Radio .....	85
16	Distribution of Respondents by Scores on Attitudes Towards Radio .....	86



Table	Page
17 Rank Order of Percentages of Respondents' Perceptions of Radio Programmes .....	88
18 Distribution of Respondents by Scores on Perception of Radio Programmes .....	89
19 Distribution of Respondents by Credibility of Radio .....	90
20 Distribution of Respondents by Credibility Scores .....	91
21 Distribution of Respondents by Percentage Scores on Level of Satisfaction on Role of the Radio Station .....	92
22 Distribution of Respondents by Scores on Level of Satisfaction with Role of the Local Radio .....	93
23 Distribution of Respondents by Media Exposure .....	95
24 Distribution of Respondents by Score on Media Exposure .....	95
25 Distribution of Respondents by Frequency of Traveling Outside and Within the State (Within the Past One Year) .....	97
26 Distribution of Respondents by Score on Cosmopolitaness .....	97
27 Distribution of Respondents by Membership in Political and Voluntary Associations .....	98
28 Distribution of Respondents by Frequency of Participation in Voluntary Associations .....	99
29 Distribution of Respondents by Radio Listening Times .....	100
30 Distribution of Respondents by Radio Stations They Listen to .....	101



Table	Page
31 Distribution of Respondents by Reasons for Listening to Radio .....	102
32 Distribution of Respondents by listening Frequency to Local Radio Development Programmes .....	103
33 Distribution of Respondents by Duration of Listening to the Radio 3 Development Programmes Daily .....	104
34 Distribution of Respondents by Local Radio Programmes They Listen to .....	105
35 Distribution of Respondents by Frequency of Sending Feedback .....	107
36 Distribution of Respondents by Methods and Frequency of Feedback ...	107
37 Distribution of Respondents by Frequency of Involvement in Radio Programmes .....	108
38 Distribution of Respondents by Methods of Involvement in Radio Programmes .....	109
39 Distribution of Respondents by Score on Radio Participation .....	110
40 Distribution of Respondents by Problems Hindering Their Participation in Radio .....	111
41 Distribution of Respondents by Suggestions to Promote Audience Participation in Local Radio Programmes.....	113
42 Distribution of Respondents by the Form of Cooperation They See between Their Local Development Agencies and The Radio Station .....	114
43 Relationship between Participation and Selected Demographic Characteristics .....	117



Table		Page
44	Relationship between Participation and Message Relevancy; Message Comprehensibility; Broadcast Timing; Attitudes Towards Radio; Perception of Radio Programmes and; Source Credibility .....	120
45	Relationship between Participation and Media Exposure; Cosmopolitaness and; Involvement in Voluntary Associations .....	122
46	Summary of Relationship between Participation and Selected Independent Variables .....	123
47	Regression Analysis: Independent Variables and Respondents' Participation .....	125
48	Summary of Seremban Local Radio Development Programmes .....	181



## LIST OF FIGURES

Figures		Page
1	Map of Malaysia Showing the Study Area and Location of Seremban Local Radio Station .....	11
2	The Uses and Gratification Approach .....	37
3	The Conceptual Framework of the Study .....	53



Abstract of thesis presented to the Senate of Universiti Pertanian Malaysia in partial fulfilment of the requirement for the degree of Master of Science.

**FACTORS ASSOCIATED WITH AUDIENCE PARTICIPATION  
IN LOCAL RADIO DEVELOPMENT PROGRAMMES  
IN NEGERI SEMBILAN, MALAYSIA.**

**BY**

**ADAM TANKO ZAKARIAH**

April, 1993

Chairman : Dr. Md. Salleh Hj. Hassan.  
Faculty : Centre for Extension and Continuing Education

The objectives of the study were: (1) to investigate respondents' background in terms of their demographic and socio-economic characteristics; (2) to identify the levels and kinds of audience participation in local radio development programmes; (3) to determine whether demographic, psychological and contemporary variables such as age, income, education, attitudes, perceptions, message contents, communication behaviour, source credibility, broadcast timing and involvement in voluntary associations have any relationship with audience participation in radio development programmes and; (4) to identify the problems that hinder participation in radio development programmes.

A total of 201 respondents from four villages in the state of Negeri Sembilan were selected using a multi-stage sampling method. Data were gathered through the interview method. Twelve hypotheses were tested using the Pearson-product moment



moment correlation. Multiple regression analysis was done to determine which of the independent variables of the study are predictors of participation.

The findings revealed that, over all, participation was low. The levels of participation were listenership, feedback, and direct involvement in radio programmes. Kinds of participation included listening, phone-ins, letters, discussions with radio staff, feedback to radio station through local development agencies, and interviews and discussions as part of radio programmes.

Message relevancy, message comprehensibility, broadcast timing, source credibility, attitudes, perceptions, media exposure, cosmopolitanism and involvement in voluntary associations were found to have positive relationship with participation. Income and education were found to be negatively related with participation. The multiple regression analysis indicated that the independent variables explained 43% of the variance in participation.

The main problems that were found hindering participation include; lack of telephone facilities in most homes, poor radio reception and lack of free times to participate.

To promote audience participation, it is recommended that first, the problem of poor radio reception must be solved. More and varied programmes should also be introduced to cater to the needs of all levels and ages of the people -- the youth, the elderly,



adolescents and women. More participatory approaches to radio programming need to be adopted. The radio staff should go to the villages and produce development-oriented radio programmes with the people using drama, discussion and interview formats. This will promote audience participation in radio.



Abstrak tesis yang dikemukakan kepada Senat Universiti Pertanian Malaysia sebagai memenuhi sebahagian daripada keperluan untuk ijazah Master Sains.

**FAKTOR-FAKTOR YANG BERKAITAN DENGAN PENGLIBATAN  
PENDENGAR DALAM PROGRAM PEMBANGUNAN SIARAN RADIO  
TEMPATAN DI NEGERI SEMBILAN, MALAYSIA.**

**OLEH**

**ADAM TANKO ZAKARIAH**

April, 1993

Pengerusi : Dr. Md. Salleh Hj. Hassan  
Fakulti : Pusat Pengembangan dan Pendidikan Lanjutan

Objektif kajian ini ialah untuk; (1) mengenal latar-belakang responden dari segi demografi dan ciri sosio-ekonomi; (2) menentukan tahap dan jenis penglibatan pendengar di dalam program pembangunan siaran tempatan; (3) menentukan sama ada ciri-ciri demografi, faktor-faktor psikologi dan angkuabah semasa seperti umur, pendapatan, tahap pendidikan, sikap, tanggapan terhadap program radio, sumber kredibiliti, masa siaran dan penglibatan dalam persatuan sukarela mempunyai pertalian dengan penglibatan dalam radio dan; (4) mengenalpasti masalah yang menghalang penglibatan pendengar dalam program pembangunan siaran radio tempatan.

Seramai 201 orang responden telah dipilih dari empat buah kampung di Negeri Sembilan dengan menggunakan kaedah

persampelan rawak berlapis. Sebanyak 12 hipotesis telah diuji dengan menggunakan korelasi 'Pearson-product moment'. 'Multiple regression' juga digunakan untuk menentukan bahawa angkubah-angkubah yang mana dikenalpasti berkaitan dengan penglibatan.

Hasil kajian ini mendapati pada keseluruhannya penglibatan pendengar adalah rendah. Tahap penglibatan mereka ialah sebagai pendengar, memberi maklumbalas dan menyertai secara langsung di dalam sesuatu program radio.

Jenis penglibatan ialah secara mendengar, menelefon, mengutus surat, perbincangan dengan pegawai, maklumbalas melalui agensi pembangunan tempatan, temuramah dan perbincangan di dalam sesuatu program siaran.

Penglibatan mempunyai hubungan yang positif dengan kesesuaian mesej, kefahaman mesej, masa siaran, kredibiliti sumber, sikap, tanggapan, pendedahan media, kosmopolitan dan penyertaan di dalam aktiviti persatuan sukarela. Walau bagaimanapun pendapatan dan pendidikan didapati mempunyai hubungan yang negatif dengan penglibatan. Faktor-Faktor ini dari hasil analisis 'multiple regression' menerangkan 43% varian tahap penglibatan audien dalam rancangan radio tempatan.

Faktor utama yang menghalang penglibatan ialah ketiadaan kemudahan telefon di kebanyakan rumah, penerimaan siaran radio yang kurang baik, kandungan mesej tiada hubungan

dengan keperluan pendengar dan ketiadaan masa lapang untuk melibatkan diri.

Terdapat beberapa cadangan bagi menggalakkan penglibatan pendengar: masalah penerimaan siaran radio mesti diatasi; perbanyakkan dan pelbagaikan program siaran bagi memenuhi keperluan semua peringkat pendengar, sama ada tua mahupun golongan muda, wanita mahupun lelaki; dan tingkatkan program radio yang berbentuk penyertaan. Pegawai penyiaran perlu mendekati diri dengan masyarakat kampung bagi menghasilkan program berorientasikan pembangunan melalui program seperti drama, perbincangan dan temuramah. Ini akan menggalakkan pendengar untuk melibatkan diri di dalam sesuatu program.

# CHAPTER 1

## INTRODUCTION

### Communication and Development

In developing countries, the role of communication and development has attracted much attention from scholars, politicians, international and national organisations and communication practitioners. Early works of communication scholars such as Schram (1964) and Rogers (1969) supported the notion that the mass media is a powerful vehicle for rural and national development.

Rogers (1969), after carrying out a cross-cultural research on the diffusion of innovation to farmers, observed that media exposure is positively related to the innovativeness, empathy, education and high motivation of the people. In Carman's (1988) view, this notion of the role of communication in development is the assumption that gave rise to diffusionism which holds that communication, applied in the right fashion and dose, has by itself the power to bring about development.

Development during the 1960's, therefore, placed great hopes on the availability of mass media. The media was seen as agents for social change to bring progress under the old paradigm of development which Rogers (1969) defined as:



a type of social change in which new ideas are introduced to produce higher per capita income levels through more modern production methods and improved social organisations (pp 224).

The old paradigm of development is based on economic growth through industrialisation, capital intensive technology and heavy reliance on the mass media whilst alienating people from the development process. In order to achieve this form of development, media infrastructure and hardware were installed with enthusiasm in most third world countries. The emphasis was on transfer of modern ideas and attitudes to the people for the purpose of achieving concrete physical and economic development (White, 1983). Agricultural and rural development projects were massively carried out and target audience were seen as passive recipients of development information.

This approach to modernisation and development failed to achieve any appreciable measure of development in third world countries. Dissanayake (1981) noted that even though in certain cases gross national product rose, and there were increases in exports, other problems such as unemployment, urban congestion and pollution emerged. The rural areas remained underdeveloped, thus making the gap between the rich and poor wider. It was clear, Dissanayake further noted, that the progress which was expected to result from the old paradigm of development did not materialise.

Carman (1988) also stated that diffusionism has not brought about what it promised -- the universal raising of the living standards among rural populations. Also, the notion held by some early diffusionists that the peasantry were distrustful, paternalistic and hostile and should be blamed for their state of underdevelopment, has been found to be unjustified.

Thus, the role of the mass media and the effectiveness of the old-paradigm of development came under severe criticism. The result was a rethinking and reformulation of the role of mass media in development. A new paradigm of development therefore emerged. Rogers (1976) defined this new paradigm of development as:

a widely participatory process of social change intended to bring about social and material advancement (including greater equality and freedom) for the majority of the people through their gaining control over their environment (pp 225).

A key concept in this new paradigm of development is participation. According to Carey (1974), to help achieve this kind of development, attempts are being made at realising the potential of the communication process as a shared experience through people's participation.

In Carman's (1988) view, participation is all what communication is about. Communication, he noted, has its foundation in the trust in people's own ability to cope. People's participation in communication for development, therefore, is based on their right to decide for themselves their information and development needs.

## Radio and National Development

Radio has a major role to play in the third world's effort towards development. Radio can reach millions - including audiences of the remotest settlements - at a very cheap cost (Lent, 1978). In most countries it remains the only available means of making quick contacts with the people.

Head (1974) stated that radio is not inhibited by illiteracy and it has the highest rate of circulation in terms of reaching the people. Burke (1975) noted that this is what makes the radio the only truly significant means of information, education and entertainment to the people in third world countries where majority of the populations are isolated by illiteracy and lack of transport.

Radio is a powerful tool in promoting growth and development. In MacAnany's (1980) view, radio's advantages -- time, cost, effectiveness and localness-- make it an important and indispensable tool for development of the third world. Economic progress in developing countries therefore depends, to a very large extent, on how communities are involved in the process of change and development through the use of radio.

Katz and Wedel (1977) observed that the potential of radio to contribute meaningfully to development has been realised by developing countries. Most of these countries are



therefore using the radio effectively as a means of giving formal and non-formal education to the people.

During the past two decades, third world countries have attached so much attention to information dissemination in their national development efforts (Menon, 1986). They call for a dissemination of public information and increasing popular participation in national development planning. However, in spite of the much attention being paid to information dissemination, there has not been much progress in terms of development.

Balit (1987) explained that lack of effective communication between development planners and the media on one hand, and the people on the other, has been identified as one of the failures of development programmes. The growing trend in communication therefore, has been a rejection of the notion that communication should be uni-directional. Communication, if it is to be effective, should be an exchange to which each person has a contribution to make (MacBride, 1980). Radio is expected now to be used more as a tool for participation in communication for development than a tool for information from the communicator to the audience.

### **The Historical Development and Policies of Broadcasting in Malaysia**

Broadcasting in Malaysia started in the 1930's by a group of amateurs known as the Kuala Lumpur Amateur Radio Society (Sarji, 1982). Then in 1935, the British Government set up the British-Malaya Broadcasting Corporation which started transmission in March 1937.