

ABSTRAK

Shabrina Maharani Putri Prihantoro, *Fenomenologi Pendengar Kelas Menengah ke Bawah dalam Memilih Siaran Soft News pada Radio Dangdut (Studi pada Radio RDI 97.1 FM Jakarta)*.

Di tengah maraknya media digital, radio konvensional tetap bertahan sebagai sumber informasi dan hiburan bagi masyarakat kelas menengah ke bawah. Radio RDI 97.1 FM Jakarta menyajikan siaran *soft news* yang dikemas ringan dan akrab melalui program *Nyarap Kuy!*, *Indo Banget*, dan *Ngaso*, namun bagaimana pendengar kelas menengah ke bawah mengalami, memahami, dan memaknai siaran tersebut belum banyak dikaji secara mendalam.

Penelitian ini bertujuan mengungkap pengalaman, pemahaman, dan pemaknaan pendengar kelas menengah ke bawah dalam memilih siaran *soft news* pada Radio RDI 97.1 FM Jakarta sebagai bagian dari aktivitas keseharian mereka.

Landasan teoritis penelitian ini adalah fenomenologi Alfred Schutz, yang memandang makna sebagai hasil penafsiran individu atas pengalaman sadar dalam kehidupan sehari-hari, mencakup *textural description* tentang apa yang dialami dan *structural description* tentang bagaimana subjek memberi makna atas pengalaman tersebut.

Penelitian menggunakan paradigma konstruktivisme, pendekatan kualitatif, dan metode fenomenologi. Enam informan dipilih secara *purposive sampling* dari kalangan pendengar aktif RDI berlatar kelas menengah ke bawah pedagang, penjahit, pekerja bengkel, supir, hingga ibu rumah tangga. Data diperoleh melalui wawancara mendalam dan studi dokumentasi, lalu dianalisis dengan reduksi data, penyajian data, dan penarikan kesimpulan, serta diuji melalui triangulasi sumber.

Hasil penelitian menunjukkan bahwa mendengarkan siaran *soft news* RDI telah menjadi bagian tak terpisahkan dari aktivitas harian informan. Siaran ini memberikan rasa terhibur dan ditemani saat bekerja, mudah dipahami karena bahasa sederhana dan topik yang relevan dengan kehidupan nyata, serta dimaknai sebagai teman aktivitas, sumber semangat, dan media yang membangun kedekatan emosional dengan penyiar maupun sesama pendengar. Motivasi memilih siaran *soft news* bukan sekadar kebutuhan informasi, melainkan juga kebutuhan akan kedekatan emosional, interaksi sosial, dan relevansi dengan realitas hidup.

Kata Kunci: Fenomenologi, Pendengar Radio, *Soft News*, Kelas Menengah ke Bawah.

ABSTRACT

Shabrina Maharani Putri Prihantoro, *The Phenomenology of Lower Middle-Class Listeners in Choosing Soft News Broadcasts on Dangdut Radio (A Study on Radio RDI 97.1 FM Jakarta)*.

Amid the rapid growth of digital media, conventional radio continues to serve as a primary source of information and entertainment for lower middle-class communities. Radio RDI 97.1 FM Jakarta presents soft news broadcasts packaged in a light and relatable manner through its flagship programs Nyarap Kuy!, Indo Banget, and Ngaso. However, how lower middle-class listeners experience, understand, and construct meaning from these broadcasts has yet to be thoroughly examined.

This study aims to uncover the experiences, understandings, and meanings constructed by lower middle-class listeners in choosing soft news broadcasts on Radio RDI 97.1 FM Jakarta as part of their daily activities.

The theoretical foundation of this study is Alfred Schutz's phenomenology, which regards meaning as the product of an individual's interpretation of conscious experience in everyday life, encompassing textural description of what is experienced and structural description of how subjects assign meaning to those experiences.

This research employs a constructivist paradigm, a qualitative approach, and a phenomenological method. Six informants were selected through purposive sampling from active RDI listeners of lower middle-class backgrounds — including traders, a seamstress, a mechanic, a driver, and a homemaker. Data were collected through in-depth interviews and documentation studies, then analyzed through data reduction, data presentation, and conclusion drawing, with source triangulation applied to ensure validity.

The findings reveal that listening to RDI's soft news broadcasts has become an inseparable part of the informants' daily routines. The broadcasts provide a sense of entertainment and companionship during work; are easily understood due to simple language and topics closely relevant to real life; and are interpreted as a daily companion, a source of motivation, and a medium that fosters emotional closeness with broadcasters and fellow listeners. The motivation behind choosing soft news broadcasts extends beyond informational and entertainment needs to encompass a need for emotional connection, social interaction, and information that resonates with their lived experiences.

Keywords: *Phenomenology, Radio Listeners, Soft News, Lower Middle Class*