

DAFTAR ISI

DAFTAR ISI.....	i
DAFTAR TABEL.....	iii
DAFTAR GAMBAR	4
KATA PENGANTAR	vii
ABSTRAK	Error! Bookmark not defined. ii
BAB I PENDAHULUAN.....	Error! Bookmark not defined.
1.1 Latar Belakang	Error! Bookmark not defined.
1.2 Rumusan Masalah	Error! Bookmark not defined.
1.3 Tujuan Penelitian.....	Error! Bookmark not defined.
1.4 Manfaat Penelitian.....	Error! Bookmark not defined.
BAB II TINJAUAN PUSTAKA DAN TEORI.....	Error! Bookmark not defined.
2.1. Tinjauan Pustaka	Error! Bookmark not defined.
2.2. Tinjauan Teoritis	Error! Bookmark not defined.
2.2.1. Audit Komunikasi.....	Error! Bookmark not defined.
2.2.2. Media Pembelajaran	Error! Bookmark not defined.
2.3. Tinjauan Konseptual	Error! Bookmark not defined.
2.3.1. Kebijakan	Error! Bookmark not defined.
2.3.2. Komunikasi Kebijakan	Error! Bookmark not defined.
2.3.3. Radio Streaming dan Program Sinau Bareng JBR	Error! Bookmark not defined.
2.4. Kerangka Pemikiran	Error! Bookmark not defined.
2.5. Penelitian – Penelitian Terdahulu	Error! Bookmark not defined.
BAB III METODOLOGI PENELITIAN.....	Error! Bookmark not defined.
3.1. Pendekatan dan Metode Penelitian.....	Error! Bookmark not defined.
3.2. Subjek dan Objek Penelitian.....	Error! Bookmark not defined.
3.3. Sumber Data (Data Primer dan Sekunder)	Error! Bookmark not defined.
3.4. Teknik Pengumpulan Data	Error! Bookmark not defined.
3.5. Analisis Data Penelitian	Error! Bookmark not defined.
3.6. Validitas Data.....	Error! Bookmark not defined.
3.6.1. Uji Validitas Instrumen.....	Error! Bookmark not defined.

3.6.2. Uji Reliabilitas	Error! Bookmark not defined.
BAB IV HASIL PENELITIAN DAN PEMBAHASAN	Error! Bookmark not defined.
4.1 Hasil Penelitian	Error! Bookmark not defined.
4.2 <i>Situation Analysis</i>	Error! Bookmark not defined.
4.3 <i>Objective</i>	Error! Bookmark not defined.
4.3.1 <i>Strategy</i>	Error! Bookmark not defined.
4.3.2 <i>Tactics</i>	Error! Bookmark not defined.
4.3.3 <i>Actions</i>	Error! Bookmark not defined.
4.3.4 <i>Control</i>	Error! Bookmark not defined.
4.4 Pembahasan	Error! Bookmark not defined.
4.4.1 Pembelajaran Berbasis Siaran Radio	Error! Bookmark not defined.
4.4.2 Analisis SOSTAC Berdasarkan Temuan	Error! Bookmark not defined.
4.4.3 Actions	Error! Bookmark not defined.
4.4.4 Audit Komunikasi Program “Sinau Bareng JBR” Sebagai Media Pembelajaran Siswa	Error! Bookmark not defined.
4.5 Rekomendasi Terhadap Hasil Penelitian....	Error! Bookmark not defined.
BAB V PENUTUP	Error! Bookmark not defined.
5.1 Kesimpulan	Error! Bookmark not defined.
5.2 Saran	Error! Bookmark not defined.
DAFTAR PUSTAKA	Error! Bookmark not defined.

DAFTAR TABEL

<u>Tabel 1. 1 Grafik Log Pendengar Jogja Belajar Radio.....</u>	9
<u>Tabel 2. 1 Penelitian Terdahulu</u>	39
<u>Tabel 3. 1 Hasil Pengujian Validitas Item Variabel.....</u>	60
<u>Tabel 3. 2 Hasil Pengujian Reliabilitas</u>	62
<u>Tabel 3. 3 Hasil Pengujian Reliabilitas</u>	62
<u>Tabel 4. 1 Pendengar Periode 2017-2022 JB Radio</u>	76
<u>Tabel 4. 2 Program Inspirative Program JBRadio</u>	83
<u>Tabel 4. 3 Jadwal Program Siaran JBRadio.....</u>	83

DAFTAR GAMBAR

<u>Gambar 1. 1 Program Acara JBRadio</u>	10
<u>Gambar 2. 1 Kerucut pengalaman (Sumber Wyatt Looper, 1999)</u>	23
<u>Gambar 2. 2 Dale Pyramid (Sumber Edgar Dale, 1969)</u>	25
<u>Gambar 2. 3 Bagan Kerangka Pemikiran</u>	38
<u>Gambar 3. 1 Model Komunikasi Smcr</u>	