

ABSTRACT

Novia Dewi Sukmawati, 213106072, 2024. **The Application of 5 Criteria of Interpersonal Communication Skills by RRI Madiun Broadcasters in the *Sore Ceria* Program.**

Broadcasters are one example of an occupation that has a big role as a communicator. Good communication skills create effective communication. In realizing effective communication, broadcasters apply 5 criteria of interpersonal communication, including openness, empathy, support, positivity, and equality. This final project report aims to find out the application of the 5 criteria of interpersonal communication skills by RRI Madiun broadcasters in the *Sore Ceria* Program and the obstacles faced by broadcasters. This research uses descriptive qualitative research methods. Data collection was conducted through primary data sources through direct observation and interviews with broadcasters of PRO 2 RRI Madiun's *Sore Ceria* Program, as well as from secondary sources such as theses, journals, magazines, news, and other relevant documents. Visual documentation in the form of photos and voice recordings were taken to support the data obtained during observations and interviews. The results showed that the announcers of PRO 2 RRI Madiun's *Sore Ceria* Program had successfully applied the 5 criteria of interpersonal communication well on the criteria of openness, empathy, support, positive attitude, and equality. However, there is still a need for improvement in one of the professionalism points, namely the supportiveness criterion. The announcer had difficulty in finding the right words for the questions given, which were repeated several times, wasting time during the broadcast.

Keyword: *Interpersonal Communication Skill*, 5 Criteria Interpersonal Communication, RRI Madiun

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Penyiar adalah salah satu contoh bidang pekerjaan yang memiliki peran besar sebagai komunikator. Kemampuan komunikasi yang baik menciptakan komunikasi yang efektif. Dalam mewujudkan komunikasi yang efektif, penyiar menerapkan 5 kriteria komunikasi antarpribadi, antara lain keterbukaan, empati, dukungan, kepositifan, dan kesetaraan. Laporan tugas akhir ini bertujuan untuk mengetahui penerapan 5 kriteria keterampilan komunikasi interpersonal oleh penyiar RRI Madiun dalam Program Sore Ceria dan kendala yang dihadapi penyiar. Penelitian ini menggunakan metode penelitian kualitatif deskriptif. Pengumpulan data dilakukan melalui sumber data primer melalui observasi dan wawancara langsung dengan penyiar Program Sore Ceria PRO 2 RRI Madiun, serta dari sumber sekunder seperti skripsi, jurnal, majalah, berita, dan dokumen-dokumen lain yang relevan. Dokumentasi visual berupa foto dan rekaman suara diambil untuk mendukung data yang diperoleh saat observasi dan wawancara. Hasil penelitian menunjukkan bahwa penyiar Program Sore Ceria PRO 2 RRI Madiun telah berhasil menerapkan 5 kriteria komunikasi interpersonal dengan baik pada kriteria keterbukaan, empati, dukungan, sikap positif, dan kesetaraan. Namun, masih perlu perbaikan pada salah satu poin profesionalisme yaitu pada kriteria sikap mendukung (supportiveness). Penyiar mengalami kesulitan dalam menemukan kata yang tepat untuk pertanyaan yang diberikan, yang diulang beberapa kali, sehingga membuang waktu selama siaran..

Kata Kunci: *Interpersonal Communication Skill, 5 Criteria Interpersonal Communication, RRI Madiun*