

# Identification of the Radio-Broadcast Source Benefit on Sustainable Environmental Development (Case Study in Sangihe Archipelago Regency, Border Region Between Indonesia-Philliphines)

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## ABSTRACT

Sangihe Archipelago Regency is a border region between Indonesia and Phillipines with an inadequate accessibility of mass media's facilities and infrastructure assign radio broadcast as an alternative for communication and information. By an advantage in lower operational cost, faster in dissemination of information and a wider range, make the radio disseminate information, education and entertainment has a big ability to compile public. Radio broadcast which consists of information news, interactive dialogue broadcast, direct or live broadcast, entertainment broadcast, health and family education broadcast and advertisement that has the benefit to individual and society behavior as a form of beware surveillance and instrumental surveillance, interaction and communication innovation. The functions and benefits of radio broadcast have a causal relationship which can prevent deforestation and environmental vulnerability of social, create a nation integration and nationalism, train to think and act quickly on the environment to achieve environmentally sustainable development

**KEYWORDS:** broadcast, benefit, iinteraction, reaction

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## INTRODUCTION

Sangihe Archipelago Regency has the forest area number of 11,126.61 km<sup>2</sup> and the mainland area number of 736.97 km<sup>2</sup>, the city capital is in Tahuna. There are 26 inhabited islands and 79 uninhabited islands. Tahuna has 14 districts, 125 villages, and 22 houses of village-head. Geographically, Tahuna confined with Mindanao Island of Phillipine Republic in the northern. Most of this region consists of mountain range which is surrounded by ocean and generally the geography is hilly includes in surrounded of population residences with the land condition is labil and easy to slide, moved area of flood natural disaster and abrasion. As the border and isolated area, this region has the activity potency of smuggle or business on forbidden goods, exploitation of illegal strange fishermen, issue of terrorist transist region, and the lower understanding of society about the important function of life environment. In the context of environmental management, the function of media can be carried out by promoting the values of making attention to environment and controlling the policy (the Indonesian law of No 32 in the year of 2002 about broadcasting). The problem was identified as how far the effectiveness about the functioning of radio broadcast source in developing the sustainable environment development (High Level Conference of World- KTT, 2005) in Tahuna, Sangihe Archipelago Regency. The implementation of media function in the concept of sustainable environment development which emphasized on the concepts of corporation, participation, and empowerment in environmental management has not been optimally carried out because the function of stakeholders were atill weak for participating in environmental management.

Radio broadcast in this region is followed through analog radio as well as audio streaming (internet multi media) which was heard by children aged group, marriageab's, grown up, and parent, female and male, worker, farmer, fisherman, teacher, employer. Generally, they follow the radio broadcast at home (in the room, bedroom, kitchen), yard, mobile, garden, beach, ship, in the sea, office, market, shops. They follow the radio broadcast while resting or whereas working, every day and every time [1] such as mass media is as part of the routinity of life. The program is presented with quality and technique that can create comfortability in hearing a broadcast program with presentation style which they are like with the message content type about information, education, entertainment, and advertisement so that produce the benefit on the audience which give impact on the environmental quality, benefit, the output use which is directly as well as indirectly felt by society as the

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available service or facility that can be accessed by public. The measurement of benefit needs the long term prediction which is indirectly needed additional activity in implementation.

Kate Coyer [2] presented the Community Media in a Globalized World. He said that the Relevance and Resilience of Local Radio: analog radio remains the primary means of news and information for the majority of the world. Its low cost, ease of use, minimal equipment requirements, and near-ubiquity as a medium around the globe, make radio the most globally accessible and relevant broadcast medium, even in our increasingly digitized world. Analog radio is firm as the main facility on news and information of the majority in the world. The low cost, ease in using, minimum condition of tool, and almost in anywhere as the media in the world make the radio becomes as the global tool which is accessed and to be relevant as the broadcast media even in the world that is more and more digitized. Andreas Joesaar [3] expressed the liberal communication policy and development of public broadcasting in Estonia. He said that public service broadcasting (PSB) was needed when there was the increasing of market stress, to maintain the quality of variety and pluralism. The available media content which was needed for the democratic society was the duty of communication policy. Communication policy analysis and aspect were the usefull tool for building the regulation of public service broadcast on digitized period. Andreas Joesaar [3] concluded that the reliability of public service broadcasting is stable at a high level and it is still remarkably important for the society. The reliability of public service broadcast was stabil in high level and it was still very important for the society of Estonia. Public Service Broadcasting (PSB) has still kept its leading role as platform for public debate and reliable news source. The public service broadcast was still continuous as the main function of platform for public argue and the source of trusted news.

The objective of this research was to investigate how far the function of controlling and empowerment of radio broadcast resource in Sangehe Archipelago Regency in developing sustainable environment. In depth analysis, this research intended to identify the dirice as well as indirect benefit of radio broadcast resource in developing the sustainable environment in the border of Sangehe Archipelago of Indonesia-Phillipine which was focussed on the process to understand the benefit of radio broadcast as the communication media. This media was as a part of the integrity that was related with environmental problem. In further, this research intended to be going to answer some phylosophical facts of radio broadcast benefit in developing the sustainable deelopment in Sangehe Archipelago Regency in the border of Indonesia-Phillipine.

## MATERIALS AND METHODS

Research methodology emphasized on qualitative approach by using non probability sampling technique. Researcher has mixed and intercatoned with the group of informan so that could be understood the problem which was related among one to another and the enclosed problem solving which related with culture and society activity in this region. The approach focussed on the interaction and process of sustainable environmental development that was based on the research process due to the problem and there was systematic.

The informen were interiewed due to the research objective and they were mainly interviewed related with the important policies and then there was observed and asked the information that could represent the population and had the characteristic so that was as the reference of previous respondent due to the snow ball research as described in Table 1.

Table 1 List of informen

	Name of informan		Information
01.	Informan 1	Stakeholder	Fox Pop / Audience
02.	Informan 2	Attentor	Fox Pop / Audience
03.	Informan 3	Observer	Fox Pop / Audience
04.	Informan 4	Politician	Fox Pop / Audience
05.	Informan 5	Businessman	Fox Pop / Audience
06.	Informan 6	Cendekiawan	Fox Pop / Audience
07.	Informan 7	Fisherman	Fox Pop / Audience
08.	Informan 8	Farmer	Fox Pop / Audience
<b>Fox Pop : society voice (Suara Rakyat)</b>			

The primary data such as interview with the informan was recprded, noted, direct observed, and remembered. The secondary data studied some documents. Data collecting was carried out through society direct participation, group and individual, in depth remembering, looking, and feeling due to the research objective for finding the complex interaction due to the field condition. The secondary data was online.

Technique of analysis and meaningfull analysis of the relation among variables asked the formulated problem by analysis of qualitative data systematically, regulatedly, structurely, and had the meaning through the procedure for making category, settting data, and evaluating them by using the available data and then giving the rational information based on the meaning of data content logic.

Analysis model used domain analysis for finding and obtaining the general illustration or the entirely characteristic. The validity of research used systematic procedure.

## RESULTS AND DISCUSSION

Location of study is physically still isolated and can be classified as solitary region with the acceptability of facilities on communication and information have not been available. The difficulty of access on printed and electronic mass in this region has placed the radio broadcast as the alternative of facilities on communication and information. Radio has more benefit of cheaper operational cost in wide distribution of information and wider attainability. There are 39.3% of adult population in 5 big cities of Indonesia which hear radio [4]. Goody and Watt [5] said that radio was as the innovation form of potential communication. Therefore, based on the potensy of radio audience can be become as the choice of effective media for widening distribution of information. However, radio has high ability for building the general opinion or collecting the public opinion.

### The benefit of news and information due to the behaviour and sustainable environmental development

The information news through radio broadcast is very easy and can be quickly heard by the Tahuna society. In addition, the geographic attainability is wider and has personal characteristic. Society is a group of persons that form a system which most of the interaction is among the individues in this group [6]. The happening of social interaction is due to the social contact and communication which will give the reaction. Domininick [7] mentioned that the function of mass communication for society included warning and instrument surveillance. Surveillance is divided into two as beware surveillance and instrumental surveillance. Beware surveillance occurs when media inform us about threat. Instrumental surveillance has to do with transmission of useful information in our daily life.[7]. Surveillance is divided into two such as warning aurveillance and instrumental surveillance. Warning surveillance is appear when the media informs to us about threat. Instrumental surveillance is related with the useful information in daily life. Table 2 presented the benefit of news and information due to the behaviour and sustainable environmental development.

Table 2 The benefit of news and information due to the behaviour and sustainable environmental development

Radio broadcast	Benefit	
	Behaviour	Sustainable environmental development
News and information	<ul style="list-style-type: none"> <li>- Anxiety</li> <li>- Akuvasitus</li> <li>- To attend the conservation rule (not to build in the sliding area)</li> <li>- Diciplinary trafficking</li> <li>- To prevent the struggle of strong drink</li> <li>- On duty and being active functioned to develop own region</li> <li>- To form the solidarity union</li> </ul>	<ul style="list-style-type: none"> <li>- To prevent deforestation</li> <li>- To prevent social anxiety</li> <li>- To be created national integration</li> <li>- To get Adipura reward 2013</li> </ul>

The meaning and relation of variables  
Source: Field data, 2013

The news about natural disaster as sliding land which caused the victims and stimulated information which is detected by the sensoric system is remained on thinking and individu or society ear. Dusenbery in Sensory Ecology [8] presented that the other important information was only caused by the input causal and could be used to predict the causal input in other time or place.

Information has an important function for helping to reduce the personal anxious sense [9]. However, the more information can influence or increase the personal knowledge and by the knowledge will cause the consciousness and in the end the person will have the behaviour which is suitable with the belonged knowledge.

Anxiety was related with motivation [10]. Leeper [10] said that because somebody was fear of would be stimulated to the certain aim. Kontjaraningrat [11] said that the function of social controlling was to develop the fear sense. Terry [12] presented the motive of fear as the behaviour stimulator. The benefit philosophy of radio broadcast was able to change the behaviour for preventing the danger of sliding land by not to build residence in sliding area as the cause of anxiety and it was as the action of individual interaction in society group so there could prevent the deforestation of stripped forest. On the contrary, they rised the benefit of resources that carried out the rule of conservation for preventing the forest damage which gave impact on the benefit of social prosperity healthy and biological variety.

There was different with the informan which followed the news about traffict accident caused by strong drink. They confessed to hear when driving a car and becoming fear to consume strong drink even to invite and provocate friend and family about the danger of strong drink for not consuming the strong drink (to transfer the further information to the persons)

This is also considered as a media transfer. On the other hand, we could take the perspective of a sociologist and look through a wide-angle lens to consider the functions performed by the mass media for the entire society that called as macroanalysis [7]. There was also considered as transfer media. In the other side, we can take the perspective from sociologist and to see the wide side to consider the function of media for the whole society that is mentioned as macro analysis.

To transfer information as a form of society participation on government of social participation included to prevent the struggle as the consequence of geographical position in this region which was as the boundary region with Phillipine. The struggle included strong drink which would present social anxiety which was directed to political anxiety. Philosophy of other benefit was to prevent the impact of social environment such as to emphasize the criminality and to create the environment of healthier trafficking.

There was an informan who has followed the radio broadcast which presented the news about environmental case, the successful and reward giving of other region. The informan was interested to look the problem in his own region as the comparison [13] (agenda setting). Radio as mass media has an ability in forming the audience opinion through the message. The informan confessed to called fell and to be active functioned in environmental development which caused the sense of proud on their own region, even to called fell and to be involved to develop region continuously. This case was illustrated through the observation in this region to be active participated in attracting Adipura reward 2013.

Ad libs news (based on the society demand) when hearing the information which was widely broadcasted by audience would cause the anxious and gathering sense moreover the passed away person was indicated as their family, from the same region and nation, so the audience had payed attention.

Psychological approach is more determined by attached level on thinking, feeling, or spiritual of somebody with a case object or news in the anxiousness as an aquasvitus so that could string union sense. Generally, national integrity reflects the process of persons union from some different regions or has some differences in ethic, socio-culture as well as economic background.

Dominic [7] presented the linkage function. He said that mass media could become as the united tool of varied society member so that forms the linkage based on the same ineterest and willingness. The interview with informan presented as follows: “When we still lie in Davao-Phillipine, we frequently hear from radio broadcast that there is called the name of friends or families that lived in home village and we immediately remember our home-village”.

The phenomenon was indicated by the attached union and unit (unitor) of varied society member. There could prevent national disintegrated threat that was looked from geographical strategic position in this region which was as the boundary. However, the disintegrated phenomenon was marked by the missing of belonging sense and the linkage or communal solidarity.

**The benefit of dialog broadcast due to the behaviour and sustainable environmental development**

The collision of law which causes environmental hazard will give directly as well as indirectly impact to draw the right fullfiling in complying the base demand of society life. This condition can cause the society restless and social hardness. According to Hubermas [14], public sphere is as the space chink among the state and civil society which every citizen can involve himself/ herself in discourse about the together problem and for controlling state and market. Interview result with a person who is as the radio broadcaster about the program of interactive dialog was as follow: “We carry out the interactive dialog with the audience which is presented in the form of dialog and has the characteristic of carrying out interaction to each other”. Table 2 presented the benefit of dialog broadcast due to the behaviour and sustainable environmental development.

Table 2 The benefit of dialog broadcast due to the behaviour and sustainable environmental development

Radio broadcast		Benefit	
		Behaviour	Sustainable environmental development
Interactive broadcast	dialog	<ul style="list-style-type: none"> <li>- There is the communication between government and society</li> <li>- To control public policy</li> <li>- To preent the deviation</li> <li>- Project implementation is suitable with the design</li> <li>- To select the society representative more selective as the Political Participation</li> </ul>	Quality standard of life environment

The meaning and relation of variables  
Source: Field data, 2013.

On the interactive dialog broadcast, the audiences are invited to be invloved in solving problem together due to the topic which is become as broadcast material for controlling the surveillance so there is created the communication between government and society. Dominick [7] said that the first function of mass media in

society I choose is Surveillance. Surveillance refers to what we popularly call the news and information role of media. The media have taken the place to sentinels and lookout.

Radio media has functioned to delve the willingness of audience and information about the estimation of project implementation collision. In this case, society has the quadrant themselves in appreciating, occupying, making opinion mainly the real behaviour to the environment which became as neutral area and free from the authority quadrant of government and market. Therefore, it will give impact on the behaviour change in implementing project in this region which goes out suitable with the design [1]. Communication is effective if the stimulation which is presented and intended by the sender or source, is very related with the stimulation which is caught and understood by the acceptor.

When the society hear about government project, they can understand the aim of government project development and will act to the government program as the form of social participation on community involving in public policy, social mobilization to society, so it can go away from the deviation and collision with some forms which harms and stimulates the exaltation of society moral damage. In addition, as the manager of government project, he/ she felt to be controlled by radio media. It meant that there was anxiety about the collusion and conspiracy that harmed the environment which could be heard by society. Interview with one of the project manager in an department presented as follow: "There is radio broadcast, anyone feels not to be calm, he/ she is afraid to make mistake because there are some news about the deviations and to be faced with law, it is due to the society which are very sensitive and it cannot be closed about the information, so we make effort to carry out duty to the rule".

By carrying out project due to the rule, not to be mocked, to go ahead being suitable with the planning and to fulfill the condition of environmental safety as government social responsibility, so the society can accept the social service, right to food, right to healthy, right to work, civil and political right. This condition can increase the environmental quality standard of socio-economic-culture like value system and norm which can give the sense of safety and prosperity for society, prevent the wider on social restless, social equivalence, and social hardness.

In addition, the informan presented the benefit of information which was obtained from radio broadcast as the social control as follow: "In fact, A which has been chosen as the social representative, after hearing the news from radio, she/ he carried out the corruption. I did not suppose before. I hear that A was very honest, so on the selection time, I choose him/ her. Therefore, for the next I have more experience and to be careful to choose the society representative".

The impact of informan behaviour in responding accepted news or information affects the society participation in government institution [6]. Political participation was more oriented on influencing and sitting the society representative in government institution. The available information helped the informan in making decision that next time the informan is critical in choosing more effective society representative and has the commitment to environment.

**The benefit of direct broadcast due to the behaviour and development of sustainable environment**

Direct broadcast is as the idea series which is changed into the form of words for transferring an interesting concept that is verbal as well as non verbal sent through the channel of radio broadcast directly so the message is able to coverage the wide communicant. Direct broadcast like the program of news, sport that have the strength of information to be immediately and directly broadcasted which the reporter with the ability to give illustration through the words for describing the object condition of report and information, so it can create the audience imagination through audio indra which by effect it is seem visually. Table 3 presented the benefit of direct broadcast due to the behaviour and development of sustainable environment.

Table 3 The benefit of direct broadcast due to the behaviour and development of sustainable environment

Radio broadcast	Benefit	
	Behaviour	Development of sustainable environment
Direct broadcast	<ul style="list-style-type: none"> <li>- To train the imagination</li> <li>- Emotion, feeling, and thinking</li> <li>- Estimation of fast thinking</li> <li>- Fast action</li> <li>- To memorize</li> </ul>	Fast response in action to the environment

The meaning and relation of variables  
Source: Field data, 2013

"If hearing direct broadcast about football is felt very violent and to be continuously buzzed although there has been few days before and it was still remembered the situation and game process clearly".

Radio broadcast is as the in a moment hearing of audio media. It meant that there is only depended on ear to follow or hear the broadcast which can develop image, by sound effect, and broadcaster style can be more imaginative to depend on ear in a moment or once through the voice of words. According to Meinenda [15],

words for creating the dialog trace with the audience is to stimulate for reacting to create the situation that built emotion [16]. Emotion is as energizer. Richard Lazarus [17] said that emotion emphasized on the estimation or understanding about the information which came from environmental situation and from inside [18]. Emotion refers on a specific feeling and thinking, a biological and psychological condition, and a series of trends to be acting. Estimation of accepted information through audio without visual can train to think and fast acting and responding to environment.

**The benefit of entertainment due to the behaviour and development of sustainable environment**

Entertainment broadcast like music [19] has communicated sense or condition of heart. For music entertainment, generally the audience get the pleasure and happiness, in addition as well as fatigue medicine, disappointment, solitude. Fact in field presented that radio broadcast is more liked by individu for spending free time. Table 4 showed the benefit of entertainment due to the behaviour and development of sustainable environment.

Table 4 The benefit of entertainment due to the behaviour and development of sustainable environment

Radio broadcast	Benefit	
	Behaviour	Sustainable environmental development
Entertainment	<ul style="list-style-type: none"> <li>- Scheduling on activity which decreases time for assembling</li> <li>- To keep up for a long time to stay at home</li> <li>- To let stress</li> <li>- Love sense of birth place</li> </ul>	<ul style="list-style-type: none"> <li>- The increasing of environmental quality</li> <li>- To be created the textified environmental situation</li> <li>- To be created the nasionalism which can prevent the disintegration</li> <li>- To hold the social restless</li> </ul>

The meaning and relation of variables  
Source: Field data, 2013

As presented by young informan who is in a trap to spend time in bedroom by hearing music entertainment moreover before sleeping so it can decrease the time to assemble together with his/ her friends. According to Steven H [20], staying at home as the impact of being interested to hear entertainment music for a moment as well as a long time, did not have significant effect. In addition, he said that the effect of mass media presenting was as social effect. The effect on activity scheduling if it was related to the negative social activity would decrease time with only 10 minutes to decrease time for assembling at night and it was possible to be able to prevent the available conflict like hazard because the behaviour of a human group to another group would cause the hardness and damage on the wide community. The hardness and damage could interup the environmental quality. Th behaviour of activity scheduling as the impact of radio broadcast which was related to the environmental quality could give optimal support for social life sustainability in this region, to feel keeping up for a long time to stay in their own place.

According to informan who liked to hear entertainment broadcast, humour with funny stories could get loss stress from private or family problem, even the funny stories which were got from radio broadcast was remained to be remembered and to continue it to his/ her friends when gathering so it was created testified environmental situation with full humour, to decrease stressness and social restless.

Entertainment broadcast is related with the increasing of nasionalism in making effort to prevent disintegration in boundary region due to the expression of informan as follow: “When bussy time, there did not suppose that in radio the presenter turned on owned village regional song, it was direct remembered childhood with friends did not know where they were now, when hearing the regional song in radio, it was felt to go village home”. Desire word of going village home indicated the love sense of birth place which directed on the love sense in nasionalism region.

**The benefit of education due to the behaviour and development of sustainable environment**

According to David Popenoe [21], education guaranteed the social integration from the source of social innovation [22] which influenced fast or slow of the integration process such as effectiveness of communication. The more effective on communication caused the faster on reaching the society members integration. Integration was as a process such as habit, value system. Table 5 presented the benefet of education due to the behaviour and development of sustainable environment.

Table 5 The benefit of education due to the behaviour and development of sustainable environment

Radio broadcast	Benefit	
	Behaviour	Sustainable environmental development
<b>Education :</b> -healthy -family	- to change the habit - there is conciousness - to be able to differentiate wet and dry garbage - variety of eating pattern - to be deligent to take a bath - to be successful to build prosperous family	- To prevent the negative social impact - To prevent terorism - Environmantal regularity -to create the clean and health environment

The meaning and relation of variables  
 Source: Field data, 2013

Individual behaviour changes are depended on the stimulation demand which can gavie the change and individual behaviour like stimulation that can be understood in context of the human demand [23]. Healthy behaviour is as the function of accessibility to information. Healthy educational information through the radio broadcast is about the impact for healthy if breathing the dirty air in the road, being important to protect head from sunshine and it is as the stimulation to take tyhe behaviour change of audience as the motor cyler likes to use helm as the healthy protection and the form of citizenship as declared by Aristo [6] in implementing the government policy program of using helm.

Cultural transimtion, socialization, and education through radio broadcast about the interest to care healthy or disease is as the development of early warning system with the behaviour change from negative (unhealthy) to positive due to the healthy value, how the citizen ought to act and what they hope. Result of field research in creating clean environment indicated that some citizen members have been able to differentiate wet and dry garbage. To maintain physical healthy as more nutrition food was also seem in this region and it had the trend towards varied food pattern as well as the bahaviour of taking a shower which was generally once a day or two day became to wice a day.

Educational broadcast about family prosperity as being presented in the interview with informan as follow: “Everyday which all of family member go to school, office, as the house wife, in order to be not silent, I hear the radio broadcast whereas preparing food and the other routinity and I ever follow about the success of children from poor family but they can reach the top ranking in class as the impact of parenting function.

To hear the other family success in educating children, the essence of this interview was the mother was stimulated to be more attentive and guide family. According to Schlaffer, woman was as the biggest company agent in every citizen. Mothers had strategic position in family and were able to handle childrem from fear, self decline, disappointed, and being angry to prevent the hardness, radicalizatin, and extreme thinking from family member. Schlaffer concluded that it could prevent their chil became as a terrorist.

**The benefit of advertisement due to the development of sustainable envieionment**

The radio broadcast which is often followed by the audience in this region in the form of advertisement story spot is also in the form of Jingle song which contents of commercial messages, one of them is advertisement of banking which is specially set and interesting and consists of benefit, saving profit even the harm if not saving which is set so that is comfortable to be heard, adaptive with language style, audio, sound effect, intonation, accent, and stressing dialog in talent expression of unique sound and not to be boring on audience ear if it is repeatedly broadcasted. In shortly, it is interesting for audience which is potetially to be remembered and indluences the audience willingness to make decision and acting. Citizen will reject the unsuitable message by experinece, behaviour, demand, and their values. The action which is taken by citizen that accept is as the advertisement effect of a banking institution which is presented as follow: “Every time there is the rest of better income, I directly go to save in bank because if there is only saving at home, it is certainly spending for not more profitable and in the end if there is immediate demand will cause to bewillder.

Let saving, that the advertisement letting so citizen have conciousness of the benefit event the importance of saving due to the acknowledgement of a banking employer in this region. He acknowledge that the impact of radio advertisement on the service quality increasing as the impact of customer number increasing. Table 6 presented the benefit of sdvertisement due to the development of sustainable environment

Table 6 The benefit of sdvertisement due to the development of sustainable environment

Radio broadcast	Benefit	
	Behaviour	Development of sustainable environment
<b>Banking advertiement</b>	to be influence saving to decrease the behaviour of spending or consumtive	- To emphasize the threat of garbage increasing - The risk of environmental pollution is decreasing

The meaning and relation of variables  
 Source: Field data, 2013

To be conciuos of influencing the action [24] of benefit event the importance of saving can stress the behaviour of consumtive behaviour spending in family, school, work place, general place, so it can decrease the quantity as well as quality of garbage, packing rest, traced good as the part of being able to the garbage increasing threat at home with the risk of environmentalL pollution.

## CONCLUSION

1. Benefit of news and information broadcast are able to change the individual and citizen behaviour in development of sustainable environment as a form of interaction through the function of surveillance on warning in the anxiety causal relation – acusavitus object – to attend the conservation rule (not to bulid in sliding area) – firm on trafficking – to prevent the smuggling of hard drink – to be called and being active functioned to build their own region – to form solidarity union that is estuaried on the preventing the social problem, to be created national integration
2. The benefit of inter-active dialog broadcast is able to change the individual and citizen behaviour in the development of sustainable environment as a form of intercation through the surveilance function of instrument in causal relation (there is communication between government and citizen – to control the public policy – to prevent the deviation – the project is going on due to the plan – to select citizen representative more selective than political participation) so that can fulfill the quality standard of life environment.
3. The benefit of direct broadcat is able to change the individual and citizen behaviour in the development of sustainable environment as a form of interaction on the potential communication innovation in the causal relation (to practice the imagination – emotion and thinking of sense – estimation of fast thinking – fast acting – to remember memory) so it can practice fast thinking and acting and responsive to the environment.
4. The benefit of entertainment broadcast due to the behaviour of indiidu and citizen on the development of sustainable environment as a form of function interaction on radio broadcast in the acusal relation (activity schedulling that decreases time of assembling – nice long stay at home – to miss stress – love sense on birth place/ region \) which gives the impact on nice environment situation, increasing of environmental quality, to prevent the social anxiety, to create nasionalism that can prevent disintegration.
5. The ebenfit of family and healthy education broadcat due to the individual and citizen behaviour in the development of sustainable environment as a form of function intercation on radion broadcast in the causal relation (to cahnge the behaviour – there is the conciousness – to be able to differentiate wet and dry garbage – variety of food pattern – deligent to take a shower – to be success to debelop prosperous family) due to the concept of environmental development for creating environment, to prevent the impact of negative social, to prevent terorist, to create clean and healthy environment.
6. The benefit of sdvertisement broadcast due to the individual and citizen behaviour in the development of sustainable environment as a form of radio broadcast function to affect in the causal relation (tbe influenced saving – to decrease the behaviour of consumtive spending) in the related with environmental development can stress the threat to increase garbage and the risk of environmental pollution is decreased.

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