

## **Survey Analysis on Universiti Malaysia Sabah Radio Campus (KKFM)**

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### **Introduction**

Universiti Malaysia Sabah (UMS) radio campus popularly known as KKFM was launched on 1<sup>st</sup> July 2010 and since then placed under the Corporate Communication Section (Bahagian Perkhidmatan Korporat, BPK) run by BPK's staffs. Assessable via the frequency of 91.1 Mhz within Kota Kinabalu area, KK (Kampus Kita) FM with a tag line of "*Bukan Sekadar Muzik*", literary translated as not only music, serves as a channel to boost the image and reputation of UMS in the eyes of general public and at the same time assisting the transfer of knowledge as an entertainment artefact from campus intellectuals to the surrounding communities as radio severs is an effective media that is very useful in spreading knowledge about success development and self- initiatives (Fraser, 1981).

Apart from being a premise for training art and communication students of UMS, it also serves as a popular cultural channel for interaction and socialization between students, general public and the communities in the surrounding areas as it could reciprocally bridge between a sender and a receiver simultaneously and collectively that could develop innovations by means of a radio program (Thomson, 1967).

More importantly KKFM act as a catalyst in helping achieving government transformation policies and national integration besides disseminating information as an agent of change and socialization (Singhald & Rogers, 1999) apart from airing changes within the communities to the general public (Schramm, 1964).

The programs of KKFM are made up of 6 segments namely *Krew Pagi* KKFM, *Zon Kampus*, *Café 911*, *Ampai-Ampai Krew*, *Pilihan KK* and *Zon Bebas Cakap* as shown in Table 1.

**Table 1: KKFM Radio Program Segments**

<b>Time of Broadcast</b>	<b>Segments</b>	<b>Language</b>
0600-1000	<i>Krew Pagi KKFM</i>	Malay
1000-1300	<i>Zon Kampus</i>	Malay
1300-1600	Café 911	English
1600-2000	<i>Ampai-Ampai Krew</i>	Malay
2000-0000	<i>Pilihan KK</i>	Malay
0000-0600	<i>Zon Bebas Cakap</i>	Malay

All segments in KKFM, except *Zon Bebas Cakap* are interactive in nature (telephone calls, sms & face book) as well as inviting guests to studio to discuss certain selective topics apart from disseminating information on issues of public importance.

No official study was made since its launching in 2010 on the impact and effectiveness of KKFM and this survey serves as a bench mark in understanding the pattern and audience satisfaction of KKFM.

The survey was done from December 2011 to March 2012 on 607 respondents consisting of students and staffs of University Sabah (UMS), University Technology MARA Sabah (UiTM) MARA Skill Institute (IKM), Industry Training Institute (ILP), Kota Kinabalu Polytechnic and Kota Kinabalu Master Skill College.

Analysis was based on respondents' demography of Section A of the questionnaire. Section B is on radio listening pattern of the and Section C in on KKFM radio programs as a whole.

### **Objectives and Questions**

#### **Objectives**

- To identify KKFM's audience
- To build up KKFM audience's profile
- To understand KKFM radio audience's listening pattern
- To identify KKFM audience's loyalty rate
- To identify KKFM audience's radio quality perspective
- To evaluate KKFM's program popularity rate
- To know KKFM audience's listening frequency

### **Survey Questions**

- Who are the audience of KKFM?
- What is the audience's radio listening pattern?
- How does KKFM utilized as medium in knowledge transfer from the campus to the community?
- How does KKFM used as a tool in achieving the nation transformation policy and National integration
- To what extent does the audience enjoyed programs provided by KKFM?

### **Methodology**

A set of questionnaire is used in acquiring data through structured interviews in humanities, social sciences, art and sociology. In communication and broadcasting, a research agency such as Nelsen Research Group uses this method in data collection for audience ratings.

### **Sampling**

The sampling size of this study is a total of 607 respondents consisting of students, academicians, managerial and professionals, administrators, support service staffs and communities residing within 10 kilometers from UMS main campus.

### **Data Analysis**

Data analysis is done using the Statistical Package for the Social Sciences (SPSS).

### **Researcher and Enumerator**

Enumerators for the survey are students of Consumer Behaviour Course, Communication Program School of Social Science, Universiti Malaysia Sabah under the supervision of Prof. Dato' Mohd Hamdan Hj. Adnan. The survey was done from December 2011 to March 2012.

## Findings

### Demographic Analysis

Based on questions of section A on audience's demography conducted on students and staffs of University of Malaysia Sabah (UMS), Sabah MARA University of Technology (UiTM), MARA Skill Institute (IKM), Institute Training Industry (ILP) and Master Skill College Kota Kinabalu, out of the 607 respondents, 47% are males and 53% are females.

Nineteen point one percent of the respondents are below 18 years old, 53.2% between the age of 19 and 23 years old, 10.4% are those of age between 24 to 26 years, 4.94% are those with ages between 27 to 30 years, 8.46% between 31 to 40 years and 3.8% are those whose 41 years of age and above as shown in Table 2.

**Table 2: Age of Respondents**

Age (Years)	No. of Respondents	Percentage (%)
18 and below	116	19.1
19-23	323	53.2
24-26	63	10.4
27-30	30	4.94
31- 40	52	8.46
41 and above	23	3.8
Total	607	100

*Bumi* respondents are made up 86.2 % (523) of the study and 13.8% (84) non-*bumi*. Seventy six percent point four of the respondents are of Sabah origin, followed by 6.8% from Sarawak and 16.8% are from Peninsular Malaysia.

In term of profession, 74.61% are students, followed by 9.4% from the professional and management categories, 5.44% are from the administration and support service 1.32%, housewives and others 9.23% as shown in Table 3.

**Table 3: Audiences' Profession**

<b>Audience</b>	<b>No. of Respondents</b>	<b>Percentage (%)</b>
Students	453	74.61
Professional & Management	57	9.4
Administration & Support Service	33	5.44
House wives	8	1.32
Others	56	9.23
Total	607	100

On course specialization, those under the categories of others are on top of the list 24.7%, followed by Engineering students 19.3%, Social Sciences and Arts 17.8%, Information Technology 14.3%, Pure Science 9.4%, School of Medicine 8.4% and 6.1% are economic students.

In term of academic qualifications, respondents with certificate and diploma made up of 42.5%, followed by secondary school qualification 23.88%, undergraduate 19.28%, postgraduate 7.74% and primary education 6.6%.

**Radio Listening Pattern**

Based on the analysis in section B, out of the 607 respondents, 544 (89.6%) do listen to radios while 63 (10.4%) did not listen to radios. Forty seven point eight percent out of the 544 of the respondents who listen to radios in less than 1 hour a day, 38.11% between 1 to 3 hours a day, 10.7% listen 3 to 5 hours a day and 3.31% more than 5 hours a day as stated in Table 4.

**Table 4: Duration of Listening Radio a Day**

<b>Duration of Listening</b>	<b>No. of Respondents</b>	<b>Percentage (%)</b>
Less than 1 hour	261	47.88
1-3 hours	207	38.11
3-5 hours	58	10.7
More than 5 hours	18	3.31
Total	544	100

Fifty three percent point three of the respondents listen to radio broadcast through radio followed by 14.2% via internet (computer), 18.9% via mobile phone, 1.8% using radio transistors, 5.7% via Walkman and other means 6.1% as illustrated in Table 5.

**Table 5: Source of Listening**

<b>Source of Listening</b>	<b>No. of Respondents</b>	<b>Percentage (%)</b>
Radio	290	53.3
Internet (Computer)	77	14.2
Internet (Mobile)	103	18.9
Radio Transistors	10	1.8
Walkman	31	5.7
Others	33	6.1
Total	544	100

In term of vicinity, 12.1% the respondents listen to radio while in resting in their living rooms, 0.37% while in the kitchen, 10.5% while studying, 27.8% while in vehicles, 0.7% while with their friends, 6.43% where ever radio broadcast is access able and others 7.77% as stated in Table 6.

**Table 6: Vicinity**

<b>Vicinity</b>	<b>No. of Respondents</b>	<b>Percentage (%)</b>
While in Living Room	66	12.1
While in the Kitchen	2	0.37
While Studying	57	10.5
While in Vehicles	151	27.8
While with Friends	4	0.7
Where ever is access able	35	6.43
Others	42	7.77
Total	544	100

Forty six point eight seven percent of the respondents said that they like local music, 30.9% western music, national news 4.04% , local news 5.43%, drama 0.37%, forum 1.47%, current affairs 5.69%, religious programs 1.3%, documentary 0.55% and others 2.38% as shown in Table 7.

**Table 7: Listening Pattern**

<b>Types of Programs</b>	<b>No. of Respondents</b>	<b>Percentage (%)</b>
Local Music	255	46.87
Western Music	168	30.9
National News	22	4.04
Local News	35	6.43
Drama	2	0.37
Forum	8	1.47
Current Affairs	31	5.69
Religious Programs	7	1.3
Documentary	3	0.55
Others	13	2.38
Total	544	100

Two radio stations the respondents like most are Hot FM followed by Hitz FM because of its entertaining programs.

**KKFM Radio Programs Analysis**

Based on the analysis of section C, out of 544 respondents who listened to radio only 64.7% (352) listen to KKFM as compared to 192 (35.3%) respondents who did not listen to KKFM but instead prefer to listen some other radios such as Hot fm and Hitz fm.. Two reasons given why they chose KKFM because the programs are informative and the songs are entertaining. Two reasons why respondents did not listen to KKFM one is they did not know that KKFM exists and KKFM broadcast is not clear.

In term of KKFM’s program priority, a total of 30.79% of the respondents chose for local song and music, Western Music 5.72%, national news 1.11%, local news 15.3%, guest discussion 0.3%, *Zon Kampus* program 15.3 %, Café 911 1.4%, *Ampai-Ampai Krew*8.8%, *Pilihan KK* 8.8%, *Zon Bebas Cakap* 1.99% and others, 1.7% as shown in Table 8.

**Table 8: KKFM’s Program Priority**

<b>Programs</b>	<b>No. of Respondents</b>	<b>Percentage (%)</b>
Local Songs & Music	108	30.79
Western Music	20	5.72
National News	4	1.11
Local News	54	15.3
Guess Discussion	1	0.3
Zon Kampus	54	15.3
Café 911	5	1.4
Ampai-ampai Krew	30	8.8
Krew Pagi	31	9.1
Pilihan KK	32	8.8
Zon Bebas Cakap	7	1.99
Others	6	1.7
Total	352	100

Fifty eight point two three percent of the respondents listen to KKFM less than 1 hour a day, followed by 25.3% who listen 1 to 3 hours a day, 10.22% for 3 to 5 hours a day and 6.25% for more than 5 hours a day as shown in Table 9.

**Table 9: Duration of Listening**

<b>Duration of Listening</b>	<b>No. of Respondents</b>	<b>Percentage (%)</b>
Less than 1 hour	205	58.23
1-3 hours	89	25.3
3-5 hours	36	10.22
More than 5 hours	22	6.25
Total	352	100

In term of radio listening vicinity, 10.5% of the 352 respondent said that they listen to KKFM in living rooms, 11.1% at their kitchens, 18.2% while they are in their rooms, 11.9% while studying, 29.8% inside vehicles, 4.3% while with their friends, other listening access 11.9% and others 2.3 as seen in Table 10.



**Table 10: Radio Listening Vicinity**

Vicinity	No. of Respondents	Percentage (%)
Living room	37	10.5
In kitchen	39	11.1
Room	64	18.2
While Studying	42	11.9
Inside Vehicles	105	29.8
While with friends	15	4.3
Other Listening Access	42	11.9
Others	8	2.3
Total	352	100

A total of 31.3 % of the respondents said that programs that they admire most are local songs and music followed by western pop songs and music, 20.73%, local news 3.4 % followed the national while local news 11.1%, *Krew Pagi* 7.4%, Guess discussion 0.3%, *Zon Kampus*, 11.9% , Café 911 0.57%, *Pilihan KK* 1.4%, *Zon Bebas Cakap* 2.2% and others 0.9% as illustrated in Table 11.

**Table 11: Programs Admired Most By Respondents**

Program	No. of Respondents	Percentage
Local Songs & Music	110	31.3
Western Pop songs & Music	73	20.73
National News	12	3.4
Local News	39	11.1
<i>Krew Pagi</i>	26	7.4
Guess Discussion	1	0.3
<i>Zon Kampus</i>	42	11.9
Café 911	2	0.57
<i>Ampai-Ampai Krew</i>	31	8.8
<i>Pilihan KK</i>	5	1.4
<i>Zon Bebas Cakap</i>	8	2.2
Others	3	0.9
Total	352	100

Fifty seven point four percent of the respondents said they ever heard of *Krew Pagi* segment while 42.6 % have never heard of *Krew Pagi*. Those who listen *Krew Pagi* said

that the program is entertaining. Fifty two point three percent of the respondents have heard of *Zon Kampus* as compared to 47.7 % have never listen to the program. Those who listen to *Zon Kampus* program said that the program is very informative.

A total of 49.1 % of the respondents have heard of *Café 911* program and 50.9% percent have never heard of the program. Those who listened to *Café 911* found the program is entertaining. As for the *Ampai-Ampai Krew*, 52.3% of the respondents said they ever heard the program while 47.7% said they have never heard of such program. Respondents who have heard the program said that the program is interesting.

A total of 37.8% of the respondent said they have heard *Pilihan KK* program while 62.2% said they have never heard the program. Those who listened to the program viewed that the program is entertaining. A total of 31.9 % of the respondents listened to *Zon Bebas Cakap* program while 68.1% have never listen to the said program. Respondents who listened to the program said that *Zon Bebas Cakap* program is interesting. Lists of programs listened and not listened by respondents are shown in Table 12.

**Table 12: Programs Listened and Not Listened by Respondents**

Name of Programs	Listened By Respondents		Not Listened By Respondents		Remarks
	No. of Respondents	Percentage (%)	No. of Respondents	Percentage (%)	
<i>Krew Pagi</i>	202	57.4	50	42.6	Entertaining
<i>Zon Kampus</i>	184	52.3	168	47.7	Informative
<i>Café 911</i>	173	49.1	179	50.9	Entertaining
<i>Ampai-Ampai Krew</i>	184	52.3	168	47.7	Interesting
<i>Pilihan KK</i>	133	31.9	219	62.2	Entertaining
<i>Zon Bebas Cakap</i>	112	31.9	240	68.1	Interesting

In term of whether Radio KKFM has achieved its objective as a platform for students and UMS staffs in polishing up their talents and as a mean of acquiring knowledge, the score is 13.92% very successful, 36.6% successful, 32.38% average, less successful 13.9% and 3.1% very unsuccessful.

On Radio KKFM as a medium for information dissemination within UMS campus and its surrounding areas, the result is 12.2% very successful, 35.51% successful, 26.98%

average, less 14.8% successful and 10.51% very unsuccessful.

The result on Radio KKFM as a mean of disseminating message of integration for UMS and Sabah is 11.7% very successful, 42% successful, 30.68% average, 10.8% less successful and 5.82% very unsuccessful.

On whether KKFM has succeeded in airing updated information in relation with the government intention in developing youths of visionary, the score is 38.9 % is successful, 7.7% very successful, 31.53% on the average, 16.46% less successful and 5.39% very unsuccessful.

For the ability of KKFM in developing knowledgeable and innovative young generation, 39.8% of the respondents termed as successful, 30.1% average, 15.05% very successful, 9.09% less successful and 5.96% very unsuccessful.

Thirty six point nine three percent of KKFM Radio respondents give an average assessment on the ability of KKFM in disseminating government messages casually among youths and students, followed by 29% as successful, 15.34% very successful, 36.9% average, 13.92 less successful and very successful 4.83%.

On whether Radio KKFM served as a radio admired by youths, respondents answered 33.81% as successful, 11.07% very successful, 27.7% on the average, 18.47% less successful, and 9.38% very unsuccessful. The achievements of KKFM in term of its objectives are shown in Table 13.

**Table 13: Achievement of KKFM in Term of Its Objectives**

Objectives	Very Successful		Successful		Average		Less Successful		Very Unsuccessful		Total	
	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%
Platform for Students and UMS Staffs in Polishing Talents and Acquiring Knowledge	49	13.9	129	36.6	114	32.4	49	13.9	11	3.2	352	100
As a Medium For Information Dissemination in Campus and Its Surrounding Areas	43	12.2	125	35.51	95	26.98	52	14.8	37	10.51	352	100

Government Transformational and National Integration	41	11.7	148	42	108	30.68	38	10.8	10	4.82	352	100
Developing Youths of Visionary	27	7.7	137	38.92	111	31.53	31.53	16.46	19	5.39	352	100
Developing Knowledgeable and Innovative Young Generation	53	15.05	140	39.8	106	30.1	32	9.09	21	5.96	352	100
Disseminating Government Messages Casually Among Youths and Students	54	15.34	102	28.98	130	36.93	49	13.92	17	4.83	352	100
As Youths' Favorite Radio	39	11.07	119	33.81	96	27.27	65	18.47	33	9.38	352	100

In term of professionalism of Radio KKFM presenters, 38.64% of the respondents scored as average, 29.3% high, 10.8% very high, 15.3% low and 5.96 very low as shown at Table 14.

**Table 14: Professionalism and DJ Presentation**

Professionalism	No. of Respondent	Percentage (%)
Very high professionalism	38	10.8
High professionalism	103	29.3
Average	136	38.64
Low professionalism	54	15.3
Very low professionalism	21	5.96
Total	352	100

## Discussion

Out of 607 respondents interviewed, 89.6% (544) listen to radios such as KKFM, Hot FM and Hitz FM and 10.4% (63) did not listen to radios. Entertainment programs such as music and songs that constitutes 77.8% (local music 46.85% & western music 30.9%) seems to be the favorite of respondents. Only 9.47% listen to radio news bulletin (national news 4.04% % local news 5.43%). Those who listen to current affairs made up of 5.69% while religious, documentary and other programs the score is below 3%. This is probably due to the fact that 74.61% of the respondents are students within the age of 19-23 years old (53.2%).

The listening pattern of respondents seems to be similar on Radio KKFM. Out of 544 respondents who listen to radios, 64.7% (352) listened to KKFM with a total of 52.03% are fond of entertainment programs such as local and western music and songs. Only 14.5% followed the news (national news 3.5% & local news 11.1%) and for talk (discussion) program the score is almost nil, 0.3%. The low score on news bulletin and talk program indicates that students are not interested in listening news and current affairs programs.

Respondents' assessment on program segments shows that *Krew Pagi* was on top of the list (57.74%) second *Zon Kampus* and *Ampai-Ampai* segment with the same score (52.3%) and third *Café 911* (49.1%) followed by *Pilihan KK* (37.8%) and *Zon Bebas Cakap* (31.9%). Three segments *Krew Pagi*, *Café 911* and *Pilihan KK* are considered entertaining while *Zon Kampus* informative and *Pilihan KK* and *Zon Bebas Cakap* are interesting. With only three segments reached the 50% marks (*Krew Pagi*, *Zon Kampus* and *Ampai-Ampai Krew*) something has to be by KKFM management team improving and upgrading program strategies so that all the scores should be at least at the range of 70% to 80% at least at par with other public radio station.

Likert Scale is used to the assessment of respondents on whether Radio KKFM has achieved its objectives. The highest scores on the scale of very successful is the objective of KKFM in disseminating government messages casually among youths and students (15.34%). On the scale of successful is the objective of KKFM as a tool of government transformational and national integration (42%) followed the highest on average scale is KKFM as a media of developing knowledgeable and innovative for young generation (36.93%).

In term of level of professionalism among deejays the high score is average (36.84%) followed by highly professional (29.3%), very highly professional (10.8%), low

professionalism (15.3%) and very low professionalism (5.96%). KKFM Deejays admired most are DJ Felix, DJ Ramli and DJ Alvin.

### **Conclusion**

The study shows that almost all the scores by respondents in term of assessing KKFM as a whole, do not reached the 50% mark. This indicates that drastic changes should be made in term of strategies, presentation and production in winning the heart and mind of listeners especially those residing within the campus vicinity as well as Kota Kinabalu District. Some suggestions of respondents should also be taken into account among which are to uplift program quality and presentation of KKFM, to broaden the area of coverage, airing variety of programs that could boast respondents' interest, to minimize number of advertisements and more promotions should be done on KKFM programs.

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