RADIO BROADCASTERS CREDIBILITY AS 'SPOKESPERSONS' RAISING THE
ADLIBS

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ABSTRACT

In the midst of the rapid development of communication technology, it would make the pattern of the clients of a product or service in the marketing communications activities shift from traditional media to new media. However, advertising through traditional media is still required and still effective in marketing their products or services. One of the surviving media is radio advertising through adlibs. Adlibs is advertising material that was delivered directly by a broadcaster in a program. In the perspective approach to advertising messages, radio broadcaster's role can be categorized as a spokesperson or the person who spoke on behalf of the company to present their products or services in the form of credibility. Eisend (2002) conceptualized the spokesperson's credibility on the dimensions of honesty, objectivity, charisma, and competence. Thus, this study wanted to explain how the concept of the credibility of the broadcaster, as a product spokesperson, in conveying adlibs within the scope of marketing communications as well as the effectiveness of advertising messages.

Keywords: Marketing Communications, Advertising, Spokesperson, Adlibs
I. **INTRODUCTION**

In the midst of the rapid development of communication technology, the pattern of the marketers of a product or service in marketing communication activities shifted from traditional media to new media. The demands of the times and changes in consumer behavior inevitably make market participants to adjust and adapt in conducting marketing communications strategy. The advantages of the use of this new medium as compared to traditional media that already exists among them is the speed of delivery of information, is personal and can reach out to specific target markets, to access the feedback that can be directly known from target market or consumer. No wonder, so many marketing communications activities currently use a variety of alternative new media such as web sites, social media, or social instant messaging.

However, some types of advertising through traditional media still survive and remain effective in marketing a product or service marketers. One medium that still survive are adlibs. Adlibs is a type of advertising that its existence cannot be separated from propping up the radio, as the medium of broadcasting. Although the broad reach of radio is a form of mass media that persists because it is fragmented, personalized, specialized and can be heard anytime and anywhere (J. Baran, 2010, pp. 182-183). These advantages make the radio survive in the big cities where high mobility and a solid level of congestion in the hours to and from work, such as Jakarta. While waiting until the destination location, listeners can access radio for just listening to music, listening to the latest information, participating or interacting on a specific topic presented by the announcer. Not surprisingly, the commuter is the most radio listeners.

To read adlibs certainly needs the expertise of the broadcaster. Although radio has to be segmented, so that advertisers can ensure the suitability of their product segments of potential customers with targeted radio listeners, but the ability to convey information from adlibs is determined on how broadcasters are able to persuade personally without patronizing. Widodo (Arifin, 2010, p. 193) states that more adlibs hit the target because of the effects of suggestion presented by broadcaster which then raises the interest of listeners to the product being advertised. Based on that statement, the broadcaster is an important factor in the delivery of adlibs as he serves as the lead actor. In this case, the broadcaster can be called as a spokesperson representing the company to deliver the message in the ad. Wells et al, suggesting that some kind of spokesperson of them are celebrities as endorsers, artificial character, a
respected expert, or someone like 'us' that counsel wants to know. The spokesperson existence itself can establish credibility (Wells, Moriarty, Burnett, & Lwin, 2007, p. 394).

This paper would like to try to provide an alternative framework that can be used for research by using approach spokesperson's credibility in conveying the message in advertising adlibs. Moreover, I also added the concept of the effectiveness of the messages conveyed by the broadcaster to the receiver or audience perception.

II. THEORETICAL FRAMEWORK

1. Adlibs as a kind of advertising Above-The-Line

Adlibs or commonly referred to as ad creative reading is presented directly by the broadcaster in a program. Adlibs derived from the English verb that is ad-libbed that means spontaneous delivery (transitive) and ad-libbing that means improvising in a conversation or speech (intransitive). The advantages of adlibs is that it is personal and intimate because it was delivered in a relaxed style of dialogue, sometimes using 'theater-of-mind', in which the broadcaster will provide imagination advertised product information, so as to attract the attention of the listener as potential consumers.

In marketing communication elements, types of advertisements broadcast by radio adlibs are a form of above the line advertising. The hallmark of the above the line of this form of advertising is that it can reach a wider target audience and it is informative. On the radio, the nature of the media is also more persuasive, as in the form of advertising in which the broadcaster adlibs will try to persuade the audience through a way that is familiar and relaxed.

Comparative advantages adlibs and other radio ad can be seen from its rate. Adlibs for duration of sixty seconds for example, the charge ranges between six hundred and seventy-five thousand Rupiah to one million four hundred thousand Rupiah. Meanwhile, an ad spot for the same duration, the charge ranges between five hundred thousand Rupiah to eight hundred and seventy-five thousand Rupiah. This proves that adlibs have a strong influence than other types of ads, so the pricing is more expensive. The following table shows comparative advertising rates (rate card) radio in Jakarta with a young adult audience segments.
2. **Source Credibility in Marketing Communications**

The ability of broadcasters in delivering adlibs is determined by the credibility factor. When referring to the model of the communication process, the credibility factor announcer is a source that is decisive in processing the message in adlibs to be accepted by the listener (receiver) objectively through radio (channel). The origin of credibility itself has lasted a long time, even since the start of the discussion of the rhetoric that comes from ancient Greece. In the tradition of Aristotelian rhetoric, there is the term ethos, logos and pathos. When referring to the context of the credibility of the source, then Aristotle had declared the ethos, that the speaker's ability to persuade the audience to rely on their perceptions of the character, intelligence and ability. That is, the ethos related to proficiency source so that the speaker believed to be easier to persuade the audience compared to those without (West & Turner, 2007, p. 340).
Credibility is crucial in certain circumstances, namely communication, uncertainty and relevance. Credibility is closely linked to information, which is inseparable from the process of communication, so that it can be described as a communication phenomenon that occurs at least on two sides. If communication occurs between the suppliers and consumers, it will be so-called marketing communications (Shimp, 2000). Marketing communications can be defined as any form of communication aimed at influencing the economy of a company or representatives as the source in communication, while the consumer is a message receiver. Uncertainty can be described as the perception of imperfections on information (Downey and Slocum, 1975). This means consumers do not know the truth of the information. To reduce this uncertainty, consumers can gather information or ensure the quality of information (Gemnden, 1985). Finally, credibility becomes important will occur when the decisions or actions based on information that can be verified by that individual. Therefore, the information must have relevance to qualified individuals as recipients of the message (Eisend, 2002, p. 367).

Based on the above definition, it can be raised that there are three aspects of credibility. First, credibility perceived by the recipient, so that a perception or attribution on an object is not always inherent to the quality of an object. Secondly, the credibility associated with a variety of objects that can be true or false, or can be delivered correctly or bias. A variety of possible objects credibility of marketing communications including messaging (e.g. advertising messages), resources (e.g. company, spokesperson in advertising and the salesperson), advertising as communicative systems, and medium which not only serves as the transmission of a message but its presence also affects the message itself. Finally, credibility is a multidimensional concept that cannot be measured directly (Eisend, 2002, p. 368).

This concept of multidimensional credibility gives assessment criteria to the recipient in communication system related information. The assessment criterion is related to the recipient wishes to attribute the truth and substance of information. Dimensions contained in such credibility are the expertise (expertise) and confidence (trustworthiness). Dimensions of expertise is usually represented with such scale assessment experience, well-trained, qualified, and intelligence capabilities. The dimensions of trust are usually represented with a scale of assessment such as honesty, truth, openness, fair and unselfish. Even so, the assessment on these dimensions represents only a general assessment of the recipient of the communicator. A more specific assessment and specifically are very dependent on specific circumstances that are varied (O'Keefe, 2015, p. 203). Eisend (2002) conceptualized on the dimensions of credibility, especially in marketing communications.
Eisend (2002) conceptualized the spokesperson's credibility on the dimensions of honesty, objectivity, charisma and competence as seen in the chart below 2.2.

![Chart 2.1](image)

**Chart 2.1**

Conceptualization of *Spokesperson* Credibility

The focus of research conducted by Eisend is conceptualizing credibility in marketing communications, one of whom spokesperson, as a multidimensional concept. Various studies conducted previously have detected different dimensions of credibility. Competence and honesty were identified by Hovland et al. (1953). Then, the dimension of dynamism and attractions were added (Baudhuin & Davis, 1972; Berlo, Lemert & Mertz, 1969; Ohanian, 1990). By Eisend, dimensions of competence, attractions, and dynamism were then classified into a one-dimensional perception of the potential of the truth, meanwhile the dimensions of honesty were classified into dimensional perception of the tendency of the truth (Eisend, 2002, p. 372). On the dimensions of honesty, there are several indicators that are realistic, honest and sincere. Then dimensional accuracy and objectivity consist of no bias. The dimension of charisma consists of attractive, capability of displaying excellence, expressive, dynamic and attractive. Finally, the dimensions of competence consist of experience, knowledge, skills and professional.

3. **The perception of the listener in the facets model of effective advertising**

The facets model of effective advertising is a model developed from the model AIDA (Awareness-Interest-Desire-Action) and the model TFD (Think-Feel-Do). This model is considered to be explained properly about how advertising produces a wide range of responses from consumers. The Facets Model consist of six types of consumer response, the perception
(perceive), understand (cognition), feel (affective), connect (association), persuasion (believe), and behavior (act). Six types of consumer response can be seen in the following figure (Wells, Moriarty, Burnett, & Lwin, 2007, p. 109).

![Chart 2.2]

**Chart 2.2**

The Facets Model of Effective Advertising

Based on earlier statements that the credibility of the source is very dependent on what is perceived by the recipient. Thus, the authors emphasize the use aspect of the perception of the facets model of effective advertising. Perception is defined as the process of receiving through the senses to make meaning. On chart 2.3 above shows that aspects of perception consist of several key components, exposure plays a role to make first contact, attention and selection that act creates the stopping power, relevance and interest in the role created interest (pulling power), awareness which contributes to create the impression and the introduction of the act creates the record in mind (Wells, Moriarty, Burnett, & Lewin, 2007, p. 110).

Based on the above theoretical framework, the authors try to give a picture frame using the basic model of communication SMCR (Source-Message-Chanel-Receiver) as illustrated in the following chart.
On the chart, the authors elaborate on the concept of the credibility of the source, which is in this case; the broadcaster conveys the purpose of advertising through adlibs with the concept of the receiver's perception of radio listeners. This framework can be a reference to conduct research with a quantitative approach. Using the techniques of data collection in the form of a questionnaire, the above concept is operationalized using two variables, where the credibility of the source is the independent variable and the audience's perception is the dependent variable. Thus, researchers can see how big the credibility of broadcasters is, as spokesperson, bringing adlibs can affect the perception of the recipient in the advertising message.

IV. CONCLUSIONS

Broadcaster is a determining factor in the success of the advertising message in adlibs. Broadcaster holds a key position because she/he becomes a spokesperson that is trusted by the representative of the owner of the product or service and is also believed by the audience. For that reason, the broadcasters are required to have the ability to bring adlibs so well that listeners have a good perception of the product or service advertised in adlibs. In this paper, the author wants to provide an alternative framework that can be used to measure the effectiveness of ad delivery based on the credibility of broadcasters, namely how the perception of the listener carries out the decision on the information in the adlibs influenced also by the audience's perception of the credibility of broadcasters who deliver adlibs.
REFERENCES


