

UNY GOES TO INDUSTRY: LINK AND MATCH BETWEEN UNY AND RRI PRO 2 IN THE PREPARATION OF STANDARD GUIDELINES FOR TEXT STRUCTURE AND FILLER LANGUAGE FEATURES

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ABSTRACT

RRI Pro 2 Yogyakarta's goal as a source of constructive and educational information and entertainment for young people is the right decision, because it is in accordance with the demographic bonus that occurs in Indonesia. It is estimated that by 2045 Indonesia will be dominated by the production age group. Most of these groups are occupied by young people who are synonymous with creativity and innovation. Youth groups are a product of industrial society and begin to form when they enter colleges and universities. Language becomes a symbol and identity of this group to realize its existence as a creative and innovative group, as well as a means to create and maintain its existence in society. To overcome this problem, the PKM DLK team of FBSB UNY English Literature Study Program made a guide or guideline in the form of a checklist to control the quality of fillers produced at RRI Pro 2 Yogyakarta through two methods: Pumped Group Discussion and Workshop for two days. The first method contains equalization of perception for the RRI Pro 2 team as practitioners and the PKM DLK team of the English Literature Study Program FBSB UNY as academics. RRI Pro 2 Yogyakarta, which conducts broadcast production, can adhere to the communication principle that the diversity of target *audience languages* is one of the important aspects in maintaining relations between RRI Pro 2 and the community. The second method includes workshops that discuss linguistic features related to adolescent language traits and text structure in Filler. The results of this workshop became the basis and synergy between the PKM UNY and RRI teams in compiling guidelines for language diversity and adolescent text structure in Filler. With the resulting guidelines, it is expected that the RRI Pro 2 Filler product will appear strong as a youth radio station in Yogyakarta and its surroundings, so that it can compete with private radio aimed at similar listeners and potentially take advantage of Indonesia's demographic bonus in 2045.

Kata Kunci: *Filler, RRI Pro2 Yogyakarta, Text Structure, Youth Language Features*