

ABSTRACT

The existence of the phenomenon that occurs to used of the media today, where the right of children negated in receiving information into groups that are not considered by the media to be identified by the segmentation on behalf of the status of children and media functions in the fulfillment of information needs. However, there's an differences in Mom and Kids Radio, through the program of the Breakfast Club which provides broadcast of information with segmentation for the child is expressed as a medium that provides information or education in the form of insight to children who are packaged like fun, happy, cheerful and easy to understand by children and also very interactive. Each individual has their own information needs in accordance with their circumstances and individual status. Therefore, this study discusses about how the media, especially radio media is to contribute to meet the information needs for parents to children. Where the messages are delivered through the broadcast is addressed to the child as the target audience, but they parents also contribute to supervise the child in managing the information to be absorbed and developed. Because basically the role of the mass media is as a medium of information, entertainment media and as a community institution. In this study researchers used a case study approach and qualitative research methods, with postpositivism research paradigm. In accordance with the various needs of information to be achieved in the framework of this self-development, the researchers used the theory put forward by Katz, Gurevitch, and Haas which makes it a benchmark also an indicator consisting of five individual needs in meeting the information needs; cognitive needs, affective needs, personal integrative needs, social integrative needs and escapist needs. The results show that Mom and Kids Radio in the Breakfast Club program has a role in fulfilling the five information needs, where the individual must have focus and goal in selecting and using the existing media as an alternative to meet the information needs of the material delivery of the broadcast with fairy tale content, encyclopedia (General knowledge) and playback of children's songs, both songs from within and abroad.

Keywords: Roles, Broadcast Media, Radio, Information Needs