

**THE ROLE OF THE SEX TODAY BROADCAST PROGRAM AS A SEX EDUCATION
MEDIA FOR TEENAGERS ON KARDOPA 99.4 FM MEDAN**

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ABSTRACT

The increasing phenomenon of risky sexual behavior among adolescents is inextricably linked to limited access to structured and comprehensive sex education. This situation encourages adolescents to seek alternative sources of information through mass media, including radio. This study aims to analyze the role of the Sex Today broadcast program as a medium for sex education for adolescents on Kardopa 99.4 FM Medan, with an emphasis on the communication process, message meaning, and the dynamics of interaction between broadcasters and listeners. This study used a qualitative approach with data collection techniques including in-depth interviews, broadcast observations, and documentation. Informants were selected purposively based on their involvement and competence in program implementation. Data analysis was conducted using an interactive analysis model that includes data reduction, data presentation, and inductive conclusion drawing, and its validity was tested through triangulation of sources and techniques. The results show that Sex Today functions not only as a one-way message delivery medium but also as a participatory dialogue space that allows for an exchange of meaning between broadcasters and listeners. Interactive and educational communication patterns have been proven to increase adolescents' understanding and awareness of reproductive health issues. Thus, radio remains relevant as a credible and contextual public education medium for adolescents amidst the limitations of formal sex education.

Keywords: Radio; Sex Education; Teenagers; Participatory Communication; Interactive Broadcasting.

INTRODUCTION

The increasing phenomenon of promiscuous sexual behavior among adolescents is a social issue that continues to receive attention in communication and public health studies. Adolescents are in a phase of psychological development characterized by a heightened sense of curiosity, including regarding sexuality, but this is often not accompanied by adequate knowledge about reproductive health and the consequences of risky sexual behavior. This condition makes adolescents vulnerable to misinformation and unverified sexual information, particularly that obtained through digital media. (Latifah et al., 2024).

Several studies have shown that low sexual literacy among adolescents is influenced by a lack of comprehensive sex education from the family environment and formal educational institutions. A study by Sari et al. (2022) confirms that the use of digital media such as YouTube influences adolescents' interpersonal communication behavior, creating intense and complex interaction patterns among adolescent users. This finding implicitly suggests that the lack of credible educational resources has the potential to increase the risk of sexual deviance among adolescents.

In this context, mass media plays a strategic role not only as a transmitter of information but also as an agent of education and social control. Broadcast media, including radio, remain relevant in conveying educational messages due to their personal nature, ease of access, and ability to build emotional connection with listeners. Research by Kusuma et al., (2025) states that local radio has the power to build dialogic communication with the audience, so that the messages conveyed are easier to understand and accepted reflectively by listeners.

Radio, as an audio medium, is also considered effective in conveying sensitive issues, including sex education, because it allows for persuasive messaging without visuals that could potentially spark social resistance. Other research shows that interactive educational broadcast programs can increase adolescents' understanding and awareness of reproductive health issues (Lestari & Frilasari, 2024). These findings indicate that a two-way communication approach through radio media can be a strategic alternative in prevention-oriented sex education.

Kardopa 99.4 FM Medan, a local radio station, presents "Sex Today," a program that specifically focuses on sex education and reproductive health. The program airs every weekday in an interactive format that allows listeners to participate directly via phone. This format creates a dialogue between the broadcaster and listeners regarding sexuality issues, often considered taboo, but needed by teenagers as a means of finding safe and reliable information.

The Sex Today program is positioned as one of Kardopa Radio's flagship and iconic programs, aiming to provide educational solutions to the phenomenon of promiscuity among teenagers. High listener participation demonstrates the need for communicative and accessible sex education media. Therefore, this study seeks to examine the role of the Sex Today program as a sex education medium for teenagers on Kardopa 99.4 FM Medan, specifically in carrying out the radio's educational function and building effective communication between broadcasters and listeners.

RESEARCH METHODS

This study uses a descriptive qualitative approach to deeply understand the role of the Sex Today broadcast program as a medium for sex education for teenagers on Kardopa 99.4 FM Medan. Research on radio broadcast communication using a qualitative approach shows that an interactive dialogic format can strengthen the interaction between the broadcaster and the audience and enrich the audience's understanding of the issues discussed. (Kusuma et al., 2025). The research subjects included the Sex Today program broadcasters and radio management, while the research object focused on the broadcast program. The qualitative research approach provides space to explore the communication process and social meaning in broadcast media practices, where informants were selected purposively based on their involvement in the implementation of the radio program. (Puryanto & Nasir, 2021).

Data collection was conducted through in-depth interviews, broadcast observations, and documentation, aimed at obtaining a comprehensive overview of the program's concept, the delivery of sex education messages, and listener responses. The collected data were analyzed using an interactive analysis model that includes data reduction, data presentation, and inductive conclusion drawing. (Tugu et al., 2025). The use of triangulation of sources and techniques in qualitative research is carried out by comparing data obtained through interviews, observations, and documentation to test the consistency of findings and increase the credibility of research data. (Nurfajriani et al., 2024).

RESULTS AND DISCUSSION

The research results show that the Sex Today program broadcast on Kardopa 99.4 FM Medan serves as an informative and participatory sex education medium for teenagers. This program is designed with an interactive broadcast format that provides a space for listeners to submit questions, complaints, and personal experiences related to sexuality and reproductive health issues. Direct interaction via telephone is the program's main characteristic, distinguishing it from conventional forms of sex education. Previous research findings indicate that interactive radio broadcasts open up a dialogue space that allows for meaningful exchanges between broadcasters and listeners, where audiences do not merely passively receive information, but can ask questions, share experiences, and contribute to the broadcast discussion process. (Kusuma et al., 2025).

In terms of content, the Sex Today program delivers sex education material that covers basic reproductive health, the risks of casual sex, and the importance of responsible behavior in social relationships. The material is delivered in communicative and easy-to-understand language, allowing sensitive topics to be accepted without eliciting resistance from listeners. This finding aligns with research by Nugroho and Lestari (2023), which states that the effectiveness of sex education through media is largely determined by the contextual delivery of messages that are appropriate to the audience's characteristics. Thus, the communicative approach in Sex Today contributes to a more rational understanding of sexuality issues among listeners.

Active listener participation in the Sex Today program also demonstrates the need among adolescents for safe and reliable sex education media. The numerous questions received during the broadcast reflect the limited space for discussing sexuality within the family and formal educational settings. This reinforces Zheng & Han's (2025) view that the lack of formal sex education encourages adolescents to seek information from the media, including mass and social media. In this context, local radio stations like Kardopa 99.4 FM serve as mediators, bridging adolescents' information needs with responsible messaging.

Overall, the research results indicate that the Sex Today program fulfills radio's educational function by conveying information, raising awareness, and providing solutions to sexuality issues faced by adolescents. This program serves not only as a means of entertainment but also as a non-formal learning medium relevant to adolescents' social needs. These findings reinforce the assumption that radio, despite its dominance in digital media, still plays a strategic role in developing healthy sexual literacy when managed with a communicative and educational approach.

CONCLUSIONS

Based on the research results and discussion, it can be concluded that the Sex Today program broadcast on Kardopa 99.4 FM Medan plays a significant role as a medium for sex education for teenagers. This program serves not only as a means of conveying information but also as an interactive communication space that allows teenagers to gain a more open, safe, and responsible understanding of sexuality and reproductive health. The interactive broadcast format used in the Sex Today program has proven effective in building rapport between broadcaster and listener, allowing sensitive sexuality topics to be discussed without resistance. The communicative and contextual delivery of messages makes radio an effective non-formal learning medium for raising adolescent awareness of the risks of casual sex and the importance of responsible behavior in social relationships. Thus, this study confirms that local radio still has relevance and a strategic role in carrying out its educational function, particularly on social issues that require a persuasive and participatory communication approach. The Sex Today program can be seen as a form of educational communication practice that contributes to efforts to prevent risky sexual behavior among adolescents through broadcast media.

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