

# The Role of State Radio Broadcast as *Safety Belt Information* in Border Areas of Natuna Regency, Riau Islands - Indonesia

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DOI: 10.29322/IJSRP.9.10.2019.p9471  
<http://dx.doi.org/10.29322/IJSRP.9.10.2019.p9471>

## ABSTRACT

The border region is part of the BBPPKI\* area in Medan. These border regions are neighboring with foreign countries and has abroad and remote areas. Indonesia consist of many islands, thus, in the border region the community unable to enjoy the Republic of Indonesia's radio broadcasts due to limited transmitters. As result, they are more familiar to foreign officials broadcast, that may affected the spreading of national cultural values, identity of State ideology and the unity of the NKRI#. Thus, this study attempts to recognize the role of RRI broadcast in maintaining the national of borders communities. In obtaining the data, this study use descriptive qualitative methods, by carried out in-depth interviews using the guideline questions to several religious leaders, community educator as resource persons. The results of interview shown that border communities listen to the foreign broadcast solely to enjoy the foreign songs as entertainment because people are allied, however it is not affect the ideology of the nation, identity and NKRI due to the border community with neighboring countries are far and bordering the sea rather than the land.

**Keywords:** radio, safety belft information, RRI, Natuna Regency

## I. INTRODUCTION

### A. Background of Study

As the the state-owned national broadcaster, Radio Republic Indonesia (RRI) is the only radio network in Indonesia with comprehensive nationwide coverage. The main audience of RRI are people in remote rural communities and border areas who cannot receive any other national radio station broadcasts.

The border areas are part of the Medan BBPPKI\* coverage that concerninal with Province of Aceh, North Sumatra, West Sumatra, Riau, Riau Islands, East Kalimantan, and West Kalimantan.

For years, there are inequalities in areas development in Indonesia. Many people in border areas become more dependent with various facilities from neighbouring countries and creates low engagement with nationalism. In some border regions, it is difficult to receive domestic broadcasts (blank spots) and while the foreign broadcasts were easily accessed. Thus, it is not suprisingly for them who live in border area are more familiar with foreign politicians figure than their own country, Indonesia.

Moreover, the radio broadcasts from neighboring countries on the border regions that are routinely heard by the border communities will be deminish their natioanalism.

The efforts have made to avoid the adverse effects of foreign broadcasts that diminish sovereignty of the Unitary State of the Republic of Indonesia (NKRI). In maintaining the sovereignty of NKRI, the frequency of domestic broadcasts has been increasing. Then the president director of LPPRRI, declared radio broadcasting as the *safety belt* to balance information from abroad. This was conveyed at the commemoration of Radio Day 2009 in order to maintain the national integrity, equating people's perceptions of information and anticipating the harmful information of foreign broadcast. Thus, a concept and broadcast program is made and continuesly conducted.

People in the border region has the greater risk to be affected by information from abroad compared to those who are living on the sea border, this is due to the difficulty of transportation links but only receive broadcasts. Thus, the Head of Radio Broadcasting Agency declared 14 RRI radios in the border area (blank spot) that bring the concept and program of safety belt information of radio broadcasts.

\* Central for the Study and Development of Communcation and Information  
<http://dx.doi.org/10.29322/IJSRP.9.10.2019.p9471>

The objective of this program is to provide information services in border areas and remote areas which were less affected by other mass media exposure. This seat belt information is intended to increase the sense of nationalism and provide balanced access to for people in the sea and land border areas. Moreover, some state agencies and governments such as the defense and security department, law and human rights departments also encourage this program as border broadcasts, and the most obvious is RRI which has declared itself as a safety belt information in the lagging, farthest and most remote areas of the island.

This study focuses more on information belt broadcast programs using Indonesian language on Radio Republik Indonesia. The specifications frequency on entertainment and broadcasts information, news programs broadcast covering all aspects and among others economic, political, educational, social, criminal and other news that are only local and regional. In the information belt broadcast program as safeguarding the sovereignty of the Republic of Indonesia.

Thus, research is more likely to observe and analyze how perceptions or responses of listeners to broadcast programs as the safety belt informations in the border areas. Theoretical benefits of this study are expected to be able to provide insight, input, reputation about the role of radio broadcasters as safety belt information in the border areas of Indonesia.

## B. Limitation

Safety belt information means equalizing perceptions between the the Republic of Indonesia's citizen and those who are living in the border regions who obtain information or news daily from neighboring radio broadcasts.

Broadcasting institutions are broadcasting providers, such as public broadcasting, private broadcasting, subscription broadcasting institutions whose carrying out their duties, functions and responsibilities as guided by the applicable laws.

The discussion of this study is limited to the role of the State Radio of Republic Indonesia in uniting public perceptions of information that can affect border communities on information that interferes with ideological stability, national identity and education of border communities as well as the Indonesian communities who living abroad to anticipate the radio broadcasts from foreign countries.

## II. LITERATURE REVIEW

### A. The State Radio of Republic Indonesia (RRI)

Radio is one of the most widely spread media formats in Indonesia. In some remote areas, people have built their own community radio stations to serve their needs. (Nugroho, et.al, 2012:59)

The Radio of Republic Indonesia (RRI) is the state-owned national broadcaster. It is the only radio network in Indonesia with comprehensive nationwide coverage. Its main audience consists of people in remote rural communities who cannot

receive any other national radio station and civil servants and military personnel serving in remote islands.

The RRI has offices and studios in all 33 provinces. It operates four national radio services as well as a network of 68 regional stations. RRI also runs an external service called Voice of Indonesia. State radio broadcasts news, talk shows, and educational and current affairs programmes. It makes a point of distributing relevant and practical information (such as crop prices) for rural communities. RRI also broadcasts Indonesian pop music. (Infoasaid, 2012:44)

Radio audiences have declined sharply in recent years as Indonesians have migrated to television instead. In 2003, half the population listened to the radio, according to the government statistics bureau Badan Pusat Statistik (BPS). In 2009, less than a quarter of the population was listening on a regular basis. Nevertheless, radio remains an important source of news and information in rural areas and in remote island communities which are poorly served by other media. (Infoasaid, 2012:39).

The government broadcasting commission or Komisi Penyiaran Indonesia (KPI) which issues the radio and television broadcast licences admitted that there were 1,512 authorised radio stations on air in the country. (Infoasaid, 2012:39)

### Safety Belt Information

The "safety belt information " concept and program was initially introduced by Parni Hadi throughout his speech "Maintaining the National Integrity" on Radio Day commemoration in 2006. Since then, this concept and program is implementing and increasingly continues in advance. For now, there are 14 production studios plus a broadcasting station in the border areas of Indonesia. This concept and program is similar to the Radio broadcast program *The Corn Belt Hour* which won the US national award in 1939.

The safety belt information is a special RRI broadcast in the border area. Through the broadcast program and concept of safety belt information, the RRI has been placed in the forefront in providing broadcast and information services in border and remote areas that are not touched by other mass media exposure. One function of RRI as public broadcasting is a safety belt information. (Hadiyat, 2016: 13). Thus, the concepts and programs are very significant for poverty allevation programs.

The similar study on the role of RRI as state radio broadcast has been investigated by Rachmadi (2017:1) in Bengkalis. The RRI Bengkalis broadcasts in border area to strengthening the national identity, although this radio faced the technical problem in maintains the transmission quality for Indonesian citizens in border area who may obtain the better and comfortable broadcasting from the neighborhood country. (Rachmadi, 2017 and Putri, 2017: 9).

### B. Natuna, the Border Areas.

State borders is a boundary line which is dividing the sovereignty of a state based on international law. Border is a part of the

territory of countries located on the inner side along the boundary with Indonesia and other countries, in terms of state borders in the area, the border region located in the subdistrict. (Act of the President of the Republic of Indonesia No 12, 2010).

Natuna Regency consists of hundreds islands located in Natuna Sea between Peninsular Malaysia to the west and Borneo to the east. Based on Law No. 53 of 1999 Natuna Regency was formed as a result of the division of Riau Islands Regency and included six subdistricts, namely East Banguran District, West Banguran, Jemaja, Siantan, Midai and Sarasan Districts, and one District of Ladan Tebang Ladan. Along with the autonomy of Natuna Regency, four new subdistricts are formed in 2004, they are: Palmatak, Subi, North Banguran, and Pulau Laut. The Natuna Regency has developed significantly since its creation and now has 15 districts covering an area of 2,009.04 square kilometers. Mostly of the area is sea.

Administratively, those islands constitute a regency within the Riau Islands Province of Indonesia. Natuna Island divided into North Natuna, Middle Natuna and South Natuna. Geographically this area is located close to Indonesia's maritime borders with Malaysia, Singapore, Vietnam and Cambodia and adjacent to a major international shipping route between East Asia and the Indian Ocean.

For years, the limited infrastructure and facilities and technological advances are often unreachable to the people in the border region. People living in border islands of Natuna face obstacle to access the public facilities, such as health care, schools, electricity and fresh water. Another serious problem is the lack of telecommunications facilities from one island to another. (TheJakartaPost, 2015).

### III. METHODS

As the objective of this study is to describes the perceptions of the people in the border area toward the radio broadcast program as an the safety belt information, thus the type of this study is descriptive and used depth interview to obtain the data. The interview guidelines is prepared to collect the data from respondents. The respondents are resource persons who related to the subject. They were officers of Radio Broadcasting Institutions, community leaders, and teacher who heard the state Radio Program in Natuna Regency.

### IV. RESULT AND DISCUSSION

#### A. Result

##### 1. Border Areas Overview

In 2010 Natuna was separated from the Anambas Islands, it was expanded into 12 sub-districts, namely Midai, Banguran Barat, Banguran Utara, Pulau Laut, Pulau Tiga, Banguran Timur, Banguran Timur Laut, Banguran Tengah, Banguran Selatan, Sarasan, Sarasan East and Sabi districts.

The Outer Small Island of Natuna Regency and bordered by:

Place/Island	Region	Village	Neighboring to
Sabit Kecil	Subit	Subit	East of Malaysia
Sekatung	Pulau Laut	Tj. Pela	Vietnam
Sebetul	Pulau Laut	Air Payang	Vietnam
Semiun	Pulau Laut	Air Payang	Vietnam
Pokong Baro	Pulau Laut	Kelarik	West of Malaysia
Senoa	Bunguran	Barat	
	Utara	Sepepang	East of Malaysia
Kepala	Bunguran	Air Nusa	East of Malaysia
	Timur		
	Serarasa Timur		

Based on the condition of the topography, Natuna Regency is a hilly and rocky land. Many lowlands and ramps are found on the beach. The height of the area between sub-districts is quite diverse, which ranges from 3 to 959 meters above sea level with a slope of 2 to 5 meters.

In general, the soil structure consists of red yellow podzolic soil from rocks whose basic soil has granite, and alluvial material and organosol and humus gley soil.

Natuna Regency has an area of 264,198.37 km<sup>2</sup> with a land area of 2,001.30 km<sup>2</sup> and a sea of 262,197.07 km<sup>2</sup>. Ranai as the capital of the Regency has 154 islands, where only 27 islands are inhabited. The two biggest islands include Bunguran Island and Serasan Island.

#### 2. The State Radio of Republic Indonesia in Natuna Regency

RRI is obliged to serve the public with appropriate information, healthy education and entertainmen. RRI also functions as a social control and adhesive for the nation's culture, supporting Indonesian art and culture through balance and trustworthy information.

In Natuna Regency, Riau Islands Province, there are two radios broadcast: 1) Radio Republik Indonesia Ranai Public Broadcasting Institution and, private radio of PT. Pradana Suara Bahana.

##### RRI Ranai Station

RRI Ranai Station as part of LPPRRI is one of the largest broadcasting stations in 60 major cities in Indonesia. The wide range of coverage provide benefits for larger audiences.

*The structure.* The Head of the RRI Station Ranai supervises one head of the Sub. Division of Administration and four section heads namely Broadcast Program Section, News Section, Technology Resources Section and Head of Service and Business Section, Each section head supervises three sub-section heads, while Sub-head. The Administration Section oversees three heads of affairs, namely matters of Human Resources, Head of Financial Affairs and Head of General Affairs.

RRI Ranai continuously improving the quality and variety of its broadcasting. Formerly RRI broadcasts only enjoyed by certain listeners as admitted by the interviewees. Today, the broadcast program also consist of latest news, interactive dialogue and special program such as *Gender Tonch* (world of women),

*Kiprah Desa, Musik Religi, Kisi-Kisi Inspirasi, and Renungan Malam.*

### List of Broadcasting Program.

The broadcast program starting at 05.00 to 24.00 consisting of several major broadcasting programs is as follows: Broadcasts begin with the opening of Indonesian Raya song, *Sketsa Pagi, Gema Wahyu Ilahi, Hikmah Fajar*, Malay songs and Advertisement.

At 6:00 to 10:00 a.m. *Sketsa Pagi*, consist of news, music, central news, songs and music, public opinion (Hello Natuna), current reports, songs, advertisements, latest news, music and advertisements.

At 10:00 to 11:00 a.m. *Sketsa Siang*, consist of *Prosentase*, current reports, Indonesian Pop songs, current news, music and advertisements.

At 11.00 - 12.00 a.m. *Sketsa Siang* (continued), Sports Pro 3 news, current reports, songs and advertisements, interlude songs, Azan Zuhur, latest reports, songs and, advertisements, latest news.

At 13.00 to 15.00 p.m. *Risest Program*, news, foreign songs, current reports, advertisements, current news, interactive dialogue and music, current reports, songs and advertisements.

At 15:00 to 16:00 p.m. *Sketsa Sore/Petang*, consist of 'Gender Tonck' (women world), Azan Asyar, *Instrumen Padang Pasir*, Song and advertisement, current report.

16.00 to 17.30 p.m. *Kiprah Desa* consist of regional news reports, village activities, current news, Dangdut Song, and religious music.

17.30 to 18.00 p.m. *Gema Wahyu Ilahi*, twilight pearls, religious music.

18.00 to 19.00 p.m. *Rest Program*, consist of inspirational grid. Beduk/Azan Magrib, *Instrumen Padang Pasir*, music and advertisements, current news.

19.00 p.m to 20.00 p.m. *Sketsa Malam*, central news, song and advertisement, Village echo, Latest news.

20.00 to 24.00 p.m. Nurjani, Songs and Advertisement and latest reports, oldest song.

### 3. Community Perceptions

The foreign broadcasts that are often accessed by border communities are songs because the people are allied with neighboring Malaysia. Although foreign broadcasts cannot be fortified into Indonesia, the Indonesian people, especially those who live on the border can fortify themselves that they are Indonesian citizens and are difficult to be influenced by foreign broadcasts because aparted by the sea border.

Like any other sea islands, Selanting islands and other blank spot unable to receive the RRI broadcasts, while the Malaysian radio broadcasts is received. Thus, the Indonesia people who live on islands associated with neighboring

countries face an economic problem, because of the farthest, most remote and outermost islands. Economic problems are very influential APBN - APBD through employee salaries and others are brought out of the country because of the needs of the community as well as the products of copra, cloves, rubber, while fishing catch of Indonesia were brought out of the country. (*H. Harmain – civil servant*).

Unlike before, the overseas radio broadcasts are difficult to capture now. If you want to hear the overseas radio broadcast, you have to use tools and radios with a short frequency. Thus, unlike in 70s, it is difficult to hear foreign radio broadcasts in Natuna Regency now, we don't hear anything, unless the old songs from cassetts.

This is revealed that information from abroad hardly affects ideology, national identity, especially for people living in border areas, because the border communities themselves hold the strong ideological principles. Eventhough there is information that affects the nation's ideology, it can be overcome by broadcasting RRI Ranai through Islamic Religion, Public Opinion, cross-sectoral information, Hallo Natuna, *Sambung Rasa, Sari Serumpun*, Malay Traditional Culture, Educational Events, News, Current news and other events that can bind and convince border communities of ideology, national identity.

Furthermore, the school also implanted a sense of nationalism with national identity with various activities such as the Red and White Flag Raising Ceremony and other school ceremonies, this is one effort to strengthen the nation's ideology, but if the problem of culture is the nation's generation not only because of the impact radio broadcasts but because of the age of information technology that was evenly distributed throughout Indonesia not only in Natuna Regency. (*Hj. Siti Asma, Civil Servant – a teacher*)

The Radio Broadcasting Institutions performed its role as safety belts information in border areas. Thus, in my opinion, the oversead broadcast do not affect the people here, because of the Kab. Natuna consists of several islands, such as Pulau Laut near the border of the Philippines, so it is called "3T=*tertinggal, terjauh, terpencil*". By regarding its area and distance, it is difficult to predict the influence of outsider information to Indonesian. Consider the development of information technology, it cannot be limited by the influx of information flows from abroad or domestically. Radio may be handled a little, but if it is through information technology it is also difficult, it cannot be fortified. Therefore, the RRI broadcasts should be improved both in terms of coverage and broadcast quality, so that people fond it in a series of fostering and educating border communities in particular towards maintaining good ideology regarding the culture of national identity which is expected to fortify itself from the influence of foreign information. As result, it can be used as a cloak of information security. (*H. Khairullah – a headmaster Punggaran Timur*)

The Radio Republik Indonesia Ranai broadcast should be evaluated it programs. It can be conveyed by survey, to determine the listener of those program. Both in terms of



human resources as well as in terms of equipment or facilities used and the revenue of broadcast providers altogether should be evaluated. The Natuna people of Indonesia are loyally citizen. It revealed when “Bung Hatta” asked the public about the position of Natuna whether it is part of Indonesia or not. Unsurprisingly, the youth of Natuna chose to unity with Indonesian territory.

The Natuna people will not be affected, firstly by the broadcasts in terms of the remote location and bordering the sea. The second, in terms of customs where the language is different, so that people are not easily affected, but if the behavior or culture of society changes compared in the past it was comprehensive and not only because of the radio broadcasts, but perhaps because of its age or rapidly developing information technology. However the broadcasts of the Radio Republic of Indonesia Natuna need to be aware the foreign information broadcasts that can affect Indonesian society in terms of social politics, security and other information that may be harms the security order of national stability.

The community also likes RRI which has broadcast products that may develop the Natuna community for better influence. If RRI can improve itself from the quality of broadcasts, it can be used as a safety belt to secure information, (H. Wansuhardi - Regional Secretary of Pungguran Timur)

For years, the foreign radio broadcast is not heard by the public, except songs that are solely regarded as entertainment. People like to hear the foreign broadcast just because of it is fun. And, unfortunately the RRI Ranai has not been able to reach all Natuna Regency areas, because there are many islands with remote area. Regarding the role of RRI Ranai, the people is aware that it has been declared a safety belt for information in the border region. However, inflows of information broadcast by foreign radio does not affect the country's ideology such as national identity or national sovereignty and a sense of nationalism. (*Ali Arsed, a Civil Servants*)

As the state Radio of Republic Indonesia can improve the quality of its broadcasts in all border areas, it certainly can be used as an safety belt information in the border region, especially in Natuna Regency. Thus, to avoid the impact of foreign broadcasts, RRI Ranai must improve its broadcast program, both quality and quantity.

## B. DISCUSSION

Due to the large number of islands, the border areas are part of the BBPPKI area that coverage wide border areas, both sea and land with foreign countries. Some of the borders are difficult to receive domestic broadcasts (blank Spot), while the foreign broadcasts is easy to receive. It is admitted by a member of House of Representatives of Commission III of Natuna Regency, who commented that the foreign radio broadcasts such as Malaysia and Thailand are well received in Natuna Regency.

In order to realize the integrity of the NKRI region, there are needs of border management in these outermost islands. This needs to be a concern both by the central government and the regional government. The border area as the front porch of the foreign country is accessible and influenced by neighboring countries.

Based on the respondents commentaries, the RRI Ranai broadcast is not well accepted throughout the Natuna District. There are many blank spots in this region. Thus, the information broadcast by RRI Ranai has not been evenly distributed throughout the Natuna Regency, therefore, the people in certain areas still enjoy the Foreign Radio broadcasting. If the border community is accustomed to hear the foreign radio broadcasts, it is risky for the national identity, the ideological sovereignty of the NKRI. Moreover, the community are more familiar with foreign culture, figures, officials than their own countries.

In maintaining the sovereignty of the country, the national identity, the integrity of the Unitary Republic of Indonesia, the President Director of Broadcasting Institution of the Republic of Indonesia (LP-RRI) Mr. Perna Hadi declared Radio as the safety belt information that has a role to balance incoming information from abroad. Safety belts information that means equating people's perceptions on incoming information and anticipating that the community is not contaminated with foreign information. Thus, the RRI carries out the various broadcast programs in accordance with their respective regional cultures such as, *Sambung Rasa, Agama*, Interactive dialogue.

**Interactive Dialogue.** Submission of information through dialogue sessions between broadcasters and resource persons discussing specific topics. This event also involves listeners interacting with the speakers. The duration of interactive dialogue is 30-50 minutes.

The list of broadcast program show that there are no special program events as safety belts information, it is merely a general programs that are directed towards the sovereignty/identity of the nation of the Republic of Indonesia (NKRI).

The findings based on interview shown that the people in the border sub-district area with foreign countries enjoy the foreign broadcasts to fill their leisure time as entertainment. The border communities listen to the songs mostly because of allied border communities with Malaysian citizens.

According to the resource persons, there was no synergy between the agencies who managing the border area, which were involved a number of echelon I ministries and agencies, but their assistance to the border region did not succeed yet. Thus, the border area became the farthest island and the foremost island.

In anticipating the impact of foreign broadcasts, it is possible to make broadcast programs more real and clear, thus communities are not tempted by foreign broadcasts which have a negative impact on them.

The RRI Ranai has not yet reached the whole area of Natuna Regency. However, RRI Ranai has performed its role as an safety belt information in the area of border areas. For now, the border communities has not been affected by the foreign

broadcast regarding the the ideology, the identity and unity of the Republic of Indonesia because it is far between the border region and neighboring countries and also borders with the sea. Thus, the RRI Ranai should be able to improve both the coverage and broadcast quality to meet the needs of communities in border area.

## V. CONCLUSION

The role of State Radio of Republic Indonesia as safety belt information are to provide information that can be a reference and means of social control by paying attention to the journalistic code of ethics and broadcasting code of ethics. RRI also organizing educational broadcasts to enlighten, educate and empower and encourage community creativity in the framework of building national character. Moreover, the RRI broadcasts, preserve and develops the national culture, providing healthy entertainment for the family, forming national character and identity.

The Safety Belt Information Broadcast Program is an effort to maintain the sovereignty of the Republic of Indonesia and national identity by embodiment the citizens' initiative to be involved in accessing and producing information in the broadcasting to meets their needs.

As part of state Radio of Republic Indonesia, the RRI ranai organizing broadcast programs that have a gender perspective that is in accordance with national culture and serves the needs of minority groups. RRI Ranai also expand networking and cooperation with various domestic and foreign institutions that are mutually reinforcing and profitable.

At last, the RRI Ranai strengthening the broadcast programs in the border region to maintain the sovereignty of the NKRI.

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