

ASSESSING THE ROLE OF MEDIA IN ECONOMIC DEVELOPMENT OF THE COMMUNITY: THE CASE OF THE SOUTH RADIO AND TELEVISION AGENCY, BONGA BRANCH IN DECHA WOREDA, SOUTHERN ETHIOPIA

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ABSTRACT

This study investigates the role of media in economic development of community in the case of South Radio and Television Agency Bonga branch Radio in Decha woreda, Kafa Zone in southern Ethiopia. The study has attempted to address the contribution of media in changing the audience's knowledge, attitude, and practices in the community's economic activities. In this study to address the objectives, a researcher applied mixed research approaches and descriptive design. Both primary and secondary data were used in the study and analyzed through qualitative and quantitative methods. To investigate information about the intended objective of the study, the data were collected through questionnaires, key informant interviews and focus group discussions. To determine the sample size for the study, multi-stage sampling technique was employed. Three Kebeles were selected purposively and 106 respondents participated in the study. The general finding of the study shows that Bonga branch radio has been influencing the behavior (attitude, knowledge and practice) of the community in their agricultural productivity, income generation, job creation and saving culture in its information transmits both in news and program formats in the community's ethnic language. Even though, the media is playing its role in the community's development, different challenges have been identified. Finally, the researcher tried to forward the recommendations; the local government should support the media, the media management should arrange training for the journalists and technician of the radio station and should take improving measures of transmission coverage of the radio station.

Keywords: Bonga branch, Community, Economic development, Ethnic language, Radio station

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INTRODUCTION

The media performs three basic functions such as; informing, educating and entertaining. These are the conventional social functions the media render to the public, but which is equally applicable in broader sense in national development pursuit. It could be said that through educating, informing and entertaining, the media thereby make the society, society members or the nation as well as the leadership of the very society, aware of the importance and need to undertake certain processes in development [1].

Media are seen as the tools of applying persuasive efforts to influence people's actions towards a particular direction. The mass media inform people about development projects and programs in national development and plays the role in furnishing the public with the necessary information to achieve development or change goals. Hence, media catalyzed positive changes in society by providing the opinions, and media campaigns reach audiences, leading to increased knowledge and changes in behavior [2].

Among different types of mass media, radio is the most viable medium for community development intervention. Due its accessible and cost effective than other forms of media, the use of radio has been tested in various community development projects. One of the advantages of radio over most other forms of media is its ability to communicate more effectively to an audience without barriers in distance, level of literacy or language diversity (Ibid, 2004, p.31).

The establishment of media especially radio, in Ethiopia traces back to the imperial period. During this regime, the country had one national radio station which function was limited in reporting the

emperor's and his dynasty's activity. After the downfall of this regime, the military junta called 'Durg' came to power and during this regime, the station also continued serving the military government for its propaganda and there was no other media serving the community till this time. While comparing to the past, a new and additional radio station was established during the EPDRF regime and the one is South Radio and Television Agency [3].

As one of the Ethiopian regions, the national radio served the South Nation National Regional State (SNNPRS) people as a medium of communication and, the establishment of radio stations in the regional context is a recent phenomenon. In a regional level as a source of information medium, the first radio station FM 100.2 opened in 1998E.C. This radio station started its transmission for three hours per day in Amharic language. Gradually, the time of radio transmission service duration reached Eighteen hours for the main station and six hours for branches per day serving in more than Forty-four ethnic languages.

As far as the media impact on the development issues concerned, different studies have been conducted by individual researchers and most of these studies have attempted to emphasize the assessment of radio and developmental journalism. However, no study conducted on the role of this branch radio station on the community's economic development since the broadcasting of this media through the ethnic language is a recent phenomenon. Besides, the complaint from different sources reveals that, the media specifically, those which covers their transmission in ethnic language in the society established by the government for the propagating purposes. The complaints also argued that the branch

media serves the local government machineries than the community. Hence, it was argued that there was an immense need to study the branch media broadcasting in ethnic language specifically radio for and to analyze its actual impacts on people's access to and dissemination of information in the community. So, this gap initiates the researcher to study on the issue and the study tried to analyze the role of Bonga branch radio on economic development of the community.

Therefore, the paper intended to assess the role of Bonga branch radio station in the economic development of the community in influencing the attitude, knowledge and practice through the information of the economic content programs that it transmits in the community's ethnic language generally. Based on this, the specific objectives of the study are organized and they are:

- 1) Analyzing the economic content programs of the branch radio transmitting in the community's ethnic language,
- 2) Examining the contribution of the economic content radio programs in the community's behavioral (knowledge, attitude and practice) changes, and
- 3) Assessing the challenges of the branch radio station in serving the community.

In achieving the study objectives, the paper segmented in four different sections; introduction, methodology, discussion and results and the final part which is conclusion and recommendations.

The Concept of Development

Different scholars conceptualized development in different ways. For Ahuja and Chabra for example, development signifies growth or change for the better in any aspect of the social process. To put it in their own words: applied to an economy it means growth in its different sectors of production and distribution, improving standards of education, living and civilization of people, and improving wages for the workers. However, for [4] development is a multi-dimensional process that incorporates improvement and change in social structures, institutions, attitudes, economic growth, reduction of inequality and the eradication of poverty [5].

However, scholars like [6] have not been able to agree on a single definition of development because of the diverse nature of the concept of development. For them, the meaning of development varies from one to another part of the world. Hence, development for a country has to be seen in terms of that country's own needs, which term must be related to its unique circumstances of climatic, historical, cultural and social conditions and physical resources. By different development thinkers, it was assumed that, backwardness could be solved by a more or less mechanical application of the economic and political system of Western countries to the third world under the assumption that the difference was one degree rather than of kind [7].

According to [8], the most important component of development is its dynamism. Development must signify a continuous change in the society for their various phases of life and it brings in its process of continuous change of the people in different spiritual, material, religious, social economic and political. Hence, another important nature of development is that the change which it brings is the characteristic of unending cyclic impact.

Though many irrespective of their varied conceptualization of development, many seems to agree that development means improving the social and economic life of the people. They also agree on the mechanism of achieving development. Most scholars view development selectively in their particular disciplines. However, development should be seen as a whole. Thus, political development would be associated with democracy in its various forms, economic development with planning to improve the standard of living, social development with people's basic needs such as food and shelter, health and education, employment and cultural development with the fostering of collaborating, solidarity, selflessness, political consciousness and social responsibility [9].

Community Development

Community development relies on interactions between people and

joint action, rather than individual activity, and it offers an opportunity in the change process. Development involves participation, equity and quality of life. It is about the matter of creation of wealth, not just dollars [10].

In dealing with community development there is a theory called system theory. A system is defined by a set of elements standing in interaction in other words, a group of things which have something in common. Some of the key concerns in community development, such as assessing power and influence, understanding the dynamics of inter-group relationships, and considering the changes involved in planning development activities, can be understood and described using system theory (Ibid, 2004,p.43).

Media and economic development

Media improves the efficiency of the economy by providing actors more and better information with which to make decisions and improves stability. A free and independent media can provide information which can be an input for the process leading to more effective and efficient economic development achievement. Media not only has a role in transforming situations of conflict into coordination, but also access to information has allowed politicians and the populace to coordinate on good conjectures leading to economic progress. It can also reduce political risk and increase good governance conditions that are important for robust economic development [11].

A strong, free, and independent media sector leads to empower the productive activities in an economy, leading to the flow of resources to unproductive ones. Much more, media can be an agent of development through suiting platform for experience sharing in the activities that can help one the other, technology transfer and cultural transformation (Ibid, 2001, p.129).

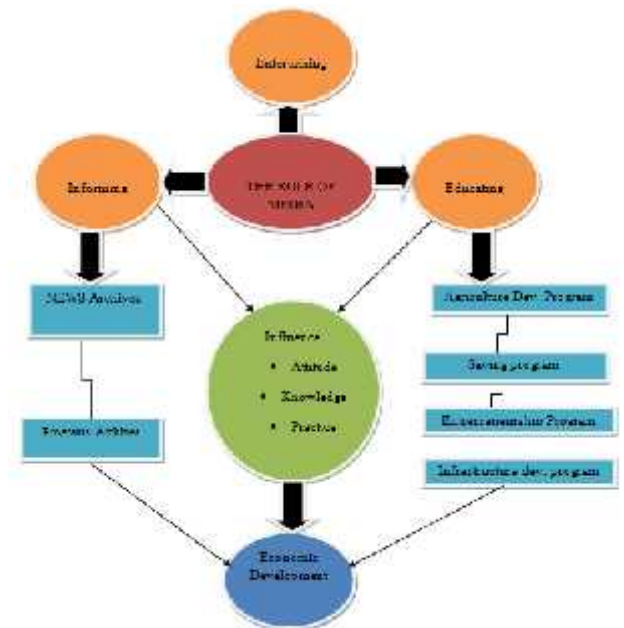


Fig: 1 Conceptual Framework of the Study

Source: Researcher's own sketch, 2019

MATERIAL AND METHODS

Description of the study area

The study focused on the role of the South Radio and Television Agency on Economic development of the community specifically Bonga branch radio broadcasting in ethnic languages in Decha woreda Kafa, Zone, Southern Nation Nationalities People Regional State (SNNPR). This woreda selected purposively because the woreda accommodates three indigenous ethnic people called Kafa, Chara and Na'o. These ethnic groups' languages are among the five

ethnic people's languages broadcasting in the branch radio station.

Decha woreda is found in SNNPR, Kafa Zone and located at about 467 km to the south-west of Addis Ababa, the capital city of Ethiopia; 740 km to south east of Hawassa, administrative center of the Region and 25 km far from east of Bonga town, administrative center of Zone. Decha woreda differs from the rest of the woredas in which three indigenous ethnic people called *Kafa*, *Chara* and *Na'o* lives in Erimo, Ogeya and Shash kebles of Decha woreda respectively together with the rest of Ethiopian nations and nationalities. Unlike other woredas, this woreda is very wide and divided in to one municipal town and 57 rural kebeles [12].

Research design

The study was designed to employ a mixed research study approach and the design was a descriptive design. The quantitative method used to measure the information which was applicable to quantity/numerical information that was collected through a questionnaire. Qualitative research method was employed to analyze, narrate and discuss the qualitative information, which was collected through key informant interview and focus group discussion. This method was adopted for the study, since the paper is dealing with the developmental issue; the data found, analyzed and result should be explained both in explanatory and statistical method. Hence, such result expression will help the readers to understand the result found in the paper easily.

Sources and types of data

Primary and secondary sources of data were used for this study. Primary data was collected using interview and questionnaire. Secondary data were gathered by collecting supporting documents, publications, journals, articles, books and reputable internet sources.

The primary source of data gathered from the household respondents, key informant interview and focus group discussion helped to analyze, interpret and conclude the result of the finding as far as the intended objective of the study considered. On the other hand, secondary source helped in the study as a supportive and reference document of the primary data. Both primary and secondary sources of the data helped the researcher in justifying the analysis and conclusion of the intended result of the study.

Methods of data collection

As it has been tried to explore the others study, investigation of the media role in development activities and based on the objective of their study, different researchers used difference data collection methods. Hence to achieve with the intended objective of the study; Survey questionnaires, key informant interview and group discussion were used to obtain data. Therefore, these three tools of primary data collection methods helped the researcher to found sufficient and corresponding data which enables to reach to the final conclusion. Indeed, all details of data collection instruments are briefly discussed as follows:

Questionnaire

Sample Size Determination

To determine the sample size of potential respondents of this study, the rural households from each kebele was selected using Yamane (1967) formula. There are 775 households in three Kebeles and out of which 298 households in *Erimo*, 251 in *Oggeya* and 226 in *Shashi* Kebeles.

For this research the researcher used the indicated formula and selected 106 households as study sample size.

The way how the sample size is selected is as follows:

$$n = \frac{N}{1 + N(e)^2}$$

Where N = total household population in three *Erimo, Oggeya* and *Shashi* kebeles.

n = desired sample size

e = acceptance level of error

1 = constant

Then

$$n = \frac{775}{1 + 775(0.0081)}$$

$$n = \frac{775}{1 + 775(0.09)^2}$$

$$n = \frac{775}{7.2775}$$

$$n \approx 106$$

And how from these three kebeles the sample size proportionally selected as calculated as follows:

$$n1 = \frac{n \times N1}{N} \quad n2 = \frac{n \times N2}{N} \quad n3 = \frac{n \times N3}{N}$$

Where N = total household population in three *Erimo, Oggeya* and *Shashi* kebeles

N1 = represents the total household population of *Erimo* kebele
 N2 = represents the total household population of *Oggeya* kebele
 N3 = represents the total household population of *Shashi* kebele
 n1 = desired size of *Erimo* kebele household population
 n2 = desired size of *Oggeya* kebele household population
 n3 = desired size of *Shashi* kebele household population

Given N = 775, N1 = 298, N2 = 251 and N3 = 226

$$n1 = \frac{106 \times 298}{775} \quad n2 = \frac{106 \times 251}{775} \quad n3 = \frac{106 \times 226}{775}$$

Hence,

$$n1 = 41 \quad n2 = 34 \quad \text{and} \quad n3 = 31$$

Therefore according to the PPS, 41, 34 and 31 households from three *Erimo, Oggeya* and *Shashi*

kebeles respectively taken randomly.

Using stratified sampling method, from three kebeles 106 respondents participated for questionnaire in the study and depending on proportion of population size, the number of the respondents in each kebele identified as it has been mentioned in the table one below:

Table 1: Summarizing ample size distribution of questionnaire

N.o	Kebele	Total population of Sample Kebele (N)	Sample size (n)	Questionnaire respondent
1	Erimo(K1)	298	41	41
2	Oggeya(K2)	251	34	34
3	Shashi(K3)	226	31	31
	Total	775	106	106

Source: Researcher's own tabulation

As depicted in the above table, 106 respondents from three kebele in which 41 for *Erimo*, 34 *Oggeya* and 31 *Shashi* participated in the study.

Key Informant Interview

Key informants' interviews were organized based on the nature of this study and to collect information through interview method, the semi-structured interview schedule was prepared. As it has been explained earlier, the study designed to employ mixed research

approach and applying the key informant interview has enabled the researcher to found additional qualitative data which helped for accuracy and the reliability of the finding of the study. This method applied mainly on selected branch radio station with six key informants in which one manager, two case managers (program and news archive) and three journalists (one from each three ethnic language department) were participated from the radio case. In addition from relevant Governmental institutions three key informants (one from each micro finance institution, trade and market development and Agriculture and rural development) and one from Non-Governmental Organization (Action Aid Ethiopia) totally ten key informants took part in the study. To select the above key informants, no any special criteria were implemented and the only reason to incorporate the above key informants were their proximity to the issue rose in the study. During the data collection from key informants, the researcher role were interviewing based on the prepared questions and recording the interview process. While this, the informants were free of any guiding influences by the interviewer.

Focus group discussion

One of the methods to collect the primary data for this research was through focus group discussion. As it has been tried to explain above, the interview for the key informants was prepared and the data finding procedure were took place. Even though, the above method is dealt with the non-targeted audiences, in addition to the individual respondents, the interview for the focus group was prepared. One group, which accommodated ten members and the members were selected randomly from radio listening groups which accommodates more than 50 members created by both Action Aid Ethiopia and the branch radio station in the study area. The group members were heterogynous in which tried to comprise of different sex, age and background. The focus group discussion also helped the researcher to found additional and compatible data with the individual respondents.

Data analysis and presentation

To interpret and analyze the data which was collected from respondents by using mixed research method; the quantitative data tabulated and analyzed using descriptive statistics. The qualitative data which was collected through open-ended questionnaires, from

Table 2: Household responses on agricultural program of the radio

No	The role of radio station on agricultural activities	Variables	Frequency	percent
1	Economic program of the radio which influence listener's attitude	Agricultural program	46	43.4
		Saving program	37	34.9
		Entrepreneurship program	23	21.69
			106	100
2	Economic program of the radio which influence listener's knowledge	Agricultural program	47	44.3
		Saving program	35	33
		Entrepreneurship program	24	22.64
			106	100
3	Economic benefit of agricultural program	Improvement in agricultural productivity	54	50.9
		In ensuring family food security	28	26.41
		Improvement in cash-croup productivity	24	22.64
			106	100

Source; Field Survey, 2019

According to the data in the above Table 2, for the researcher's questions forwarded for individual house hold respondents as "which type of the economic content program is more influencing the attitude and knowledge of the listeners of the branch radio?" Out of the total house hold respondents, 46(43.4%) replied that, the agricultural program of the radio is more interesting and influencing their attitude, and 47(44.3%) of the respondents reacts that, agricultural program of the radio is influencing their knowledge. Hence, about 93(87.7%) of the household respondents conformed that, among the economic content programs transmitting in the branch radio station, agricultural program is more influencing their attitude and knowledge in relation to their agricultural practices.

Besides, for the request forwarded to the household respondent's as "which economic benefit is actualized due to the information from

interview and focus group discussion were coded, categorized, organized and displayed in explanatory way of data presentation. The findings displayed using tables and then it was analyzed by using discussion, explanation, interpretation and narration approaches.

Ethical consideration

During data collection, the community culture and norms of the study area were respected. The respondents were informed carefully about the objective of the study and the information they gave would be used only for the purpose of this study. In addition to this the respondents asked to participate in this study voluntarily and the respondent's freedom to participate and even to leave from the study was respected.

RESULTS AND DISCUSSION

Based on the objective of the study to investigate the role of media on the economic development of the community, this section will cover the economic content programs of the Bonga branch radio station which is transmitting its programs in the ethnic languages. Based on those programs's format, discussion, interpretation, and analysis will be made.

Agricultural Program

Radio can offer information to adopt modern agricultural practices; like use of fertilizers, irrigation, modern technology etc. This can highly maximize the productivity in agricultural activity.

The kafinoonoo program of the branch radio is called "NOOGOYOO", in *Na'o* "KOSHU" and in *Chara* "GOSHA" which means our agriculture. The program is aired in *Kafinoonoo* language every Thursday from 7:10p.m-7:22p.m. In *Na'o* language every Tuesday from 9:15a.m-9:27a.m and every Saturday from 10:13a.m-10:25a.m. In *Chara* language the program air time is every Wednesday from 9:35a.m-9:47a.m. The program has the aim of informing both the rural and urban farmers to adopt modern agricultural technologies to improve their productivity.

The tabular data presentation below drawn from the household respondents' responses shows the branch radio activities in agriculture:

agricultural program of the radio?", According to 54(50.9%) of the respondents, they have benefited in agricultural productivity, 28(26.41%) of the respondents answered that they have ensured their family food security. Finally, 24(22.64) of the remaining respondents reacts the agricultural program of the radio station helped them to produce cash croup products. From the above respondents' point of view, all of the individual household respondents agreed that the branch radio's agricultural program in ethnic language is informing in the economic activity of the community.

The BBR program producers invite individuals who are considered best experienced and succeeded in their agricultural activities. Those invited guests come to the studio and share their experiences to the audiences through their interview. Then the audiences grasp valuable knowledge and experience form the guest's interview made in the studio. These shared knowledge and experiences helped the

audiences to change their attitude in improving their agricultural activities. In relation to this, from the focus group discussion participant's the following idea has been summarized:

They listen to the agricultural program of the radio station in their ethnic language. They usually listen to the 'Noogoyoo' program aired by the BBR. They explained that, before they started listening to the radio program of the branch station, they had been using traditional agricultural methods. They were not accepting the advice of agricultural extension agents. As a result, they were not able to use modern way of farming which was resulted in insufficient productivity. Thus, they had been leading backward way of life style for a long period of time. However, after they have started listening to the agricultural program of the BBR, their attitudes have been changed. The information they got from the radio motivated them to use modern agricultural practices. Therefore, currently they have changed their agricultural cultivation trend and their productivity increased. All of the focus group discussion participants agreed that,

this change happened due to the information found from the branch radio station *program transmitted in their ethnic languages.*

The above expression of the focus group discussion participants has been supported by the explanation given by the key informant from agricultural extension expert below:

Before the community heard about the experience of successful framers, they used to cultivate their land without using any compost or fertilizers and had no better awareness about new agricultural technology. Even though, when agricultural extension experts tried to support their agricultural activity, they used to challenge them. However, when they heard about the other framer's success history and experience through the agricultural program of Bonga branch radio station which transmits in ethnic language, they have changed their attitude and this resulted in better productivity of their agricultural activities.

Table 3: Household responses on agricultural program of the radio

No	The role of radio station on agricultural activities	Variables	Frequency	percent
1	The branch radio contribution in agricultural activities	Increasing awareness in using agricultural input	30	28.
		Using specialized agricultural technology	26	24.53
		Increasing agricultural productivity	32	0.2
		In producing commercial products	18	17
			106	100
2	The radio station contributes in agricultural productivity	Strongly agree	29	27.4
		Agree	48	45.3
		Undecided	18	17
		Disagree	11	10.4
			106	100

Source; Field Survey, 2019

As it has been depicted in the above Table 3, for the question raised as "what is the branch radio's agricultural program contribution in the agricultural practice of the community?" According to the individual household respondents, 30(28.3%) of agreed that it increases awareness in using the agricultural input, 26(24.5%) of the individual respondents reacts it contributes in using specialized agricultural technology, about 32(30.2) of the respondents replayed that it contributes in increasing agricultural productivity, and 18(17%) said that it changed the trend of producing commercial products. To conclude the above household reaction, out of the total respondents involved in the study, 106(100%) of the respondents agreed that the branch radio is contributing in the agricultural practice and productivity of the community.

While the researcher was trying to collect data from the media key informants about the role of the branch radio in the community's agricultural practice, one of the news and program chief producer of BBR explained:

Previously the farmers cultivate in simple and backward agricultural methods and the productivity in the community was not more than the domestic consumption. However, because of the information from agricultural program of the radio, they have changed their attitude and the current way of cultivation is considering the type of product that would bring them better income. Besides, concerning with animal breeding, to show some one's possession of cattle for others, including animal breeding expert was not practical and medical care treatment of the cattle's was un-known in the study area. However, the situation has been changed in the community and due the information from agricultural program of the radio station most of the farmers' behavior has been changed.

From the above household respondents, key informant interview

and focus group participants it is possible to conclude that; in the agricultural program of the Bonga branch radio, different programs such as; promotion about new agricultural technology, special seeds, fertilizers and related issues prepared. Through these programs, the branch radio has become a plat form of information and experience sharing in the community. So, the data from all primary sources in the study reveals that, Bonga branch radio station which is broadcasting it's all content programs in ethnic language is contributing in the agricultural activity of the study area's community.

The radio program of saving

Without adopting and practicing saving culture in the community; economical empowerment, productivity and sustainable development cannot be ensured. It is concluded that saving is the corner stone of the economic development.

As per the program schedule of the radio station, the branch radio station has economic content program which focuses on changing the community's saving culture. The program transmitted in three ethnic languages such as; Kafa, Na'oo and Chara with the coordination of financial institutions found in the area.

The radio station transmits the program both in its weekly and live transmission program. The program serves the audiences through the arrangement of interview with concerning people from financial institutions who can give awareness creation information about the important of saving, where to save, how to save and related issues. The listeners offered information in the program and the community's attitude towards income and expense management have been changing.

In relation to this, the data in the Table 4 below express the household response in branch radio's activities as far as the issue of saving is concerned.

Table 4: Household responses on saving program of the radio

No	The contribution of saving program of radio station	S.A		Agree		Undecided		D.agree		S.D.A		Total	
		N	%	N	%	N	%	N	%	N	%	N	%
1	Awareness creation	19	17.9	27	25.5	37	34.9	23	21.7	-	-	106	100
2	Improves saving culture	22	20.8	50	47.2	21	19.8	13	12.3	-	-	106	100

Source; Field Survey, 2019

As it has been observed from the above table, the researcher tried to explore the household respondents outlook about the contribution of saving program of radio station and based on this, 19(17.9%) of the household respondents strongly agreed that the program contributed in awareness creation of the community, 27(25.5%) of the respondent agreed the program contributed in awareness creation of the community, 37(34.9%) of the respondents can't decide and 23(21.7%) disagreed the program did not contributed in awareness creation of the community.

Besides to the above, for the researcher argument as 'Due to the radio program, the study area's community's saving culture improved.' Out of the total individual respondents 22(20.8%) strongly agreed that the study area's community's saving culture improved due to the saving program of the radio station, 50(47.2%) of the respondent agreed the study area's community's saving culture improved due to the saving program of the radio station, whereas 21(19.8%) of the respondents can't decide and 13(12.3%) disagreed the study area's community's saving culture did not improved due to saving program of the radio station.

To conclude the response of the household in the above table, as far as the saving program of radio station considered, out of the total respondents, 46(43.4%) of the individual respondents replayed that this program of the branch radio is contributing in awareness creation of the community. Whereas, about 72(68%) of the household respondents confirmed that the branch radio station program transmission in ethnic language is contributing in improving the saving culture of the community in the study area. Hence, based on the individual respondents of the study, Bong branch radio is serving the community through its economic content programs generally and in saving program of the radio station in ethnic language specifically.

In addition to the above household respondents, the following idea has been drawn from focus group discussion:

Before listening to the saving program of the branch radio station, the community had no any concept about the important of saving. They used to expend the income they earned through different income generating mechanisms for their consumption. However, as they listen to the awareness creation program of radio station, they

have changed in their attitude towards saving and avoid excessive consumption. The participants' agreed that the community have brought behavioral change in saving culture. This is because of the information from the radio station broadcasting in the community's ethnic languages.

In its saving program transmission the branch radio station invites those who are regarded successful in their saving culture in the community. These invited guests share their experience in the studio and majority of the audiences inspires with others experience and success history. In such a way the radio station creates a platform of experience sharing in saving culture.

The following explanation from the key informant interview supports the above argument:

In the community, it has been used to put money at home hiding somewhere. Sometimes the losing probability of money in different cases such as; accident, theft and related problems happen. In addition, previously when somebody told about saving in the community, nobody listened because the perception of the community towards saving was as luxurious activity. They perceived that saving follows after fulfilling of their unlimited want. However, currently it is evidenced that the behavioral change of the community in adopting the culture of using financial institutions for saving and the community's misunderstanding about saving have been changing through the information from the radio station program.

From the above data, it can be concluded that the saving program of BBR is informing, creating awareness and improving the community's saving culture.

The radio program on entrepreneurship

Among the programs that Bonga branch radio transmits, one of the programs is about entrepreneurship. The program is included in the beggar of youth which is aired every Monday from 7:55p.m-8:20p.m and every Friday from 7:15a.m-7:30a.m.

According to the program format of BBR the program prepared with the coordination of Zonal Trade and Industry Office and Bonga Branch Radio Station. The data collected from the household respondents' shows the radio station activities in entrepreneur issue in the table below:

Table 5: Household responses on entrepreneurship program of the radio

No	The role of the radio station on issues related to entrepreneurship	Variables	Frequency	percent
1	The branch radio 'entrepreneurship' program contribution in the community's job creation	Strongly agree	24	22.6
		Agree	22	20.8
		Undecided	20	18.9
		Disagree	29	27.4
		Strongly disagree	11	10.4
2	Most of the community's income improved because of the contribution of 'entrepreneurship' radio program	Strongly agree	8	7.5
		Agree	39	36.8
		Undecided	26	24.5
		Disagree	19	17.9
		Strongly disagree	14	13.2

Source; Field Survey, 2019

According to the data in the above Table 5, for the researcher argument that 'The branch radio's entrepreneurship program contributing in the community's job creation.' Among the total

household respondents, 24(22.6%) of the respondents have strongly agreed that the branch radio of entrepreneurship program is contributing in the community's job creation, 22(20.8%) of the respondents have agreed that the branch radio of entrepreneurship program is contributing in the community's job creation, 20(18.9%) of the respondents have no an idea on the issue, 40(37.8%) of the

individual respondents disagreed that the branch radio of entrepreneurship program is not contributing in the community's job creation.

On the other hand, for the researcher's argument 'The branch radio entrepreneurship program contributing in the community's income generation.' According to the household respondents, 8(7.5%) strongly agreed that the branch radio 'entrepreneurship' program contributing in the community's income generation, 39(36.8%) agreed that the branch radio 'entrepreneurship' program is contributing in the community's income generation, 26(24.%) of the individual respondents have not reacted for the issue, and according to 33(30%) of the respondents, the branch radio 'entrepreneurship' program is not contributing in the community's income generation.

The response of individual household respondent's in the above table can be concluded that, out of the total respondents who have involved in the study, 46 (42%) agreed that the information found from the branch radio program of entrepreneurship which is transmitting in ethnic language is contributing in the community's job creation. Whereas, for 47(44%) of the individual respondents' the information through the entrepreneurship program of the radio is also contributing in changing the community's attitude.

In relation to this, the explanation of key informant from the branch radio supports the house hold respondent's reaction in the above:

In the weekly entrepreneurship radio program, among the community members, those who are regarded successful entrepreneurs invited in the studio and share their experience for the audiences of the branch radio station. Through this, the community members such as; youths, women and others learn from the others success. Besides, small scale enterprises are the major means of job creation for those who seek job in the community. Hence, the radio station is also doing related programs to the issue and the community's awareness is increasing from time to time. In this case the contribution of the radio station is numerous.

Unemployment is the concerning issue of youths and the current Ethiopian government is designing different option to solve the problem. The objective of creation job opportunity through small scale enterprise is the peculiar one. In relation to this the branch radio station is contributing in the issue and this is evidenced from the focus group discussion participant's explanation drawn hereunder:

They remember that there were the communities members who have graduated from high school those have no any source of their own income and depended on their family. Due the loan support from government finance institution which is called omo-micro finance, they became a group member of sheep breeding small enterprise association and started operating their own business. Before, they used to think that without having own capital creating self income generation is impossible. However, because of the information from the radio program of Bonga F.M 97.4 of entrepreneurship, they have brought behavioral change on their life and currently they believe that there are possibilities of own job creation mechanisms which lead to generate own income. Therefore, this enterprise has been regarded as a role model in the community and due the witness of the focus group discussion participants the information contribution of the media is great.

As it has been tried to investigate the contribution of Bonga branch radio station in the study areas community's job creation activities, based on the data from individual household respondents, key informant interview and focus group discussion, the information from economic content of the media generally, entrepreneurship program specifically has been influencing the attitude of the community in the study area. Based on this it is possible to conclude that, offering educative information in the language they understand in the media has power of changing the community's attitude and knowledge for better life.

Challenges of Bonga Branch Radio

While doing any activity to achieve a given organization's objective, different challenges may occur in different directions either

internally or externally. During such a situation, the actions taken by the organizations depend on their structure and the culture of their management. The actions are taken to overcome the challenges within the organization even may vary from one management to the other.

As it has been discussed in detail, under each social content program of the radio station, the branch radio station is striving to serve the community. While doing this activity the branch radio station is facing different challenges. Among those challenges, as it has been explained by the branch radio station manager; the branch radio station is not serving the whole community of two zones of Kafa and Sheka because the transmission coverage of the radio station needs the new and specialized satellite receiver in each area. It requires a greater amount of investment for infrastructure and purchasing the materials. The key informant also informed about the non-availability of the materials in the domestic market. The materials need to be imported and this needs financial capacity.

Another key informant revealed the challenges of maintaining the neutrality in journalism in the branch radio station. Sometimes, this tackles the media journalists having sufficient and balanced information for both news and program. While maintaining neutrality, journalists sometimes get into the challenge to search the appropriate information, data, or piece of evidence to report the malfunctioning or weak performance of the sectors.

The radio station is confronted with another challenge of the lack of sufficient training and capacity building program. The key informant confirmed that since the establishment of the media, capacity-building activities either long or short training are not available. Finally, the key informant pointed out that the news and program formats are not updated and revised. The current formats of the programs need to fit the current interest and needs of the audiences. Such problems of the revised version of the program are found both in the urban and rural.

CONCLUSION AND RECOMMENDATIONS

CONCLUSION

Based on the study, to conclude the finding and the result of the paper, it is very important to deal with the central argument of the researcher and the theory which the study basis. Hence, the central argument of the researcher is that, the concept of economic development is broad and differs from society to society, place to place and from time to time. For example; compiling inputs for agricultural specialization, increasing productivity and changing in saving culture can be the example of economic development for those who leads subsistence economic lives. Whereas, for the other advanced society this can't be the sign of economic development. In addition to this, increasing of the individual and community income level, improvement of literacy and health status and related issues may be considered as development for one and primary change for the other vis-à-vis.

On the other hand, technological advancement and leading luxury life might be considered as the expression of economic development. Hence, putting the World Bank categorization of living status level of the first, second and the third world, and even the region of sub Saharan countries under consideration, the living standard of the study area's community such as; the improvement in agricultural productivity, saving capability, job creation and related issues can be considered as the implication of economic development.

Among different developmental communication theories, the above argument stated by the researcher of this study can be supported by the developmental communication theory which is called multiplicity Paradigm theory.

This paradigm conceived the basic idea that development is integral, multidimensional, and dialectic process which can differ from one society to another. In contrast with the more economical and politically oriented approaches in the modernization and dependency paradigms, the central idea here is that, there is no universal development model. Each society must delineate its own strategy to development. This implies that the development problem

is a relative one and that no one nation can contend that it is developed in every respect (Servaes, 1999, p.109).

Scholars like [13] believed that the scope and degree of interdependency must be studied in relationship with the content of the concept of development. This paradigm is based on seven principles. These are basic needs, endogenous self-reliance, ecology, sustainability, participatory democracy and structural and sustainable changes. In order to adopt the multiplicity paradigm a new form of communication called participatory communication is important. The participatory communication approach gives considerable attention not only for the exogenous technology and knowledge transfer, but also for the promotion of self-reliance in terms of local knowledge and local capability [13].

Based on the aim of the study, which is assessing the role of Bonga branch radio on economic development of the community in general, focusing on the economic content programs such as agriculture, saving, entrepreneurship and income generation specifically, the data analyzed interpreted and summarized. Hence, the cumulative data from the individual household respondents, key informants and focus group discussion participants reveals that, the information through the entertaining and educative program contents of the branch radio is contributing in influencing the attitude and behavior of the community.

According to the data findings, the radio station in the study area considered as the voice of the community and this is evidenced in listener's participation in the issues that the radio station transmits in its news, programs and live transmission formats. The community in the study area uses the radio station as a primary source of information since its transmission is in the language they understand. The listeners perceive that the information from the radio station is helping them in facilitating their lives and livelihoods.

According to the data finding in this study, the information related with different economic content programs of the radio station has been contributing the community in transforming their attitude, knowledge and through this to the practical activity of their day to day lives. It is evidenced from the household respondents, key informant interview and focus group discussion participants, due to the radio programs transmitting from the radio station in ethnic language, the situation in the community become easy to learn and exchange the experience and this improved economic activities as it has been discussed in the result and discussion part of the study.

Recommendations

In the data analysis and discussion part of the study, the role of media on the economic development of the community, specifically on the Bonga branch radio station which is transmitting its news and programs in different ethnic languages is assessed and the results of the study found that role of media in the study area is positively correlated to economic development. However, based on the findings of the study the following recommendations are forwarded:

-) The independence of the media should be realized in the study area.
-) To make the branch radio station more functional and successful, the local government should support the media and should work together in which both the media organization and the local government should collaborate on the activities which may result in the community's development.
-) For effective and efficient service delivery of the media, journalists and technical workers' capacity should be built and updated. According to the BBR staff members, they lack sufficient short/long training, if given it could help them to serve more efficiently to serve the community by using their potential.
-) The program formats should be updated and revised to meet the rising demands of the audience from rural and urban areas.
-) There is a need for coordination with the concerning institution such as Bonga University which is found near to the

media organization to produce the professionals both in the areas of journalism and technical workers to enhance the capacity of BBR and for efficient service delivery to achieve the target of the organization.

-) It is strongly recommended that to serve the whole community of two zones of Kafa and Sheka equally in the transmission by improving the required infrastructure to expand the coverage through the coordination of concerning bodies.
-) It is believed that if the above recommendations are taken into account the BBR will serve more effectively in the economic development of the community.

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