



SOUNDING DEVELOPMENT: EXAMINING THE INFLUENCE OF HUGUKA RADIO ON RWANDA'S SOCIO-ECONOMIC LANDSCAPE

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Abstract

This study examined Huguka Radio in Muhanga District in Rwanda to see how radio contributes to socio-economic development. It helped identify Huguka Radio's socio-economic benefits and problems. This research also helped the researcher graduate in Masters in Development Studies. The campaign targeted 250 Huguka Radio listeners, journalists, managers, government officials, civil society organizations (CSOs), and media advocates. Slovin's formula determined a sample size of 75 applicants using purposive or judgmental sampling and simple random sampling. Surveys and interviews were utilised to obtain data from Huguka Radio listeners, staff, government officials, civil society organisations, and media advocates. After discussing the research instruments with the supervisor, the researcher confirmed that the questions and substance were valid. To assess reliability, respondents' answers were tested again. Using percentages and frequencies, SPSS descriptive statistics analysed quantitative data. To analyse qualitative data, content analysis was performed. The poll found that 95.2% of respondents thought that radio helps Rwanda's economy, while 92.1% said Huguka Radio does. In particular, 93.3% of respondents believed Huguka Radio promotes agriculture and farming, 94.9 % human rights, and 84.7 % health. The research also revealed that Huguka Radio promotes socio-economic development through rural forums, accessible language, and community debates. Due to financial constraints, Huguka Radio struggled to promote socioeconomic development. Some respondents noted that this issue limits equipment, professional journalists to work on contract, radio journalists' consistency, and time and area to reach people, especially in rural areas where many Rwandans live. Huguka Radio should collaborate with other broadcasters and keep engaging socio-economic development partners. After this investigation, the researcher suggested other research subjects, including Financial inability

of radio and socio-economic growth in Rwanda; and cooperation with government institutions.

INTRODUCTION

Over half the world lives in cities. According to the 2014 World Urbanization Prospects report by the UN Population Division, 54% of the world's population lives in urban areas, with the proportion expected to rise to 66% by 2050 (UN, 2014, p.2). This shows that urban areas will continue to grow worldwide.

Urbanization is high and will continue in wealthy countries, although many people live in rural areas, especially in Africa. The IFAD (2011) Rural Poverty Report estimates that 3.1 billion people, or 55% of the developing world's population, live in rural regions. Although the rural population will peak and begin to fall in 2025, sub-Saharan Africa won't until 2045. Unfortunately, more people living in rural areas increases rural-urban development disparity.

Most rural inhabitants in sub-Saharan Africa and South Asia are poor. South Asia and sub-Saharan Africa have the poorest rural people and the highest rural poverty rates, so at least 70% of the world's very poor are rural, according to IFAD. Mass media can help end poverty.

Radio, like television, newspapers, news magazines, the internet, and blogs, may impact lives by informing, educating, and entertaining the public. Ala-Fossi (2011) reports that 2.60 billion radios were in use worldwide in 2002, and radio has significant development potential in Africa and Asia. The great potential is attributable to radio's popularity as an information source and growth contributor.

It is said that radio is popular since it is the easiest medium to reach customers and its content requires little money and literacy. Craig (2008) claims that radio is cheaper and portable, but televisions are tens or hundreds of times more expensive than the cheapest radio transmitter. Craig adds that radio receivers need electricity, but most utilize inexpensive batteries that are easy to locate and allow the user to take the set almost anywhere. Radio consumption does not require literacy. Radio was the most effective media channel for fighting poverty, especially in Africa.

Jemal (2013) says that radio is the best weapon to reduce poverty in nations like Ethiopia, where most people are farmers and illiteracy is high. Radio helped build Ethiopia by educating farmers, even though most Ethiopians are illiterate.

Radio can help to socio-economic development if its content meets listeners' requirements. According to Fraser & Restrepo (2001), radio is always expanding, therefore TV and other advanced communication technologies will not replace it. They also claim that social and economic gains can result from ordinary people having access to adequate knowledge and participating in communication and consensus building about life concerns, especially the impoverished. Then radio listeners must have the right to

voice their needs and provide feedback on the content they receive for socio-economic growth.

Radio is a vital conduit for rural people to learn about contemporary agricultural techniques to improve quality and quantity. According to Nakabugu (2010), Uganda's modernization of agriculture plan calls for a shift from traditional agriculture to a technologically based scope, diversifying cash crop production, and ensuring food security. Government communication as a denominator for change is the main obstacle to accomplishing this goal. Communities must be targeted and involved in communication. Nakabugu uses rural radio. She says that radio in Uganda helped rural communities meet their fundamental needs like food, housing, and clothing through agriculture.

In countries facing socio-economic problems, radio has helped revive progress. After the Tutsi Genocide in Rwanda, "community radios are also playing a positive role in improving standards of living and thus leading to socio-economic development of the country," (Biraro, 2015:2). Radio helped the Rwandan economy, which the Institute of Security Studies claims that has been one of the fastest growing in Africa and the globe since 1995, averaging 8.2% real annual GDP growth from 1995 to 2001. Rwandans still need socioeconomic empowerment.

Because one in four rural households lives in extreme poverty, IFAD (2014) reports weaker rural development in Rwanda than metropolitan areas. IFAD reported that 83.5 percent of the country's population lives in rural areas, where 49 percent of people live in poverty compared to 22 percent in urban areas. Since Rwanda still has poverty, radio must help.

In Rwanda, media houses are rising rapidly in Kigali and the countryside. The Rwanda Governance Board (RGB, 2016) reported that since the Genocide, radio stations have increased from two in 2004 to 32 in 2015, local television stations from two in 2013 to 10 in 2015, print media at about 50, and online publications over 80. In 1994 and before, radio was destructive rather than productive. According to the former Ministry of Information (MININFOR), media outlets like Radio RTLM exacerbated disputes among Rwandans. Most of those media channels were politically driven by their owners' interests. The Office of the President and leaders of the distinct ruling party (MRND) influenced some media (MININFOR, 2004:9). Radio announcements that heightened intergroup animosity promoted homicides. Thompson (2007) argues that in March 1992, Radio Rwanda first explicitly promoted the slaughter of Tutsi in Bugesera by continuously broadcasting an announcement apparently delivered by a Nairobi-based human rights group warning that Hutu would be assaulted by Tutsi. Thompson says that local leaders used radio announcements to urge Hutu to attack Tutsis first to protect themselves. According to Thompson (2007), millions of Rwandans witnessed a nationwide campaign of extermination and a collective effort whose rhythm was in many ways regulated by RTLM broadcasts. As result, over one million Tutsis were killed in 100 days in the spring and summer of 1994. This study used Huguka Radio in Muhanga District to evaluate radio's impact on socio-economic growth in Rwanda, which is still rebuilding.

Accordingly, this study was guided by the following research questions: First, What is the contribution of Huguka Radio to socio-economic development in Muhanga District? Second, What are strategies and challenges of Huguka Radio in contributing to socio-economic development in Muhanga District?.

Literature Review

The Impact Of Radio On Socio-Economic Development

In Saab's (2014) publication titled "The Impact of Radio on Economic Development as a Medium of Mass Communication," it is argued that radio serves as a powerful tool for effecting change and disseminating modern ideas across various domains such as language, investment, stock market news, training programmes, education, technology, agriculture, and industrial development. Radio typically plays a vital role in enhancing the quality of several development aspects in any location.

The mass media is anticipated to be a crucial tool that may actively accelerate the global development agenda. In the UN document a/59/2005, former united nations secretary-general Kofi Annan emphasised that the media plays a crucial role in civil society. It is not only a necessary partner in providing services to the poor as required by the Millennium Development Goals (MDGs), but it can also stimulate action within countries regarding urgent development issues. The media has the power to mobilise widespread movements and generate grassroots pressure to ensure that leaders are held responsible for their promises. Even in Africa, impoverished individuals had the capacity to listen to the radio.

Radio is a prevalent medium in sub-saharan Africa, an area predominantly afflicted by poverty-related problems. " According to Umaru & Sharafadauda (2013), Radio Khwezi, established in 1995 in South Africa, has a daily listenership of over 140,000 people. These listeners primarily come from rural, underdeveloped, and economically challenged communities. Although the media face challenging economic and political conditions in Africa, radios have still played a significant role in enhancing the quality of life for inhabitants.

Rwanda's radio broadcasting industry

The transmission of information through media in Rwanda has evolved throughout time, from the period before European expansion in Rwanda to the post-1994 era, when the Tutsi Genocide was halted. In a publication by the previous Ministry of Information, MININFOR (2004), a concise account of the media history in Rwanda was presented. It highlighted that prior to the arrival of white colonialists, Rwandans had their own indigenous means of disseminating information known as traditional media or ancestral media (p. 7). Rwandans utilized traditional media to convey information through verbal communication or traditional instruments, enabling people to stay informed about the governance of their country. Additionally, they could readily access and adhere to commands and regulations issued by the king.

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However, according to Mininfor (2004), the colonial era was marked by the emergence of modern forms of media known as mass communication, which encompassed print media, radio, and television stations. According to Mininfor (2004), there were only four newspapers available: Kinyamateka, Temps nouveaux d'Afrique (New times of Africa), Hobe, and Imvaho. However, radios did not exist until the 1950s. Print media predicts broadcast media.

According to Mininfor (2004), Radio Rwanda was established in 1961 (p. 8). Mpambara & Monique (2003) state that Rwanda's public television began broadcasting in 1992, while the private radio station RTLM was created in 1993. Radio was introduced in Rwanda prior to the advent of television.

Despite its role as a conduit between citizens and leaders, promoting national economic development, political and security stability, and socio-economic progress, the Rwandan media has succumbed to political interference. According to Mininfor (2004), officials deliberately promoted sectarianism and ethnic differences among the population using government media and media outlets like Radio RTLM. These actions were driven by the personal interests of the owners. Radio undeniably had a significant role in the widespread slaughter of Tutsis during the three-month period of the Genocide against Tutsi, which was characterized by extreme brutality and resulted in the deaths of 1,074,017 individuals (Bizimana, 2011, p. 2). In addition to the loss of lives, the Tutsi Genocide had various other consequences, with radio playing a significant role in its planning and execution.

Journalists were also impacted by this catastrophe, resulting in severe injuries, casualties, orphaned children, property destruction, and the displacement of people. After the Rwanda Patriotic Front (RPF) halted the Genocide in July 1994, over two million individuals sought refuge in Zaire in response to the former rulers' appeal for exile through Radio Rwanda and RTLM. According to Mpambara and Monique (2003, p 19), a significant portion of the journalists were either abandoned or went missing during the genocide. Some journalists escaped the country, while a small number were imprisoned. The preceding evidence demonstrates that the Tutsi Genocide resulted in significant casualties within the media sector.

Subsequently, the School of Journalism and Communication at the University of Rwanda (formerly known as the National University of Rwanda) and the Media High Council, a government institution established in 2002 with the primary objective of enhancing media capabilities, have played a crucial role in the restoration of the media sector. As a result, there has been a significant growth in the number of skilled journalists and media organisations. According to RGB (2016), Rwanda has experienced substantial growth in its media sector in terms of both quality and quantity since the Genocide ended. The number of radio stations has increased from 2 in 2004 to 32 in 2015. Similarly, local television stations have grown from 2 in 2013 to 10 in 2015. Additionally, there are approximately 50 print media outlets and over 80 online publications. RGB further asserts that since the conclusion of the Genocide, Rwandan journalists have diligently endeavored

to assemble the fragments and establish a robust and productive media, thereby contributing to societal reconciliation and the nation's reconstruction.

Huguka Radio.

Huguka Radio has been operational in Rwanda for approximately five years, having obtained a licence as one of the newly authorised radio stations for the fiscal year 2010-2011 (MHC, 2011:9). According to UNESCO, Huguka Radio operates on the frequency 105.9FM in Jali and 107.5 FM in Karongi. According to UNESCO, the station has a significant audience of over 4 million listeners, with over 70% being agricultural producers. It also covers more than 75% of the region of Rwanda.

The objective of Huguka Radio is to empower and educate rural communities in Southern and Western Rwanda, enabling them to achieve sustainable development. This is accomplished through interactive programmes that provide information, education, and entertainment. Despite its responsibility to enhance the well-being of Rwandans, particularly those in rural areas, Huguka Radio appears to receive less financial support compared to other rural radio stations that operate in the Southern Province.

Huguka Radio receives fewer sponsorships compared to Radio Maria-Rwanda, which is also located in the Muhanga District. This is because Radio Maria-Rwanda is a Catholic religious radio station. Radio Huguka receives less sponsorship compared to two other radios located in the Southern Province, namely RC Huye supported by the Government, and Radio Salus sponsored by the University of Rwanda.

Concept of Roles of Mass Media in Socio-Economic Development.

This study employs following theories in examining the phenomena. First concept is Communication for Development (C4D) theory, as defined by the UN in 2011, is a social process that facilitates dialogue between communities and decision makers at various levels (local, national, and regional) to effectively implement policies and programs that improve the overall quality of life for everyone. Radio serves as a mass communication channel that facilitates interaction between communities and decision makers, hence promoting socio-economic development.

The current categorization of C4D by United Nations organizations includes four primary components: Behavior Change Communication (BCC), Communication for Social Change (CFSC), Communication for Advocacy, and Strengthening and enabling media and communication environment.

Another theory is Behavior Change Communication (BCC) which refers to the process of using strategic communication techniques to promote and encourage individuals to adopt positive behaviors and make lasting changes in their behavior.

Behavior Change Communication is an interactive process that involves producing messages and techniques using a combination of communication channels. Its purpose is to promote and maintain positive and appropriate behavior among individuals. According to the United Nations (2011), this method is widely recognized and has been extensively

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employed in development programs since the 1950s. The concept perceives social change and individual change as interconnected and interdependent. It has progressed from Information, Education, and Communication (IEC) initiatives to emphasize customized messages, enhanced dialogue, and greater involvement, with a specific goal of achieving health-improving outcomes. In addition, it is anticipated that individuals will have improved health outcomes as a result of the implementation of Behavior Change Communication (BCC), which is crucial for disseminating knowledge about health-related initiatives such as HIV/AIDS, malaria, and other diseases.

Behavior Change Communication may also facilitate the advancement of education, entertainment, economy, politics, and other domains. The United Nations (2011) states that recognizing the influence of social, cultural, economic, and political factors on individual behavior, these strategies may include peer education, social marketing, entertainment, education, public policy and media advocacy, personal and community empowerment, and public relations. This asserts that Behavior Change Communication facilitates socio-economic growth effortlessly by empowering individuals across all demographics and exerting influence over both public and commercial entities.

Other scholars also employ Communication for Social Change theory which prioritizes discourse as a fundamental element for development and emphasizes the importance of enabling the engagement and empowerment of empowered individuals through various participatory methods. Specifically, it emphasizes the significance of horizontal communication, the involvement of individuals as catalysts for transformation, and the necessity of adequate negotiation abilities and collaborations, with a primary focus on discussion. According to the United Nations (2011), the concept of CFSC emphasizes the use of discussion procedures to enable individuals to overcome challenges and determine strategies to accomplish their self-defined objectives. By engaging in both public and private discourse, all individuals within civil society, regardless of gender or age, establish their identities, articulate their desires and needs, and identify necessary changes for the improvement of their lives. Through communication for social change, individuals are empowered to advocate for themselves, gain many opportunities to demonstrate effective methods for enhancing their lives, and identify obstacles to socio-economic progress.

In terms of advocacy communication, concept of communication for advocacy is regarded as a catalyst for promoting positive transformations in governance, fostering harmonious relationships, and enhancing institutional effectiveness. Advocacy communication refers to coordinated efforts to influence political environment, policy and program decisions, public views of social norms, financing decisions, and community support and empowerment on specific problems, as defined by the United Nations (2011, p. 8). Communication for advocacy is to influence policy makers and leaders to establish and maintain favorable policy and legislative conditions, as well as allocate resources fairly, in order to bring about favorable socio-economic developments.

Accordingly, the approach highlighted within the UN (2011) underscores the importance of enhancing communication capacities, both in terms of professional expertise and institutional infrastructure. This is crucial in order to achieve the following objectives: (i) establish a media that is free, independent, and diverse, with a focus on serving the public interest.

METHOD

The research design delineates an appropriate methodology that the study adheres to. The research strategy employed a case study approach to examine the specific function of Huguka Radio in fostering socio-economic development in Rwanda, with a focus on the Muhanga District. The study targeted the entire population, consisting of Huguka Radio listeners, journalists, managers, government officials, civil society organizations (CSOs), and media advocates.

A sample refers to a group of individuals that are chosen from a larger population, with the purpose of representing that population in a research study. Conducting observations on every unit of the target population in this investigation proved unfeasible. The researcher chose to include a sample of only 75 units, consisting of Huguka Radio listeners, its staff, government officials, and media advocates, in order to perform a study that can produce genuine and accurate data that can be generalized.

The study's sample size was established using Slovin's formula. The entire population under research was 293, and a confidence level of 90% was used with a margin of error of 0.1. Hence, the sample size for this study consists of 75 respondents. The sample distribution is as follows. The number of responses from Huguka Radio listeners is 64, while the number of respondents from Huguka Radio staff is 3. Muhanga District Officials and CSOs each have 3 and 2 respondents respectively. Central Government Institutions and Media Advocators have 1 and 2 respondents respectively.

In order to conduct this research, a purposive sampling strategy was employed, since it facilitated the researcher's selection of a sample that was suitable for the study based on the respondents' appropriateness. The simple random sampling technique was employed, which ensures that each unit or element in the sampling frame had an equal probability of being selected for the intended sample. It means that each Huguka Radio listener had an equal chance of being chosen for the sample, and the selection of one listener did not impact the likelihood of another listener being selected.

The researcher employed questionnaires and personal interviews as the primary data collecting methods, while documents were utilized for gathering secondary data. The researcher obtained data from participants (namely, listeners of Huguka Radio) by the administration of a questionnaire. The questionnaire consisted of a sequence of open-ended and close-ended questions designed in accordance with the research question.

Furthermore, the questions were structured in a coherent manner, beginning with basic topics and progressively advancing to more intricate matters.

This approach was employed to maintain the respondents' engagement and gradually encourage them to provide thoughtful responses. The researcher expedited the data gathering process by conducting interviews with high-level executives from Huguka Radio, government officials, officials from civil society organizations (CSOs), and media advocates. The interview questions were concise and focused, aiming to gather pertinent information related to the study's subject matter. To gather secondary data, we investigated and referred to both physical and online sources relating to this research issue. The mentioned documents were discovered in various libraries and websites.

The researcher employed quantitative methods to analyse the obtained data and examine the impact of Huguka Radio on socio-economic growth. Content analysis was employed to analyse data obtained from interviews, which consisted of qualitative data. Descriptive statistics, namely percentages and frequencies, were utilized to analyse the qualitative data. The information was carefully analyzed to extract the key concepts and linkages. This was done by utilizing tables and incorporating interpretative testimony from the respondents to enhance the survey's validity and reliability. A qualitative approach was employed to offer additional elucidation on the quantitative data. The researcher further examined and made sense of the gathered data by focusing on the most frequent occurrences and proportions.

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Demographic Characteristics of Respondents

This study examined the demographic features of respondents, specifically their gender, age, and education level. These features were significant as they contributed to a comprehensive comprehension of the groups that the research focused on.

Gender of respondents was taken into consideration while conducting this research as highlighted in the table 1.

Table 1. Gender of Respondents

	Frequency	Percent
Male	31	49.2
Female	31	49.2
Missing	1	1.6
Total	63	100.0

Source: Primary Data (2016)

The Table 1 shows that 49.2% of respondents were males, 49.2% were females and 1.6% of respondents did not mention gender characteristics.

Age is a very important element to understand the population concerned by the research.

Table 2. Age of Respondents

	Frequency	Percent
18 - 25	26	41.3
26 -35	23	36.5
36 - 45	13	20.6
46 - 55	1	1.6
Total	63	100.0

Source: Primary Data (2016)

The Table 2 shows that 41.3% of respondents were between 18 and 25 years old, 36.5% were aged between 26 and 35, 20.6% aged between 36 and 45, and 1.6% of respondents were aged between 46 and 55.

Education level is an important variable which has an impact on the way respondents think as well as their needs. That was why that aspect was considered in primary data collection.

Table 3. Education level of respondents

	Frequency	Percent
Never gone to school	4	6.3
Primary	2	3.2
TVET	14	22.2
Secondary	26	41.3
University	15	23.8
Total	61	96.8
Missing	2	3.2
Total	63	100.0

Source: Primary Data (2016)

The Table 3 shows that 6.3% of respondents have never attended school, 3.2% attended Primary School, 22.2% attended Technical Vocational Education and Training (TVET), 41.3% attended Secondary School, and 23.8% attended University, while 3.2% of respondents did not mention their level of education.

Contributions of Huguka Radio in Rural Socio-Economic Development

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Findings on the contribution of Huguka Radio in rural socio-economic development were obtained from the responses of Huguka Radio listeners. Participants were queried on their perception of radio as a catalyst for socio-economic development. The data presented in Table 4 illustrates the respondents' perspectives on the extent to which radio helps to socio-economic development.

Table 4. Radio contributes to socio-economic development

	Frequency	Percent
Yes	60	95.2
No	1	1.6
Total	61	96.8
Missing	2	3.2
Total	63	100.0

Source: Primary Data (2016)

As it is seen in the table 4, 95.2% agreed that radio contributes to socio-economic development.

Then respondents were asked if, specifically Huguka Radio contributes to socio-economic development, and they answered as below in the table 5.

Table 5. Huguka Radio contributes to socio-economic development

	Frequency	Percent
Yes	58	92.1
No	4	6.3
Total	62	98.4
Missing	1	1.6
Total	63	100.0

Source: Primary Data (2016)

The Table 5 shows that 92.1% of respondents said that Huguka Radio contributes to socio-economic development.

Concerning the impact of Huguka Radio on economic development. The research findings indicate that 93.3% of respondents acknowledged the role of Huguka Radio in promoting agriculture and farming development. Additionally, 68.3% of respondents recognised the contribution of Huguka Radio to the enhancement of economic growth, while 50% agreed that Huguka Radio plays a part in economic empowerment. Huguka Radio promotes investment as a sphere of economic development, as indicated by a study which revealed a relatively low level of 28.3%. Several participants expressed their strong commitment to investing in agricultural small businesses that have the potential for

growth, as highlighted in the success stories covered by Huguka Radio. However, they noted that journalists seldom visit their rural locations, which hinders the dissemination of information about their activities to attract more customers. This lack of visibility also discourages potential investors from initiating or sustaining their investments.

Regarding economic development information, 91.9% of participants indicated that Huguka Radio's economic development information assists them in establishing income-generating endeavours, while 85.5% stated that this information aids in enhancing their agricultural and farming practises. Conversely, 48.4% of participants indicated that Huguka Radio's material assists them in making a greater contribution to the advancement of families, while 21.0% stated that it leads to improved education.

Regarding social development information, 96.7% of respondents reported that Huguka Radio's information on social development assists them in enhancing hygiene and nutrition. Additionally, 94.9% of respondents agreed that it promotes human rights, 84.7% said that it promotes health, 61.7% stated that it aids them in implementing unity and reconciliation programmes, 57.6% responded that the radio helps them in conflict prevention, while 33.3% claimed that they adopt anti-corruption behaviour as a result of Huguka Radio's social development information.

Strategies and Challenges of Huguka Radio in Contributing to Rural Socio-economic Development

The report analyses the approach employed by Huguka Radio to make a meaningful contribution to social and economic development. Both journalists employ rural forums and employ accessible language as tactics for socio-economic development. On behalf of the senior management team, one of them stated that the radio station utilises community debates to foster humility, adaptability, transparency, responsiveness, and accountability among leaders.

The manager emphasised that community debates foster a sense of freedom among individuals in their interactions with leaders and enhance their media literacy. The manager emphasised that these conversations foster a sense of liberation among individuals in their interactions with leaders and enhance their ability to critically analyse media.

The management stated that in order to reach people in many locations, these debates necessitate financial resources. Huguka Radio has sought funding from NGOs such as GIZ, Save the Children, Intsitut Panos Grand Lac, IFDC, UGAMA, and AGRI-PROFOCUS to support socio-economic development initiatives. In addition, she stated that Huguka station engages in collaboration with government institutions such as the Rwanda Governance Board (RGB) to obtain guidance in order to enhance socio-economic progress. Furthermore, the station occasionally enters into contractual agreements with interested partners.

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Regarding challenges facing Huguka Radio in social economic development, the study address that all government officials in Muhanga District, except for one, acknowledged that lack of financial means is critical for the radio to contribute to socio-economic development. Moreover, they unanimously agreed that the radio's limited financial resources pose a significant obstacle to its ability to contribute to socio-economic development. Several participants elucidated that this problem restricts the availability of equipment, the employment of professional journalists on a contractual basis, the consistency of journalists working for the radio, and the reach of Huguka Radio in terms of geographical area and time, particularly in rural areas where a significant portion of its audience resides.

CONCLUSION

Based on the research findings, 92.1% of respondents affirmed that Huguka Radio plays a significant role in fostering socio-economic progress. To be more precise, 93.3% of respondents indicated that Huguka Radio plays a role in the advancement of agriculture and farming. Additionally, 94.9% of respondents stated that Huguka Radio contributes to the development of human rights, while 84.7% acknowledged its contribution to health promotion.

Conversely, the findings from the respondents, including journalists, Huguka Radio managers, CSOs, government institutions, and media advocates, indicate that the lack of financial resources is a significant obstacle for Huguka Radio to contribute to socio-economic development. Several participants indicated that a lack of financial resources hinders the acquisition of equipment and the ability to hire professional journalists on a contractual basis. This also affects the consistency of journalists working for the radio and restricts the radio's reach in terms of time and geographical coverage, particularly in rural areas where a significant portion of its audience resides.

Ultimately, the research devised techniques for the radio to surmount those obstacles. The journalists being interviewed from Huguka Radio stated that they employ rural forums and employ simple language tactics in order to enhance their contribution to socio-economic development. Huguka Radio's senior management utilises community debates as a means to instill humility in leaders towards the public. According to a high-ranking radio executive, engaging in community debates allows individuals to have a sense of freedom with their leaders and develop media literacy skills. With the speaker, in order to reach people in many locations, these debates necessitate financial resources. Huguka Radio has expressed interest in seeking funding from NGOs such as GIZ, Save the Children, Institut Panos Grand Lac, IFDC, UGAMA, and AGRI-PROFOCUS to support socio-economic development initiatives. In addition, she stated that Huguka station collaborates with government institutions such as RGB to obtain guidance in order to enhance socio-economic progress. Furthermore, the station occasionally enters into contractual agreements with interested partners.

The researcher acknowledged the limitations of this study, primarily stemming from the unavailability of respondents due to various factors such as unforeseen rainfall, government meetings, and illness. Furthermore, certain participants encountered difficulty in completing English surveys due to their lack of proficiency in the English language. In order to overcome these constraints, the researcher took the initiative to contact the respondents by phone to confirm their availability. Additionally, the researcher translated the questionnaires from English to Kinyarwanda to assist those who are not proficient in English.

The writer recommends pursuing additional research that specifically examine the financial limitations of radio and its impact on socio-economic growth in Rwanda. Additionally, the writer also suggests to following research on the collaboration between radio and government organisations for the sake of socio-economic development in Rwanda.

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