CHAPTER II

THE BUSINESS OF ARDAN RADIO GROUP

2.1 Ardan Group's Company Profile

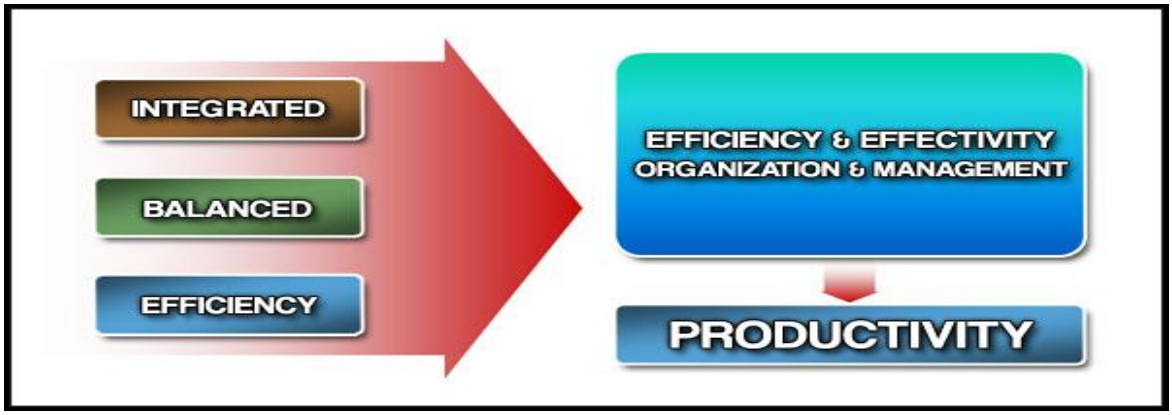
2.1.1 Here They Are

ARDAN GROUP is a brand networking station, made to fulfill the market that need effectively and efficiency to do the radio promotion. ARDAN GROUP consist of three well-known radio stations in Bandung. Each has different segmentations: **RADIO ARDAN 105.9 FM** for youth listeners. **RADIO B 95.6 FM** for young-executive listeners. **RADIO COSMO 101.9 FM** for middle-low listeners. With the existence of ARDAN Group, we hope that it is going to be the extraordinary strength at the challenge of radio stations in Bandung. And they hope that we could be the one-stop point for the advertiser who wants the effective and efficient promotion.

These are the goals for ARDAN GROUP: give maximum service, effective, efficient, and show strong commitment to fulfill the needs of clients who wants to promote their brand. To arrange the effective, efficient, and organize group fund, to reach the dynamic company financial. To increase the quality of human resources, so we could give maximum services to clients. Updating the latest broadcast technology,

so they could have a perfect quality of broadcasting. To give the consistent, down to earth, and useful entertainment and information.

2.1.2 They Are The Holding Company



2.1.3 Choosing Business Unit and Supporting Unit



2.1.2 These are What They Stand for:

1. Public Relations & Promotion Department

The main goal of a public relations department is to enhance ARDAN GROUP's reputation. Staff that work in public relations department of ARDAN GROUP, or as it is commonly known, PR, are skilled publicists. They are able to present a company or individual to the world in the best light. The role of a public relations department can be seen as a reputation protector.

The radio business of today is extremely competitive. ARDAN GROUP need to have an edge that makes them stand out from the crowd, something that makes them more appealing and interesting to both the public and the media.

Public Relations provide a service for ARDAN GROUP by helping to give the public and clients a better understanding of how the company works. Public Relations also helps ARDAN GROUP to achieve its full potential. They provide feedback to the company from the public and clients. This usually takes the form of research regarding what areas the public and clients are most happy and unhappy with.

2. Marketing Communication

Marketing Communication is the department that deals in handling all communications for ARDAN GROUP.

Marketing Communication is nothing but the science and art of communicating information that ARDAN GROUP wants to divulge to the public. The information could be related to the marketing of a product, talk about a new product launch or community initiatives taken by ARDAN GROUP. Marketing Communication covers exactly how we are going to create customer by taking your value message to the market.

3. Human Resources Department

Human Resources Departments (HRD) is the entities organizations form to organize people, reporting relationships, and work in a way that best supports the accomplishment of ARDAN GROUP's goals.

ARDAN GROUP's HRD function serves to make sure that ARDAN GROUP's mission, vision, values or guiding principles, the metrics, and the factors that keep ARDAN GROUP guided toward success are optimized.

4. Accounting

Accounting is the backbone of ARDAN GROUP. Ethical and professional accounting forms a clear financial image of ARDAN GROUP and allows managers to make informed decisions, keeps investors abreast of developments in the business, and keeps the business profitable.

A number of disciplines are involved in accounting. At the root of all accounting is book keeping. A book keeper keeps tracks of all of the funds that a business handles, including money paid to the business, money paid out, and assets that the business holds.

An auditor is a professional that is responsible for evaluating some aspect of ARDAN GROUP. Auditors are employed in the task of determining the level of efficiency present in the production process, the efficient use of labor and other resources associated with ARDAN GROUP, and the veracity of the financial records of ARDAN GROUP. Along with evaluating a project or aspect of ARDAN GROUP, an auditor is expected to make recommendations regarding the correction of negative conditions that currently impact the ARDAN GROUP.

5. Creative Team

The Creative Team, they have a wealth of experience in design, brand communication and marketing that ARDAN GROUP like to share and fresh new ideas to get noticed. They are flexible, full of ideas, and eager to client to get results. Over the years they have developed close links with other high integrity, high quality marketing services suppliers, experts in their own fields. So not only will we come up with the bright ideas, they will implement them as well, saving time and money, and ensuring that the end result is practical.

6. Traffic Administrator

Traffic Administrator at ARDAN GROP are keeping all creative projects moving smoothly. They also continue to improve their traffic system and project management process, keeping the parts that work well and suggesting ways they can do it better. They also develop and maintain of traffic administrator guidelines documentation.

Work closely with agency creative leadership to balance workloads and advocate for appropriate time-lines on creative projects. Maintain workload data for monthly and quarterly metric output.

7. IT & Maintenance

User-friendly assistance for individuals who have technical problems with electronic devices. The technical support team is composed of individuals that are familiar with the ins and outs of devices. With this knowledge, ARDAN GROUP's Technical Support team are able to troubleshoot most problems that a user experiences.

2.2 Commercial Rate of Ardan Group in 2011

COMMERCIAL RATE 2011 ARDAN GROUP

ARDAN

AD TYPE	DURATION	RATE 2011	
		PT	RT
Loose Spot	30"- 60"	440,000	400,000
Adlibs	60"	550,000	500,000
Live Reportase	03'	1,700,000	
Full Blocking	30'	3,700,000	3,300,000
	45'	4,500,000	4,000,000
Semi Blocking	30'	2,300,000	2,100,000
	45'	2,800,000	2,500,000
Insert; Quiz,Tips	05'	1,200,000	1,100,000
Time Signal	45'	1,500,000	1,250,000

COSMO

AD TYPE	DURATION	RATE 2011	
		PT	RT
Loose Spot	30"- 60"	180,000	150,000
Adlibs	60"	220,000	180,000
Live Reportase	03'	800,000	
Full Blocking	30'	1,400,000	1,200,000
	45'	2,000,000	1,700,000
Semi Blocking	30'	1,000,000	700,000
	45'	1,800,000	1,500,000
Insert; Quiz,Tips	05'	800,000	600,000
Time Signal	45'	800,000	600,000

RADIO B

AD TYPE	DURATION	RATE 2011	
		PT	RT
Loose Spot	30"- 60"	220,000	180,000
Adlibs	60"	250,000	200,000
Live Reportase	03'	1,000,000	
Full Blocking	30'	2,000,000	1,700,000
	45'	2,500,000	2,200,000
Semi Blocking	30'	1,200,000	1,000,000
	45'	2,000,000	1,700,000
Insert; Quiz,Tips	05'	1,000,000	700,000
Time Signal	45'	1,000,000	700,000

Note: Live Reportase not discount