ABSTRACT

STRATEGY OF PUBLIC RELATIONS RADIO 91.7 FM CBL BANDUNG HEARING ON THE INTEREST ACTIVITIES OFF AIR

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this final task under guidance,

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The research was conducted with a view to describe the PR strategy CBL 91.7 FM Radio Bandung Attract Interest In Activities Through Listener Off Air, in connection with the activities carried out through a PR activities Off Air brings listeners to a much more appealing through Finndin Fact Phase, Planning Phase, Phase Communication, and Evaluation Phase.

This study is a qualitative study using a method Deskripif. Data collection techniques used were interviews, observation, documentation, literature, and search the data only. The subject of this study is the division of Marketing and General Manager of CBL 91.7 FM Radio Bandung, amounting to 2 people. By using purposive sampling techniques, set a PR person as an informant research and the General Manager as an informant 2.

Based on the interviews, the results obtained from the phase of fact finding study conducted by the PR CBL 91.7 FM Radio Off Air Bandung through activities in attracting listeners, of course, to know their audience with information on activities of the Water Off to apply through the planning stage by conducting roadshows, to sponsor the launch, making event, and other activities of the stage of communicating the activities carried out by directly interacting with the audience through telewicara face to face, and at the evaluation stage to improve performance, through the stages of a public relations strategy that is realized or not.

To that end, researchers suggested that CBL 91.7 FM Radio Bandung expand the scope or objectives through activities Off Air, attention to human resources, attention and activity of the positioning strategy can be applied through cooperation with other radio and other activities for the continuation of CBL Radio in the future.