ABSTRACT

Strategic Public Relations Department Mobile Unit Ardan 105.9 FM Radio in Bandung City Public Interest Attractive To Become Listeners.

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This study aims to find out "How Strategic Public Relations Department Mobile Unit Ardan 105.9 FM Radio in Bandung City Public Interest Attractive To Become a listener?". so the researchers wanted to see the activities of the Public Relations Department Mobile Unit Radio Ardan 105.9 FM, researchers try to analyze, explain and describe the purpose, activities, messages and media in attracting people to become listeners in Bandung city.

The subjects in this study is the Public Relations Department Mobile Unit Radio Ardan 105.9 FM and the informant is an advanced Mobile Unit Supervisor Department. The research approach used was qualitative descriptive method, where researchers only describe a characteristic of the object being studied.

From the research that has been done was the Public Relations Department Mobile Unit Radio Ardan 105.9 FM is the purpose of the Mobile Unit of the Department. So that every activity Mobile Unit Department give the best to the people of Bandung. These activities directly implemented by the crew Mobile Unit of the Department and has a unique concept that every mobilenya.

The conclusions of the research has been done is that the desire to make the Mobile Unit Department of Radio Ardan 105.9 FM as a ranking No. 1 which focuses on services that maksimak, want to make the Mobile Unit of the Department of Radio Ardan 105.9 FM as a vehicle for the development of the existence of Indonesian music and serve as a medium of information, entertainment and education, especially for the citizens of Bandung. And strategies of the Public Relations Department Mobile Unit Ardan 105.9 FM Radio is having the purpose of each activity in conveying its message is also considered to use the media to attract the citizens of Bandung to listen and come to the event Ardan.

From the research that has been done there are a few suggestions for the Mobile Unit of the Department which should be better in the delivery of messages among the community of Bandung and to give directives to the crew Mobile Unit for the show event can run smoothly so that the community was keen to give good response.