ABSTRACT

STRATEGY OF MARKETING COMMUNICATION SUB DIVISION PR & PROMOTION AUTO RADIO 88.9 FM BANDUNG THROUGH THE TRAFFIC REPORT PROGRAM TO IN CREASE LISTENER'S INTEREST

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this final task under guidance,
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This Research was conducted in order to describe the Strategic of PR & Promotions Auto Radio 88.9 FM Bandung Through Traffic Report Program to in crease listener's interest, in connection with activities undertaken through the PR & Promotions Report Traffic program bringing the listeners to the more desirable direction through Phase Fact Finndin, Planning & Programming Phase, Phase Communication, and Evaluation Phase.

This Research a Qualitative Research with Descriptive Method. Techniques Data collection used are interviews, documentation, book study, and data retrieval online. data analysis techniques used, including data collection, reduction data, display data, and drawing conclusion or (verfication) data. The subject of this study was the Marketing division of Auto Radio 88.9 FM Bandung, amounting to 3 people. Using a purposive sampling technique, defined a person as an informant of PR & Promotion of research and one person from the audience as a key informant.

Based on the interview, the results obtained from the stage of fact finding study conducted by the PR & Promotions Bandung Auto or Radio 88.9 FM Traffic Report through the program in increasing listener interest, of course, by knowing their audiences with information on Automotive Traffic Report to the user through the steps that were applicable planning and programming by conducting road shows, touring with a motorcycle or car Bandung club from the stage of communicating the activities carried out by interacting directly with the listener through telewicara face to face, and at the evaluation stage to improve performance, and extend through the stages that PR & Promotions strategy materialized or not.

Therefore, Researcher suggested that the Auto Radio 88.9 FM Bandung could expand the area goals with human resources also support and seek another solution by replacing the program with other programs, so that the credibility of Auto Radio 88.9 FM Bandung both among audiences outside and fellow radio accounted for solely for the sake of continuity of Auto Radio 88.9 FM in the future.