

ABSTRAK

Ajeng Dinar Puji Rahayu. 41153030120007. Strategi Radio Siaran dalam Menarik Minat Pendengar. Studi Kasus Program *Nightmare Side* di Radio Ardan 105,9 FM Bandung. Dosen Pembimbing: Dr. H. Eki Baihaki, Drs., M.Si dan Dudi Yudha Kusuma, S.IP., M.Si.

Penelitian ini bertujuan untuk mengetahui Strategi Radio Siaran dalam Menarik Minat Pendengar. Studi Kasus Program *Nightmare Side* di Radio Ardan 105,9 FM Bandung.

Penelitian ini menggunakan metode penelitian kualitatif, dengan paradigma penelitian konstruktivisme, dan pendekatan penelitian studi kasus. Subyek penelitiannya adalah pendengar program *nightmare side* yang ditentukan secara purposif berdasarkan pengetahuan kondisi internal dan eksternal mengenai *nightmare side* Ardan 105,9 FM Bandung. Proses pengumpulan data diperoleh melalui wawancara mendalam dan pengamatan peran serta terhadap informan, sedangkan untuk data penunjang diperoleh melalui studi dokumentasi hasil penelitian sebelumnya, dan studi literatur lainnya, serta wawancara dengan pihak terkait.

Hasil penelitian menunjukkan bahwa isi cerita, musik, efek suara (*special effect*) dan kata-kata narrator pada program *nightmare side* ini, masing-masing mempunyai peranan penting. Isi cerita *nightmare side* selalu disuguhkan menarik, musik mengiringi serta mengikuti alur cerita yang disampaikan, efek suara (*special effect*) membuat cerita lebih terkesan seram karena ada efek-efek tertentu yang membuat pendengar terkejut dan kata-kata narator mudah dipahami dan jelas ketika menyampaikan suatu cerita. Program *nightmare side* dapat bertahan kurang lebih 18 tahun ini dikarenakan faktor-faktor tersebut yang berperan penting dalam program ini.

Kata Kunci: Strategi, Radio Siaran, Menarik Minat Pendengar, *Nightmare Side*

ABSTRACT

Ajeng Dinar Puji Rahayu. 41153030120007. The Strategies of Radio Broadcast in attracting of Listener. Nightmare Side Case Studies Program at Radio Ardan 105.9 FM Bandung. Supervisor: Dr. H. Eki Baihaki, Drs., M.Si and Co Supervisor Dudi Yudhokusuma, S.IP., M.Ikom.

The study determines the strategies in attracting the interest of listeners. Nightmare Side Case Studies Program at Radio Ardan 105.9 FM Bandung. The research uses qualitative research methods, with paradigm of constructivism, and case study research approach. The subject of this research is listeners of program nightmare side determined based on knowledge of internal and external conditions about nightmare side Ardan 105.9 FM Bandung.

The data collection are processed by depth interviews and observations as well as the role of the informant, while supporting data obtained through previous studies , documentation, and other literature studies, as well as interviews with relevant parties. The result showed that the content of the story, the music, sound effects (special effects) and the words of the narrator in the nightmare side of this program, each has an important role. Fill the nightmare stories are always presented attractive side, the music follows the storyline delivered, sound effects (special effects) make the story seem more sinister because there are certain effects which can make listeners shocked and words of the narrator is easy to understand and clear when they deliver the story. Nightmare side program has been more than 18 years till now and due to these factors that why this program is still exist till this day.

Keywords: The Strategies, Radio Broadcast, Interest of Listener, Nightmare Side