ABSTRACT

K-Lite Radio is an adult segmented radio in Bandung City. Viewed from the revenue side of the last three years, K-Lite Radio still cannot reach its target. In addition, K-Lite Radio is in third position at the top of mind of society, where the first position is occupied by Delta Radio. This also affects the revenue earned by the company, from the results of advertising on the radio that did not reach the target, due to the small number of listeners, when viewed from the ranking of K-Lite Radio in the last five years. The purpose of this study is to explore the perception of radio listeners when they choose adult segmented radio in Bandung, using perceptual mapping with attribute-based Multidimensional Scaling (MDS) method. The selected attributes in this study are characteristic of the song being played, the characteristics of the broadcaster, the information broadcast, the program content, the clarity of sound generated, the popularity of the radio, the range of radio broadcasting, the streaming facility, the type of advertisement and the famous broadcaster. This study was conducted by distributing questionnaires, sampled 100 people of radio listeners with age range 25-45 years. The result of questionnaire data recapitulation will be the input data for perceptual mapping obtained by processed MDS method. After processing data using MDS, perceptual mapping resulted that Delta Radio is the main competitor of K-Lite Radio.