

## **ABSTRACT**

PT. Telecommunication Lintas Radio (K-Lite FM) is one of the young adult radio segmentation in the age range 25 - 45 years, located in Bandung. Since 2012, K-Lite radio has a target of reaching the top 20 for radio se Bandung, but in fact until the last quarter of 2016 K-Lite still has not reached its target. In addition, K-Lite revenue from 2014 to 2016 continues to decline, marked by declining advertisers from year to year. One of the causes of this is broadcast programs that do not match what the community wants. The purpose of this research is to explore people's preference for radio selection that they want to hear, and to formulate the combination of attribute and the strongest level to be recommended to K-Lite. In identifying the value that respondents give to the attributes, features, and usability of the product, conjoint analysis creates the function of part-worth utilities. The value of a product is the sum of the utility value of the product of each of the respondents studied. Conjoint analysis results in the form of quantitative information that can model consumer preferences for some combination of product features. Attributes used in this research are program content, broadcaster character, song selection, ad type, and listening media. The sample of this study amounted to 110 people who like to listen to the radio, live in Bandung, and have age in the range 25 - 45 years. This research data obtained from the spread of questionnaires online and offline, which then will be used as input to be processed by means of conjoint analysis. Once processed by using conjoint analysis resulted combination of attribute and the strongest level. The program content attribute and the health level have the highest value, it shows the attribute and the level has the most important role according to the community in determining the radio to listen to.

**Keywords: Conjoint Analysis, K-Lite Radio, Community Preferences**