

ABSTRACT

This research purpose on the analysis of the programming strategies Auto radio 88.9 FM Bandung in the automotive program broadcast. Auto Radio packed variety show format in order to keep the listener does not get bored listening to the programs presented. This study focuses on programming strategy of the automotive program at Auto Radio. To support this research, the researcher uses Sydney W. Head's Programming Strategy which explains five elements in programming; there are Compatibility, Habit Formation, Control of audience flow, Conservation of program resources, and Breadth of appeal. For data collection, the researchers conducted in-depth interviews with informants and understand the strategy of broadcasting programming and production in the automotive program Auto Radio

The paradigm used in this study is constructivism. While the methods now chosen this research is descriptive method. The results of research and analysis shows that Auto Radio 88.9 FM Bandung already applying the theory of programming strategy by Sydney W. Head that includes five (5) elements. In Compatibility automotive program broadcast on primetime hours and in accordance with the activity of the listener. In Habit Formation Auto Radio custom built with automotive program scheduled and announced the guest star for the next edition. In Control of audience flow Auto Radio conduct quizzes and evaluation to improve the quality of automotive program. In Conservation of resources program material derived from cooperation and alliances. In the Breadth of appeal Auto Radio held a program off air.

Keywords: Radio, Programming Strategies, Broadcast, Automotive Program