

ABSTRACT

The Radio Paramuda 93.7 FM Bandung is the company under Radio Rama Group, moves in the field of radio media in the city of Bandung, containing information, entertainment, west songs and songs of Indonesia. Radio Paramuda using standard radio broadcast format of the youth served is 80% Entertainment, 20% Information with the broadcast format, entertainment and music. Music that is served by radio paramuda is 50 percent foreign tourists and 50 percent of Indonesia. Broadcast radio paramuda coverage with radius 60 Km, with coverage from the city of bandung east: city Sumedang, West: city cianjur, South: majalaya - garut, North: lembang. One of the programs that serve the radio paramuda program is "moon rised ," the program's parents decision to search men and women who were in the city of Bandung through the media radio with promoting himself through the interaction of interactive service. The research entitled about "the influence of the Program "let's have realtionship" on Radio Paramuda 93.7 FM Bandung against the activity of the interaction search for Candidate among Listeners Paramuda Bandung" is aimed to know how big the influence of the interaction search for candidate in the use of radio media in the program "Let's Have Realtionship", This research uses quantitative data analysis technical with samples as much as 100 respondents listeners paramuda 93.7 FM Bandung. The results of research in describing through collecting data through the spread of the questioner to sample. Data collection is done with the spread of the questionnaire to the listeners paramuda 93.7 FM Bandung. Based on the results of research, so it can be known that the program "let's have relationship", has a very strong influence on the activity of the interaction search for candidate among listeners paramuda Bandung. The influence of the program "let's have realtionship", also included in the category of very good in accordance with the line continuum namely score 3.34. Thus the program "let's have relationship", provides the conclusion that there is a very good influence toward the interaction search for candidate among listeners paramuda Bandung. On the determination of coefficient can be deduced how big the influence of the program "let's have relationship", against the activity of the interaction search for candidate among listeners paramuda Bandung amounting 0,603 or 60,3%. Thus it can be concluded that the program "let's have relationship", have the influence of 60,3% toward the interaction search for candidate, in accordance with the criteria in the determination coefficient, number was included in the category of strong influence.

Keywords: Radio Paramuda, Radio Program, relationship, interaction, Search for Candidate, Listeners Paramuda