

## **ABSTRACT**

*K-Lite Radio is one of the subsidiaries of Telkom Education Foundation (YPT) which is engaged in radio broadcasting aimed at 21-44 years old listeners. One of the programs that aired during prime time is Good to Great. During the period of the last three years from 2016 to 2019, K-Lite Radio suffered a decline in revenues. One of the contributing factors is that the program is less desirable and lowers the number of on air advertisers that are characterized by declining on air ad revenue. Based on the market response it is known that Good to Great did not get a positive response. The results showed that Good to Great had not yet matched the listener's wishes and still had shortcomings. The purpose of this research explores the listener's preference in detail for a series of radio program attributes. It is known that Good to Great still does not meet the wishes of the listener, it is very important for Radio K-Lite to understand the preference of listeners. The questionnaire was disseminated online to people residing in Bandung and had listened to Good to Great. There are 200 respondents who meet the criteria. Using conjoint analysis and cluster analysis methods, detailed preferences can be obtained. Based on the results obtained from the data processing, the attributes that are the listener preference is the content of the program with the level of music attributes, talk and news, character broadcasters with the level of interactive attributes, broadcast style with a relaxed attribute level, communication channels with the attribute level social media and access programs with the level of radio tape attributes. Furthermore, recommendations are based on those listener preferences that contain attributes and attribute levels that need to be considered and improved to attract more listeners.*

*Keywords: Conjoint Analysis, Cluster Analysis, preferences, K-Lite Radio.*