

## ABSTRACT

*Radio Play99ers Bandung is a radio station in the city of Bandung with a segmented audience of young people aged 15-24 years. During the Covid-19 pandemic, Play99ers radio was off at the beginning of the pandemic in March 2020-June 2020, but in the end it returned to the air in early July 2020, this caused Play99ers radio to experience a decline in listeners, until finally Play99ers radio broadcasters, especially on the Sarapan Pagi program broadcast. Adapt when carrying out the role of broadcaster strategies in providing material to listeners during the Covid-19 pandemic. This study aims to find out how the role and strategy of the Play99ers radio announcer is in increasing the number of listeners on the Sarapan Pagi program during the Covid-19 pandemic. The method used is descriptive qualitative research method. As well as data collection techniques and data analysis techniques carried out by conducting in-depth interviews, observation, and documentation. The result showed that the role of the Play99ers radio announcer was in accordance with the indicators, involving listeners in the Sarapan Pagi broadcast program, talking with listeners individually through Sarapan Pagi broadcast program, becoming the image of Play99ers radio, and being a good listener for listeners of the Sarapan Pagi broadcast program. The result of the research from strategy of the Play99ers radio showed that according to the indicators, preparing the Sarapan Pagi broadcast program, having content to be delivered on the Sarapan Pagi broadcast program, determining theme of the Sarapan Pagi broadcast program, determining the selection of songs on each insert Sarapan Pagi broadcast program, and use the language for Sarapan Pagi broadcast program.*

*Keywords: announcer role, Play99ers radio announcer, Covid-19*