

ABSTRACT

PT. Continental Radio Cross Telecommunications also known as Radio K-Lite is a private radio broadcasting company located in the city of Bandung. Radio K-Lite is part of the Telkom Education Foundation (YPT) which is engaged in radio broadcasting with a young adult segment. Radio K-Lite has a song request that has been a mainstay since 32 years ago, namely 'Tell to Tell'. The 'Tell to Tell' is broadcast by providing songs according to listeners' requests and interesting information about trending topics on Monday-Friday at 12.00 – 15.00. From 2018 to 2020, K-Lite Radio's revenue continued to decline. This is due to decreased interest in advertisers. Thus, the revenue of Radio K-Lite never reached the target. This study aims to provide recommendations for improving the Tell to Tell so that it can contribute more to the revenue of Radio K-Lite based on 8 true customer needs using the Quality Function Deployment (QFD) method.

QFD is carried out in two iterations, namely, the first iteration (HOQ) which translates customer needs into technical characteristics by considering the company's capabilities, and the second iteration (part deployment) to determine the priority of critical parts. Recommendations are made based on the data obtained and concept selection using decision matrices, which is carried out by the company taking into account the competitors' ability for benchmarking. The recommendations made are the broadcaster selection component, the frequency of broadcaster training in a year, the content component, the type of broadcast program delivery, and the type of communication media with listeners.

Keywords: Radio, Quality Function Deployment, True Customer needs, House of Quality