

ABSTRACT

USMAN: The Strategy of Marketing Public Relations of Oz Radio Bandung (A Case Study of The Program “Extreme Moshpit” in Oz Radio 103.1 FM Bandung)

Radio is one of mass media modes having the potency of communication because of its audial characteristic so that it can be used to deliver message in the interesting programs. The interesting delivery of message is essential. The competition in delivering message also happens in radio stations in Bandung. The stations compete in the more and more competitive atmosphere to build a good reputation. Oz Radio103.1 fm is one of radio stations which builds the reputation by emphasizing the good program. Extreme Moshpit is one of the programs.

The research was aimed to know on how the steps in composing the strategy to identify the environment the station is about to enter, how the steps in composing the strategy to identify the goal and measured target, and how the steps in composing the strategy to achieve the short-term and long-term targets. The three purposes of the research were based on the identification of the problems.

The research method used was qualitative approach with the case study. Case study was research method which used various data (as much as possible) to search, explain, and describe comprehensively on various aspects of individual, group, organization, or occurrences systematically. The technique of collecting data used in the research was non-participant observation, interview, and documentation.

The result of the research from the data interpretation, the research found that (1) several steps to identify the new environment was done by: inviting the guest stars, quiz, and community socialization. (2) the steps to compose the strategy in determining the measured targets were done by the selection of human resources, and (3) the steps to compose the strategy in achieving the short-term and long-term purpose were done by socialization, Extreme Moshpit TV, and off air program “Extreme Moshpit on Stage”.