

ABSTRACT

This research purpose to analyze the programming strategies of Radio Komunitas Seni Budaya. This research focuses on programming strategy of Radio Komunitas Seni Budaya programs. The strategy used to support this research is the programming strategies propounded by Sydney W. Head. namely Compatibility, Habit Formation, Control of Audience Flow, Conservation of Program Resources and Breadth of Appeal.

For data collection, the researcher did a depth interviews with informants who have an important role and understand about the programming strategy and production the broadcasting of programs on Radio Komunitas Seni Budaya. The paradigm used in this research is constructivism. While the chosen research method is case study method.

The results of research and the analysis showed that the Radio Komunitas Seni Budaya is not perfect yet in applying the theory of programming strategy according to the Sydney's theory. In Compatibility, programs aired every three hours and prime time is at 15:00 to 18:00 and after 19:00. In Habit Formation, Radio Komunitas Seni Budaya do a programs schedules notification that will be air accompanied with an interesting jingle.

In Control of Audience Flows, Radio Komunitas Seni Budaya mentions the name of listeners who send text messages or do a phone call while program is airing. In Conservation of Program Resources, the program materials is obtained from donations of Ujungberung society. In Breadth of Appeal, Radio Komunitas Seni Budaya presents a live on air program.

The conclusion of this research, this programming strategies is not right yet to be applied in a community radio because a community radio should has the human resources and equipments that adequate to be able to formulate programming strategies with perfectly

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