

ABSTRACT

Media information is growing as time passes. In this age of the community is very actual and need information quickly. Mass media radios in now is so required by his listeners, because radio could in listen to wherever and anytime. For radio segmentation young man in the greater Bandung, indeed, very much so radio must compete with the competitors to able to maintain rating available. Hence needed strategy hotchpotch marketing (marketing mix to achieve a desired goal by radio especially in maintaining rating radio segmentation young man. This study attempts to described about elements hotchpotch marketing services radio known as 7Ps the product, price, place, promotion, people, process and physical evidence to maintain top rating radio segmentation young man. This research using the kind of research qualitative with the methods descriptive. Writer choose cases radio 99ers Bandung. The results of research has done can be concluded based on each element of hotchpotch marketing. Products owned 99ers namely the program and content broadcast on water. Location which is very strategic this is the dago Bandung. The price determination process in rate card adjust with clients. Promotion is advertising, public relation, word of mouth, event and sponsorship. Participants which play a large role many the audience and advertisers. The process is hold meeting and knew the amount of listener every day via web. Physical evidence owned namely id card, the operational car, instrument programming, uniform, office.

Keywords : marketing mix, maintain top rating, radio.