

ABSTRACT

Know how the audience process the information, creating perception, and how the perception itself influences their decision making are important for managers in a media company. Positioning is becoming a very important aspect for broadcasting media towards their company perception in term of company program and policies. Zora Radio is one of those company which is need to know the perception of the audience to fulfill their decision making process for positioning their segment.

The purpose of this study is to know the audience perception of Zora Radio, Zora Radio repositioning, and to know the audience perception influences towards Zora Radio repositioning in becoming an amusing and informative radio.

This study is a quantitative, descriptive, and causality study. Regression analysis is used in this study, in which Audience Perception is used as an independent variable and Repositioning as an dependent variable. The population in this study is Zora Radio audience community with the sample of 387 people, and non-probability sampling with purposive sampling is used in this study.

Based on the result of data analysis, listeners perception towards repositioning process that executed by Zora Radio can be categorized good that is as much as 80.7% and the repositioning that executed by Zora is about 81,2%. Partial Hypothesis Test (uji T) shows that the result is 71%, therefore listeners perception partially influence positively and significantly to repositioning.

Suggestion from this research are Zora Radio should give more attention to employee's performance and make a development training for the employee to increase their performance. For the next research is expected to use double linear regression model with variable: selective attention, selective distortion, and selective retention.