

ABSTRACT

This research titled "Strategy Programming of the Metal Music Program in OZ Radio Bandung (Strategy Programming of the Metal Music Program FM 103.1 OZ Radio Bandung)". The reason to choose this research is because the program Extreme Moshpit is different with other programs. The method used in this research is a qualitative research method the research procedures that produce descriptive data in the form of the written word or oral from the people involved in the Extreme Moshpit program presents to the audience. For data collection, researchers do in-depth interviews with informants - informers who play an important role and understand the strategy programming and production of the broadcasting Extreme Moshpit 103.1 OZ FM Radio Bandung. The paradigm used in this research is konstruktivisme. While the selected research method is qualitative dekriftif method. The results of research and analysis shows that the Extreme Moshpit program has been able to apply the theory about strategy programming according to Sydney. In Compatibility strategy, programs broadcast on radio prime time namely at 21:00 - 23:00. In the Habit Formation strategy, Extreme Moshpit program do so with a different broadcast style and involve the metal music community for material broadcast. In the Control of Audience Flow strategy, Extreme Moshpit program to provide the opportunity for the audience to work through this program. In the Conservation of Program Resources strategy, program materials obtained from the metal community that has been embraced by OZ Radio Bandung. In the Breadth of Appeal strategy, Extreme Moshpit program give appreciation to the listeners and invites the audience to actively worked with Extreme Moshpit. The conclusion from this research, programming strategy is deemed is appropriate applied by Extreme Moshpit program OZ Radio Bandung.

Key Words: Programming Strategy, Mass Media Radio, Commercial Radio, Program Radio.