

## ABSTRACT

Marabandung FM is one of radio station that used Internet radio (e-radio) to broadcast it broadcasting at Internet. But the e-radio is not been maximize yet. The use of this e-radio is only to relay “Kabar Jabar” news program for several towns in West Java. Different with Marabandung e-radio, Prambors, MQ FM, and radio Tarbiyah has used it e-radio to expand it listener especially listener who lived outside range. More over, several listeners often make correspondent with “ordinary” listeners in several programs.

The main issue in this research is improving Marabandung e-radio system in order to make good relationship with listener -especially listener who lived outside “ordinary” radio range. In order achieved the research aim, there are four improvements: improvement on hardware, improvement on software, improvement on website, and also improvement on promotion. There are three elements on website improvement, they are: up grading on website engine, removing welcome message, automating news flash, automating music player.

From the improvement above, there is 59.84% traffic increasement or it’s about 1182 user. 90.9% of users access Marabandung e-radio directly, some others access it from the external website, and some others access it from search engine (Google, AOL, Astalavista, and Yahoo). It’s Stones Castel that have most listener. It is on Wednesday on 10pm. Last element that increased after improvement is Marabandung popularity. The increasement of Marabandung’s popularity is about 192%.

There are three conclusions in this research. First, there is 59.84% of traffic increasement on Marabandung e-radio improvement. This increasement based on three improvements. They are: improvement on radio signal receiver, improvement on radio signal processor, and improvement on e-radio interface. Then, the best promotion program that brought most traffic is promotion in Marabandung FM. This promotion brought 90.9% traffic. Marabandung e-radio can be one of tool in Customer Relationship Management because Marabandung e-radio can increase the returning user in amount of 124% from the returning user before improvement.