

ABSTRACT

Zora Radio is one of affiliation of Telkom Education Foundation known as Yayasan Pendidikan Telkom (YPT) that is a service company runs the business activities in broadcasting field. Field services offered include radio broadcasting with an exciting radio program as an entertainment and information provider. One of the programs offered by Zora Radio is the Senja Manja program. Zora Radio hopes to experience an increasement and reach targets but this is always difficult to achieve. The main profit of Zora Radio comes from advertisers on the broadcast program, especially in the prime time, so Zora Radio must maximize the program in prime time to increase the number of listeners so that it will bring revenue from advertisers. Senja Manja program is included in the prime-time program, for which Zora Radio plans to develop the program according to the expectation and needs of the listener.

This study aims to support the needs analysis of program listeners in Senja Manja program by Zora Radio using service quality and Kano models to improve the service quality of programs later on. This study was conducted with by identification of 23 attributes of listener needs which used to determine the needs attribute should be prioritized in the development of service program Senja Manja.

Based on the results of the service quality questionnaire processing, obtained 12 needs attributes are weak attribute and 8 attribute categorized as strong attributes. Furthermore, based on the classification of Kano Model, there are 8 needs attribute that must be prioritized and 5 attribute needs that need to be improved

Recommendations are formulated based on the data processing result containing needs attributes that are prioritized and improved as true customer needs. The true customer needs obtained are providing the latest song information (top hits / top chart), the songs played are with the genre of pop, jazz and Rnb, the material provided are suitable with the needs of young people, the quality of broadcasts is clear, maintain a good interaction to the listener, there is an official account in social media like twitter, Facebook, Instagram, availability of live online in social media. (Example: Instagram live, bigo live), availability of wide range of radio frequencies to the corners of Bandung, announcer have vast knowledge, announcer is creative in entertaining, the presence of educational discussion materials, info delivers accurately and based on National and International issues,

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