

## **ABSTRACT**

*PT. Kontinental Lintas Radio (K-Lite radio) is one of Telkom Education Foundation's (YPT) subsidiaries engaged in radio broadcasting with adult segments which is 25-45 years. K-Lite has one program that becomes prime time is 'Afternoon Lite'. The program comes with religious talkshows and old songs on Monday-Friday from 3 pm-6 pm. However, the program still has not been able to attract many listeners and advertisers. Thus, K-Lite radio revenues never reach the target. This study aims to provide recommendation improvement of prime time program based on 9 true customer needs using Quality Function Deployment (QFD) method. QFD is done with two iterations namely, the first iteration (HoQ) which translates the customer's needs into the technical characteristics by considering the company's capabilities, and the second iteration (part deployment) to determine the priority of the critical part.*

*The recommendations made based on the data obtained and the concept selection using decision matrices, which are conducted by the company with attention to competitor's ability to benchmark. The recommendations made are streaming speed, grounding system, transmitter, broadcast range, broadcasters selection stage, the frequency of broadcasters training in one year, the percentage of broadcasters in the talk, the number of broadcasters, the number of operators, the age of the tool, the frequency of advertisements, talk shows, and variety media channel of audience communication.*

**Keywords : program improvement, radio, QFD, House of Quality.**