

ABSTRACT

Society rely heavily on information that provided by mass media in this modern era. The mass media are competing to give the latest information to the public one of them is radio. The appearance of better mass media than radio did not make radio disappear as the mass media. According to Nielsen Radio Audio Measurement 2016, the rate of radio penetration on consumers in the city of Palembang with 97%, followed by listeners in the city of Makassar (60%), Bandung (54%), Banjarmasin (53%) and Yogyakarta (51%). Bandung city is in third, one of the radio in Bandung which is interesting for companies to advertise their company is radio Play99ers Bandung. Radio Play99ers Bandung is a radio that has a target audience starting from the age of 15 years old to 24 years old. With their various programs, it is necessary to advertise a company on this radio, one of them is Babakaran Café branch of Buah Batu Bandung. Therefore, researchers want to examine how the effectiveness of advertising on Babakaran Café branch of Buah Batu Bandung. The method used to find the effectiveness of advertising is Customer Response Index (CRI) consisting of five dimensions, Awareness, Comprehend, Interest, Intention and Action. This research uses quantitative method and descriptive research type. By using nonprobability sampling technique with purposive sampling type with criteria which have been determined by researcher. The result of this research proves that the advertisement of Babakaran Café branch Buah Batu Bandung on Bandung Play99ers radio is effective because the result obtained from CRI calculation is 39,05%. Which is greater than the result of Unaware 0%, No Comprehend 14%, No Interest 21,93%, No Intentions 12,01% and No Action 13,01%.

Keyword : Effectiveness, Advertisement, Customer Response Index