

## **ABSTRACT**

The development of the internet drove very rapidly, which makes people nowadays more easily in accessing all information and entertainment through online media internet. With the internet, various media that have been there before start by the internet, one of them Radio. Currently the interest of the public to listen to the radio is declining with its main cause is the development of digital era. This phenomenon can be minimized if the public knows the privilege of the radio itself. It is behind the design of this thesis, in addition to seeing the tendency of people who get information quickly and dominate his social media, then designed a social campaign to listen to radio through social media. Out of the purpose that will achieved in this design is to make people interested in listening to radio again. In accordance with the objective, the method used to solve the above problem is the method of matrix comparison analysis, kusioner, interview, literature study. Based on the results of the research, it is known that it takes his social listening campaign radio. Media design is used through media soengsial instagram that is designed with a visual draw. With this social listening radio campaign, the public will again listen to the radio.

Keywords: Campaign, Radio.