

ABSTRACT

Artha 103,7 FM Radio Bengkulu is one of the regional radio which located in one of regency in Bengkulu Province. Since the emersion of internet, radio as a mass media started to gives signs of decreasing in its role and impact compared to other medias. Located in a province with the highest level of economic strata gap in the Sumatera island, Artha 103,7 FM Radio Bengkulu is still trying to follow the development of technology with some strategic ways to stay exist in this digital era.

The purpose of this qualitative research is to know the communication strategy of Artha Radio 103,7 FM Bengkulu in arranging the program strategies and the choice of media to still be existed among the listeners and clients in this digital era. The data collecting in this research are using in-deph interview technique and participation observation technique which documented while the research is being held. To see how the communication strategies in Artha 103,7 FM Radio Bengkulu are maintaining the existence in the digital era, researcher is using descriptive-qualitative method.

Based on the result of this research, Artha 103,7 FM Radio Bengkulu are doing communication strategies like arraging broadcast messages and choosing communication medias to still be existed in this digital era. Artha Radio is arraging broadcast messages by specifying the aspects of assessment then producing the program by carrying the theme of local culture. Website, radio streaming and social media (Facebook, Twitter and Instagram) are used by Artha Radio as additional communication medias besides conventional broadcast to maintain it existence in digital era, by using the strategies above Artha Radio is having enhancement on numbers of listeners and advertisers.

Keywords : Communication strategy, program strategy, selection of communication media, existence