

## **ABSTRACT**

*With the fierce competition in the radio industry today, hard work is expected from employees in a specialized company in OZ Radio Bandung. However, before knowing the performance of the existing employees, it is necessary perseverance. Excellent communication with the leader who regulates the broadcast process takes place. Activities are not spared the existence of communication, especially interpersonal communication Head-On Air, which is an essential element and is believed to be one of the core keys that direct the program that will take place. The Head On Air at OZ Radio Bandung, which determines the smooth running of the On-Air activity is directly related to the employees at OZ Radio Bandung.*

*In this study, the author used a descriptive qualitative method with theories taken from Alo Liliweri. The rest of this qualitative research uses the way of understanding and interpreting events that can be seen by the author, through the interaction of events that occur around and then reviewed by the author's perspective, which aims to understand the object of the event under study in depth.*

*This research has the conclusion that interpersonal communication there are several different ways of delivery and acceptance between each informant.*

**Keywords :** *Interpersonal communication, head on-air, radio, qualitative*