

## **ABSTRACT**

*PT Radio Kontinental Lintas Telekomunikasi or Radio K-Lite is a radio broadcasting company in Bandung City that has a young adult segment. Radio K-Lite has a function to entertain which means to entertain and to inform which means as a means of information. There is one program broadcast by Radio K-Lite, namely the WeTalk Program. The WeTalk program is a program that discusses everything about women and is broadcast regularly on Tuesday afternoons. This program is broadcast to target the young adult female segment, but the WeTalk Program so far has not contributed because it does not have advertisements placed by advertising agencies on the program. Advertising agencies do not place advertisements on broadcast programs because of the unattractiveness of broadcast programs which causes fewer listeners on the WeTalk Program. Therefore, this study aims to examine the weaknesses of the WeTalk Program so that later recommendations for improvement can be given.*

*The research was conducted using the Quality Function Deployment (QFD) method through two iterations, namely the first iteration or called product planning using the House of Quality Matrix which aims to translate the listener's needs into technical characteristics taking into account the company's capabilities, and the second iteration or called design. design deployment using Part Deployment Matrix which aims to determine priority critical parts. Between the two stages of the QFD iteration there is a stage, namely the development of a concept to connect the two iterations and become a reference for recommendations that will be given to K-Lite Radio Parties. The Quality Function Deployment method is the right method to solve problems on K-Lite Radio related to the broadcast program aspect because it can connect the needs of program listeners and the company's ability to realize its recommendations.*

*Improvements to the quality of the WeTalk Program are based on six true customer needs obtained from program listeners and in the first iteration, QFD produced keluaran in the form of five technical characteristics that are prioritized from eight*

*technical characteristics that have not yet reached the target to be developed in the next iteration. True customer needs are obtained from previous research, namely Service Quality Integration and Kano Model so that the data becomes the initial data that will be entered into the first iteration of QFD processing. Before processing the second iteration of QFD data, a concept design was carried out which resulted in three design concepts, namely the existing concept, innovation, and combination. The existing concept displays the existing condition of K-Lite Radio in every aspect discussed. The concept of innovation displays new concepts that will be added to the aspects discussed. The concept of combination is a concept that combines existing aspects with the concept of innovation that has been designed. The design concept chosen is a combination concept because it involves considerations from Radio K-Lite to realize it. After the concept development is carried out, the second iteration of QFD processing is carried out, and the keluaran generated from the results developed in the previous stage is in the form of eight critical parts that are prioritized from the existing 11 critical parts.*

*The required technical characteristics and prioritized critical parts will be formulated into a recommendation on every aspect of the complaint raised by listeners to improve the WeTalk Program. Every aspect of the complaint will be given appropriate recommendations for improvement and linked by a system that involves humans, methods, and materials in the broadcast program. Therefore, the recommendations for improvement given to Radio K-Lite already have advantages that can be implemented and shortcomings that can be anticipated by Radio.*

***Key Words: Program Improvement, Quality Function Deployment, True Customer Needs, Broadcasting Radio Programs.***