

ABSTRACT

The development of technology and information today brings major changes in the dissemination of information through mass media. As technology develops, it will be easier for people to get the information they need through various mass media, one of which is radio. Radio Andika FM is a broadcasting radio company in the City of Kediri which was established in 1989 with a broadcast frequency of 105.7 Mhz. The purpose of this research is to see how the communication strategy is carried out by Andika FM Radio by utilizing social media Facebook. The research method used in this research is descriptive qualitative using post-positivism paradigm. The data collection method in this study used observation, interview and documentation techniques. The results of this study Radio Andika FM run a communication strategy with four stages, namely 'knowing the audience' by determining the target audience. Then 'compose messages' to get information through citizen journalism, then the messages are arranged based on journalistic rules. Furthermore, to 'determine the method' Radio Andika FM uses repetition, persuasive, informative, and educative methods. Finally, the 'selection and use of media', namely Radio Andika FM, uses social media Facebook to communicate with the audience.

Keywords: *communicaton strategy, radio, social media.*