

ABSTRACT

Radio is a mass media still present for Indonesian people to get information or entertainment. However, the existence of radio is increasingly eroded due to the presence of new media. Innovative concepts can be a solution for radio to survive, especially regarding the programs offered. The right program packaging strategy can be important to maintain the interest and loyalty of radio listeners. Starting from the determination to provide choices and increase the attractiveness of radio that is ready to compete with other media, Urban radio 'URang BANDung' is present as a massive radio and focuses on the pop generation of young people/youth generation. The concept of entertainment becomes an offer through the programs presented. This study aims to determine the program's packaging strategy in becoming a source of information and entertainment in the digital era, looking at the "Happy Pagi" program. The research method used is a qualitative case study with a constructivist paradigm, and interviews, observation, and documentation do data collection. The study results show that the packaging strategy for the radio program carried out by the "Happy Pagi" program can meet the needs for information and entertainment with a variety of content presented. The program is also active in social media and the broadcaster's role in presenting special programs and communities that are created to build loyalty for listeners so that it becomes a flagship program on Urban radio.

Keywords: *Radio, Program, Information, Entertainment, Digital*