

## **ABSTRACT**

*This study aims to analyze the broadcasting strategy of B Radio 95.6 FM Bandung based on the selection of communication media and the preparation of broadcast messages in maintaining its existence in the new media era. This study uses a qualitative descriptive approach with data collection techniques in the form of observation, interviews, documentation and triangulation. The data obtained were analyzed using an interactive model and tested for validity using a triangulation technique. The results of the study show that B Radio 95.6 FM Bandung has implemented a strategy for selecting communication media, both through websites and social media. The strategies for preparing broadcast messages consist of program planning, production programs, program execution and monitoring program evaluation. The planning strategy consists of designing themes, program goals, financial goals, scheduling, format and content planning, also planning message promotion programs. The production strategy consists of music arrangement, production management and broadcaster selection. The execution strategy is carried out by adjusting the content and broadcast time appropriately. Broadcast survey and evaluation activities are the final series of the broadcast program formation process where in this section each section evaluates both in terms of the broadcast programs, promotional activities and broadcasters.*

***Keyword : Broadcast Strategy, Communication Media, New Media***