

ABSTRACT

Competition competitive radio companies to get the listener. The function of radio as an advertising medium is becoming increasingly limited. This study aims to determine the marketing communication strategy on the radio and radio Q Geronimo. Researchers chose Q radio and Radio Geronimo because it has similarities audience segmentation. This study uses the theory of message delivery and production to examine the marketing communication strategy by both the radio. The method used in this research is qualitative descriptive so as to obtain results in-depth to find out systematically on both radio marketing. The technique of collecting data through interviews, observation, and documentation on Q Radio and Radio Geronimo, as well as clients and both radio listeners. As for getting the validity of using the method of triangulation. The results showed that the strategy of marketing communication between Q Radio and Radio Geronimo has equation. Both use the five elements of marketing communications advertising, personal selling, sales sales, public relations, and direct marketing. But the difference lies in the effort to face the competition, Radio Geronimo consistent in young children, while Radio Q has widened from a young child into the family.

Keywords : Marketing communication, radio, advertising, radio Q and Geronimo