

ABSTRACT

Competition among radio companies lately is much more competitive in effort to gain consumers. The background of this research is due to the rapid development of new media which have impact to the competition to get listeners therefore it has limiting radio existences as an advertising media at Yogyakarta. Researcher chooses two radio formatted as FM radio named Q Radio and Swaragama Radio because it has a captive audience segmentation similarities. Q Radio and Swaragama Radio has its own certain strategies in facing the tight competition among the companies. Any competition either in the form of program, promotion, and advertising to attract consumer's attention. Aim of this research is to know any communication marketing strategies of Q Radio and Swaragama Radio in order to attract the consumer's attention. Any efforts done by Q Radio and Swaragama Radio in facing the competition among its competitors, and any obstacles that appear for applying the strategies. This research uses delivery and production message theory to examine communication marketing strategies from both radios. The research method used in this research is a descriptive qualitative, so obtained deep result to find out a systematic overview and processes of marketing applied from both radio. Research objects were marketing of Q Radio and Swaragama Radio in planning, actuating, and evaluating its communication marketing strategies. The data collection is conducted by several interviews with marketing division of Q Radio and Swaragama Radio, clients and listeners of both radio. Moreover, to get data validity, I use source triangulation method. The research result shows that, substantially marketing communication strategy between Q Radio and Swaragama Radio isn't much different. Both radio use five marketing communication elements its advertising, personal selling, sales promotion, public relations, and direct marketing. The only difference is on the facing competition, Swaragama Radio consistent on young people while Q Radio has widened from young people to family. Marketing communication strategy done by both radio can be classify as effective stategy, proven by the number of advertisement as much as 138 items for Q Radio and Swaragama as 183 items.