

## **ABSTRACT**

*Trax FM Semarang radio is one of the most well-known radio stations in Semarang, especially among young people. However, Trax FM Semarang radio has decreased the number of listeners for seven consecutive years, is from 2009 until 2016. This study aims to determine the influence of social media, word of mouth, to the loyalty of listeners and brand awareness as intervening variables.*

*This study uses 4 variables, which is social media, word of mouth, brand awareness, and audience loyalty. The analysis technique used in this research is Structural Equation Model (SEM) of AMOS 22.0. program.*

*The research results proved that to increase the loyalty of Trax FM Semarang radio listeners can be through 2 process. However, the most influential process of audience loyalty is from social media that affect brand awareness as one of the determinants of success in increasing the loyalty of the listeners.*

*Key word: social media, word of mouth, brand awareness, audience loyalty.*