

ABSTRACT

Competition in the radio broadcast media industry is so tight where the increasing number of existing radio cause each company should be put on the orientation of consumer interest, in this case the audience as its primary purpose. Prima FM radio is one of the private radio broadcasting in Jepara have a varied range of programs. During the broadcast, Prima FM radio often experience an increase and decrease the number of listeners that can be said to be very significant amount. Issues on which the study was a decrease in the number of Prima FM radio listeners.

Formulation of the problem in this study is how to increase the number of listeners, creating attitudes to radio listeners in referring their friends or relatives. A radio must meet the expectations of his audience if they wish to vote, and to meet the expectations, radio needs to know what factors can influence attitudes in reference to radio listeners.

This study aims to analyze the factors that affect the interests refer Prima FM radio. Collection methods in this study was conducted using the survey method using questionnaires. The study population was Prima FM radio listeners, with a sample of 100 people.

The sampling method used in this study is purposive sampling. Testing of hypothesis in this study will be conducted using the multivariate regression of two stages.

The analysis showed that the variable quality of the program, the quality of the broadcaster, listener attitudes affect the interest of radio reference.

Key words: quality programs, quality announcers, audience attitudes, reference interest