

ABSTRACT

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VOI (voice of indonesia) Broadcast Communication Strategy for Radio Republik Indonesia in Maintaining Listener Interest in the Era of Broadcasting Digitalization.

Keywords: *Communication Strategy, Voice Of Indonesia Broadcast, RRI, Interests, Broadcasting Digitalization*
(xii + 60 + Attachments).

The purpose of this study is to identify and describe the Voice of Indonesia communication strategy to maintain listeners' interest in the broadcasting digitalization era. This research approach uses a qualitative descriptive method. The object of this research discusses the Voice of Indonesia broadcast communication strategy for the program, target audience segmentation, digital media, obstacles, and consistency. The subjects in this study were the Head of the Voice Of Indonesia Broadcasting Division and the Head of the Program & Broadcast Production Section Region America & Europe. Data collection techniques through interviews, observation, documentation and literature study. Based on the research, it was found that the strategy carried out by Voice of Indonesia broadcasts in maintaining listeners interest by packaging content on the program by building topics about Indonesia, which has a diversity of cultures, languages, and tourist attractions which is one of VOI ways in assisting the ministry's tasks. abroad as a second track diplomacy. Creating programs that involve listeners, such as holding off air events with the theme of digitization. Delivering information through social media as a form of digitization. Designing a communication strategy by taking a personal approach through the "hello listener" event, which is a meeting and direct conversation with listeners/ audiences abroad. In addition, responding via personal messages or electronic mail (email) when there are problems that occur to listeners listening to terrestrial broadcasts. In maintaining consistency for the sustainability of the program, Voice Of Indonesia will continue to broadcast and also develop featured programs that are most interested in listeners.

Bibliography (1983-2021)