

## ABSTRACT

**Dara Devifare, 10820190.**

**Packaging Strategy of Program 3 Radio of the Republic of Indonesia in Increasing News *Broadcast Ratings*.**

Keywords: Packaging Strategy, News Release Rating, RRI 3 Programa.

(xiii+108+lampiran)

Radio program broadcasts have an impact on their listeners, therefore the management of Radio Republik Indonesia is required to be more effective and innovative in developing every program that is being produced, in order to produce interesting programs and can continue to maintain and improve its listeners. The purpose of this study is to know more about the packaging strategy of Program 3 Radio Republik Indonesia in increasing news broadcast ratings. This study uses a qualitative approach with a descriptive approach. Then data sources were obtained through observation, interviews, and documentation. The theoretical approach used in this study is the theory of Agenda Setting and Susan Tyler Eastman's Strategy. The results of this study show that the packaging strategy of Programa 3 Radio Republik Indonesia in increasing news broadcast ratings can be seen through several strategies, the *first* is to improve the quality of relevant and interesting content such as presenting the latest news that is accurate, fast and relevant to important issues for the community, *and the second* is to improve the quality of relevant and interesting content the use of digital technology such as providing streaming services through websites and applications as well as holding podcast programs and utilizing social media platforms, *third*, holding interactive with qualified listeners and resource persons such as holding question and answer sessions with listeners and resource persons to be on air with presenters, *fourth*, Pay attention to broadcast time such as arranging several segments in detail that are broadcast in various dayparts to reach listeners throughout the day. This kind of thing can be used to strengthen the relationship between radio shows and their listeners.

Bibliography (2001 – 2024)