

## **ABSTRACT**

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***Communication Strategy of Hard Rock FM Jakarta in Maintaining Listeners in the Digitalization Era***

*Keywords: Communication Strategy, Digitalization, Hard Rock FM Jakarta, Radio*

*(x + 75 + appendices)*

*This research is entitled "Communication Strategy of Hard Rock FM Jakarta in Maintaining Listeners in the Digitalization Era". The purpose of this research is to determine the communication strategies used by Hard Rock FM Jakarta to maintain its listeners in the digitalization era. This research uses a qualitative approach with a descriptive nature using the Media Richness Theory by Daft & Lengel. To obtain data and information, the methods used in this research are interviews, observations, and documentation. The subjects of this research are Hard Rock FM Jakarta employees, radio lecturers, and Hard Rock FM Jakarta listeners. The results of the study show that Hard Rock FM Jakarta uses social media for promotion and information dissemination, as well as song programs as a supporting factor. The communication strategy used must be in accordance with the radio format, its market segment, and its broadcasting style. Hard Rock FM Jakarta must know the target audience, the appropriate communication strategy for the target market, and the age and socioeconomic status of its listeners.*

*Bibliography (2008-2023)*