

PENGARUH KUALITAS PROGRAM SIARAN PADA KEPUASAN PENDENGAR RADIO GEN FM DI JAKARTA

Mutiara Ananda¹, Bambang Sujati², Indriati Yulistiani³, Jatayu Hadi Prakoso⁴

Fakultas Ilmu Komunikasi Universitas Esa Unggul Jakarta

mutiara161001@student.esaunggul.ac.id

ABSTRACT

This study aims to investigate the influence of program broadcast quality on listener satisfaction at Radio Gen FM in Jakarta. Radio, as a traditional mass media, faces challenges in the digital era with the emergence of online music streaming platforms. Despite adapting to become a digital radio, Gen FM maintains its popularity in Jakarta with programs like "Semangat Pagi" (Morning Spirit). A quantitative research method was employed with a population of 100 Gen FM listeners in Jakarta, determined using the Taro Yamane formula and data collected through purposive sampling. The analysis results indicate a positive correlation between program broadcast quality and listener satisfaction. Positive responses to content alignment with listener interests, relevant information, and music meeting expectations create a strong foundation for satisfaction. Although Radio Gen FM has succeeded, challenges such as maintaining content alignment with trends and listener diversity require ongoing strategies. In conclusion, Radio Gen FM has successfully built listener satisfaction through high-quality programs but needs continuous innovation and adaptation to face competition and meet the latest technical demands in the broadcasting industry.

Keywords: Program Quality, Listener Satisfaction, Radio Gen FM

ABSTRAK

Penelitian ini bertujuan untuk menginvestigasi pengaruh kualitas program siaran terhadap kepuasan pendengar Radio Gen FM di Jakarta. Radio, sebagai media massa tradisional, menghadapi tantangan dalam era digital dengan munculnya platform streaming musik online. Gen FM, meski beradaptasi sebagai radio digital, mempertahankan popularitasnya di Jakarta dengan program-program seperti "Semangat Pagi." Metode penelitian kuantitatif digunakan dengan populasi pendengar Gen FM di Jakarta berjumlah 100 orang menggunakan rumus Taro Yamane dan pengambilan data menggunakan teknik *purposive sampling*. Hasil analisis menunjukkan hubungan positif antara kualitas program siaran dan kepuasan pendengar. Respons positif terhadap kesesuaian konten dengan minat pendengar, informasi yang relevan, dan musik sesuai harapan menciptakan dasar kuat kepuasan. Meskipun Radio Gen FM telah berhasil, tantangan seperti menjaga kesesuaian konten dengan tren dan keberagaman pendengar memerlukan strategi berkelanjutan. Kesimpulannya, Radio Gen FM telah sukses membangun kepuasan pendengar melalui program berkualitas tinggi, namun perlu terus berinovasi dan beradaptasi untuk menghadapi persaingan dan tuntutan teknis terkini di industri penyiaran.

Kata Kunci: Kualitas Program, Kepuasan Pendengar, Radio Gen FM

PENGARUH KUALITAS PROGRAM SIARAN PADA KEPUASAN PENDENGAR RADIO GEN FM DI JAKARTA

Mutiara Ananda¹, Bambang Sujati², Indriati Yulistiani³, Jatayu Hadi Prakoso⁴

Fakultas Ilmu Komunikasi Universitas Esa Unggul Jakarta

mutiara161001@student.esaunggul.ac.id

ABSTRACT

This study aims to investigate the influence of program broadcast quality on listener satisfaction at Radio Gen FM in Jakarta. Radio, as a traditional mass media, faces challenges in the digital era with the emergence of online music streaming platforms. Despite adapting to become a digital radio, Gen FM maintains its popularity in Jakarta with programs like "Semangat Pagi" (Morning Spirit). A quantitative research method was employed with a population of 100 Gen FM listeners in Jakarta, determined using the Taro Yamane formula and data collected through purposive sampling. The analysis results indicate a positive correlation between program broadcast quality and listener satisfaction. Positive responses to content alignment with listener interests, relevant information, and music meeting expectations create a strong foundation for satisfaction. Although Radio Gen FM has succeeded, challenges such as maintaining content alignment with trends and listener diversity require ongoing strategies. In conclusion, Radio Gen FM has successfully built listener satisfaction through high-quality programs but needs continuous innovation and adaptation to face competition and meet the latest technical demands in the broadcasting industry.

Keywords: Program Quality, Listener Satisfaction, Radio Gen FM

ABSTRAK

Penelitian ini bertujuan untuk menginvestigasi pengaruh kualitas program siaran terhadap kepuasan pendengar Radio Gen FM di Jakarta. Radio, sebagai media massa tradisional, menghadapi tantangan dalam era digital dengan munculnya platform streaming musik online. Gen FM, meski beradaptasi sebagai radio digital, mempertahankan popularitasnya di Jakarta dengan program-program seperti "Semangat Pagi." Metode penelitian kuantitatif digunakan dengan populasi pendengar Gen FM di Jakarta berjumlah 100 orang menggunakan rumus Taro Yamane dan pengambilan data menggunakan teknik *purposive sampling*. Hasil analisis menunjukkan hubungan positif antara kualitas program siaran dan kepuasan pendengar. Respons positif terhadap kesesuaian konten dengan minat pendengar, informasi yang relevan, dan musik sesuai harapan menciptakan dasar kuat kepuasan. Meskipun Radio Gen FM telah berhasil, tantangan seperti menjaga kesesuaian konten dengan tren dan keberagaman pendengar memerlukan strategi berkelanjutan. Kesimpulannya, Radio Gen FM telah sukses membangun kepuasan pendengar melalui program berkualitas tinggi, namun perlu terus berinovasi dan beradaptasi untuk menghadapi persaingan dan tuntutan teknis terkini di industri penyiaran.

Kata Kunci: Kualitas Program, Kepuasan Pendengar, Radio Gen FM

