

## **ABSTRACT**

*Ratna Remaya Diana, 122050065, Department of Communication Studies, Faculty of Social and Political Sciences, University of Pasundan Bandung. By Drs. Ahmad Solihin, M.Si as lecturers. This research entitled "THE EFFECTIVENESS OF COMMUNICATION IN COMMUNITY RADIO SWARA IKOPIN Jatinangor".*

*The purpose of the formulation of this thesis is to find out how the community radio Swara IKOPIN Jatinangor attract the attention of listeners. , Knowing the delivery of messages on community radio Swara IKOPIN Jatinangor so easy to understand , to know how the community radio Swara IKOPIN Jatinangor meet the information needs of listeners. , Knowing how community radio Swara IKOPIN Jatinangor in creating solutions for the listener .*

*The method used is a qualitative case study approach. In this method will illustrate the effectiveness of communication messages on Radio Swara IKOPIN Jatinangor. By using several stages, namely, literature studies, interviews, and observations to those engaged in the field of broadcasting, community radio group members and the community radio listeners.*

*From the research conducted, the result that the message conveyed to the listeners has been running quite well in accordance with the components of the effectiveness of communication messages even though there are still barriers from a technical point.*

*Recommendations from researchers needed human resources to more aggressively again the promotion and dissemination outside the local area Jatinangor that community radio could win the competition between community radio. As well as the community radio should improve website owned so the listener information needs can be fulfilled through media other than broadcasting activities.*