**ABSTRACT**

 This study entitled "4 EVENTS OF THE PROGRAM IN EDUCATION AND CULTURE MEET INFORMATION PENENGAR RADIO 540 AM RRI BANDUNG" performed in science studies kounikasi pasundan university. To find out the views of the public radio listeners in the area of ​​Bandung.

The purpose of this peneliian is there to know how the program functions 4 educational and cultural events in meeting the information needs of listeners 540 AM radio RRI Bandung, to make use of agenda setting theory.

The research method used was descriptive, where there are two research is qualitative and quantitative. Qualitative methods used to interview when we go directly to the place of research and interviews, while the quantitative use by distributing questionnaires to the respondents and we will find answers to questions about the thesis.

The results of this study is when we know what the function of the program four educational and cultural events on 540 AM radio RRI Bandung. Programs that exist in the radio into the information needs of listeners in this community assesses that the program presented has been good. Moreover, existing programs in education programs and cultural events 4 contains about education and this is becoming a culture of excellence in the program.

Researchers recommend that the program four educational and cultural events in order to further increase the content of the show that has become the information needs of listeners so that people can accept and understand the topics presented very well. And also because education and culture are inforasi very important to people's lives.