

ABSTRACT

The title of this research is "Communication Strategy of MGT Radio Bandung in the New Media Era". This study aims to determine the communication strategy carried out by MGT Radio Bandung in the new media era to survive and adapt to digital media to disseminate information to the people in Bandung.

In this research, the researcher used the research method used in this study was a qualitative research method with a descriptive approach. The use of this research method is to describe the communication strategy carried out by MGT Radio Bandung in the current new media era. The theory used in this research is the theory of communication strategy from Hafied Cangara.

The results from this research are MGT Radio Bandung in this new media era applies communication strategies in carrying out their activities to convey or disseminate information. The communication strategy is carried out starting from the selection of communicators which includes credibility, attractiveness and strength. The target of MGT Radio Bandung is the people of the city of Bandung. In the preparation of the message, it is carried out by considering who will be the target target and entering the three characteristics of the message, namely informative, educative and persuasive. MGT Radio Bandung in this new media era utilizes various media such as standing banners, social media such as Instagram, Facebook, Twitter and YouTube as well as websites to disseminate information.

Keywords: Communication Strategy, MGT Radio Bandung, In the new media era.