***ABSTRACT***

***This study aims to identify and analyze the Contributions Program Salam Karimun In Increasing Knowledge Azam FM Radio Audience in Karimun. In this study, using the theory of Uses and Gratification. As well as to know the constraints and need-work done by Radio FM Azam, particularly in the event program Salam Karimun.***

***Uses and Gratification theory is more referring to the media are media consumers have the freedom to decide how and through which media they use media and how the media will have an impact on himself in an effort to meet their need for information and entertainment.***

***Descriptive study aimed to collect information and to convert the data from the field through observations, questionnaires and interviews for later in the analysis. The sample used in this study obtained by nonprobability Sampling with saturated sampling, the population number of listeners in the radio Azam FM program Salam Karimun Karimun regency as many as 110 people.***

***The results showed positive results, that Salam Karimun program to increase knowledge of the listener. However, that is still far from positive word is related to the timing of aeration Programme Salam Karimun.***

***Based on the above statement can be seen that the power of the listener greatly affects the Radio program in this case is the event program Salam Karimun, this is what should be a serious concern for the radio, from managing time aeration, the way broadcasters, presented speakers to fill the material to be delivered, must be properly prepared, so that the continued demand by radio listeners and aim to deliver information and increase knowledge of his audience targeted.***