ABSTRACT

Radio has a strategic role in conveying messages of development. One of these messages is agriculture. One form of agricultural extension through the medium of radio is rural broadcasts. Radio Republik Indonesia or commonly known as radio RRI is one that has a rural broadcasting program called "Desa Kita". The program "Desa Kita" is broadcast every Tuesday and Thursday at 16:30 to 17:30 through Programa 1 RRI Bogor FM 93.75 MHz. The goal of this research is to analyze the listener satisfaction of program "Desa Kita" RRI Bogor. Research method that used is survey approach using questionnaire as main data collecting tool. Respondents in this study as many as 34 people which coming from Bogor and its surroundings. Study results showed that the listeners of program “Desa Kita” RRI Bogor is satisfied with the contents of its program. “Desa Kita” program is able to satisfy their listeners through four aspects that is motives of surveillance, motives of personal identity, motives of personal relationship, and motives of diversion.

Keywords: gratification discrepancy, satisfaction, gratification obtained, gratification sought