ABSTRACT

Dewi Anggrayni. Correlation between Audience Characteristics, Perception and Satisfaction Towards Talkshow Program in RRI (Case the customer of PLN and PDAM whom listening to RRI Bogor). Under Supervision AMIRUDDIN SALEH and DJOKO SUSANTO

Radio Republik Indonesia (RRI) was one of many kind of tools that used the independence period. RRI in forced in order to play the important role as a Public Broadcasting Institution, in other hand RRI also forced to gives a balance information to the society. The most important role of RRI is to extend the development program from the government to the society. One of the RRI’s program is Talkshow with several public institution such as PLN and PDAM.

This research was conducted to answer several objectives such as: (1) To indentify the satisfaction level from the audience toward the talkshow program in RRI. (2) To analyze the connection between internal characteristics and the satisfaction level from the audience toward RRI talkshow (3) To analyze the connection between external characteristics and the satisfaction level from the audience toward RRI talkshow. And the last purpose (4) to analyze the connection between the exposureness of RRI and the satisfaction level from the audience toward RRI talkshow.

Data was collected using questionnaire and was taken from May – June. This research produced several findings. Finding/result from this research shows that the majority of audience aged between 39 – 52, with majority college level graduate, have been a subscriber PDAM for 8 -12 years and 2 – 11 years for PLN, listening to RRI ranged from 6 to 7 times a week with time of listening less then 130 minutes each listening activity, have a good perception toward the resource person and also the services provided by PLN and PDAM. The finding tells us, majority of audience satisfied with the talkshow program. In the internal characteristics there is a quite strong correlation between the time of subscription and the satisfaction level. Mean while in the there is also a strong correlation between the perception toward the resource person, service from PLN and PDAM with the satisfaction level.

Key word: Correlation, Characteristics, Perception and Satisfaction