

ABSTRACT

This research aimed to find out how strategy marketing communication of Radio Dahlia Bandung which is, applied descriptive qualitative method based on post-positivistic paradigm. To get the data, researcher using in depth interview and non participant observation technique. Then, the obtained data were examined with data validity techniques triangulation source, triangulation of techniques and triangulation of time, also analyzed using Miles & Huberman analyzing techniques.

The results describe about 7P's marketing mix elements especially at radio, they are: product, price, place, promotion, process, people and physical evidence. Ratecard of the Radio Dahlia is to determine price marketing's product like advertisement spaces. The determination of advertising space is Ratecard use three orientation. Radio Dahlia located strategy area in Bandung city. Promotion activity using elements of personal selling, because required face to face communication between advertisers and marketers. While the listener using interactive marketing campaign elements. Booking process of advertising space was done by fill in the ordering advertisement form and then marketing team check the time and schedule which is available to the traffic team. After approved advertisement can be appeared. Based on service industries this research need physical evidence of marketing activity, there are: office building and another support facilities.

Keywords: Strategy of Marketing Communication, Marketing Mix and Radio.