

CHAPTER I

INTRODUCTION

This chapter (introduction) will describe the problem, sets the context and purpose for the research. This chapter consists of background, problem definition, research objective, research benefits, and problem scope.

1.1 Background

Marabandung Radio is one of the Indonesian radio stations which has used internet radio (e-radio) as tool of broadcasting. But the e-radio is not been maximize yet. The use of this e-radio is only to relay the frequency of radio station for several towns in west java.

In the other side, some e-radio (such as MQ FM, Prambors radio, and Radio Tarbiyah), are used as a tool to maintain (or to get) the listeners who live outside radio-conventional service area.

Several method have been conducted -such as advertise it in Mara Bandung Radio (conventional) Station, put the website link at letterhead, and advertise it in mass media, but it did not give significant result. The site traffic has shown it. There are less than ten users that access the website a day. This is not good condition.

The popularity of Marabandung radio is also in bad condition. Chart below (Figure 1.1) will show how poor is Marabandung's popularity in Internet based on Google Search result. The data took in April 19 2007, 11:26 AM (GMT +7)

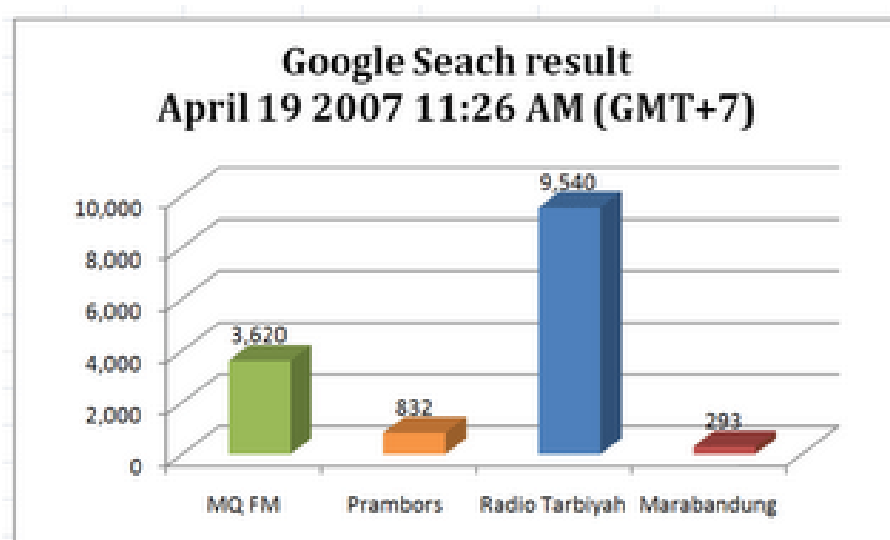


Figure 1.1

Based on the fact above, this research will discuss about the development of Marabandung e-radio as a tool to maintain (or to get) the listeners who live outside radio-conventional service area.

1.2 Problem Definition

The main issues in this research are:

- a. How to improve the interface of Marabandung e-radio
- b. How to promote Marabandung e-radio to the Internet
- c. How to improve Marabandung e-radio as one of tools in CRM

1.3 Research Objective

There are –at least- three objective of this research

- a. To improve Marabandung's e-radio as one of tool in CRM
- b. To improve the interface of Mara e-radio
- c. To promote Marabandung e-radio to the Internet

1.4 Research Benefits

The benefits of this research are:

- a. to increase the traffic of Marabandung's e-radio
- b. to maintain (or to get) the listeners who live outside radio-conventional service area.

1.5 Problem Scope

Writer has limited this research into six boundaries:

- a. This research will focus about internet radio (not in conventional radio).
- b. DRS radio streamer is used to broadcast e-radio.
- c. The e-radio interface is using Joomla
- d. The increasing of e-radio's traffic is one of efficacy parameter.
- e. The traffics that will be analyzed are traffics between February 2007 and March 2007