

ABSTRACT

Radio Zora has been established since 2005 and just repositioning into a segmented radio for young people by the end of 2014. Since the change in positioning, the amount of revenue earned by Radio Zora has not been able to meet the planned target and the number of listeners is still lower than its competitors. The purpose of this research is to explore the perception of listener, based on perceptual mapping with multidimensional scaling method. Multidimensional scaling (MDS) is a technique used to determine the condition of competition, and to know the position of each radio based on attributes. Attributes that are used in this research are event programs, offair activities, broadcaster quality, music selection, brand image, news updates, voice clarity, broadcast coverage, streaming, and broadcast content. The data obtained from the questionnaires which had distributed to 100 respondents who are young people, aged 15-29 years, then used as input in MDS processing. After the results of questionnaires processed with MDS, obtained the perceptual mapping with the position of Radio Zora has a major competitor with Radio Hits. However, from the number of listeners, Radio Zora and Radio Hits is the two radios with the lowest listeners than its competitors, so in this research Radio OZ was used as a reference in the preparation of improvements, because it is the most superior radio in the region of competition. The attributes that become the weakness of Radio Zora are offair activities, broadcast coverage, streaming, news updates, voice clarity, music selection, broadcast content, and brand image.

Keywords: Positioning, Repositioning, Perceptual Mapping, and Multidimensional Scaling.