

## **ABSTRACT**

*This study aims to examine the communication strategy of broadcasters at Radio Cakra Bandung in improving the quality of Sarangahai programs. Radio Cakra Bandung is one of 255 private radio stations registered in Bandung, West Java according to data compiled from PRSSNI (Indonesian National Private Broadcast Radio Association) West Java branch. The research method used in this study is a descriptive qualitative research method using Susan Tyler Eastman's communication strategy theory. By carrying out this communication strategy, Radio Cakra Bandung maximizes its strategy in the broadcast process. The 5 point strategies proposed by Susan Tyler Eastman are such as suitability strategies, listening flow control strategies, habit formation strategies, broadcasting resource storage strategies, and mass attraction strategies. Radio Cakra Bandung also perfected it with the use of social media as a means to expand the frequency range of their radio. A broadcaster must have his own way of improving the quality of the programs they present. The implementation of the communication strategy carried out by a broadcaster himself always emphasizes intonation in the delivery of his broadcast program. If a broadcaster already has its own branding when broadcasting, it will be an additional value to be able to improve the quality of the broadcast program itself.*

**Keywords:** Radio, Communication strategy, Mass communication, Broadcast program, Broadcasting quality.