

## Program star di radio sebagai program andalan oz radio jakarta untuk menarik pendengar di era digital = star di radio program as favourite program on oz radio jakarta to attract listener in digital era

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### Abstrak

#### **ABSTRAK**

Munculnya banyak media baru membuat media konvensional harus membuat suatu inovasi agar tetap eksis di industri media Melalui program "Star di Radio" OZ Radio Jakarta sebagai salah satu media konvensional melahirkan suatu inovasi sehingga mampu bersaing dengan radio kompetitornya yang sejenis Program yang langsung dipimpin oleh artis yang diundang membuat pendengar antusias terhadap program ini Jenis jenis segmen yang dibentuk dalam program ini juga mampu membuat pendengar memberi respon yang positif Program "Star di Radio" mampu mempererat relasi antara penggemar dan idolanya sehingga mendatangkan banyak pendengar dan membuat program ini menjadi salah satu program andalan OZ Radio Jakarta walaupun tidak terletak pada jam prime time.

#### **ABSTRACT**

The emergence of new media causes all conventional media should be more innovative in order to keep their existences in media industry Through "Star di Radio" programme OZ Radio Jakarta as one of the conventional media produce an innovation which ia able to compete with other competitors This programme are directly conducted by the artist who is invited As the result many listeners are very enthusiastic listening this program The types of segments preparing to this programme give positive responses "Star di Radio" program can strengten the relationship between fans and their idols Therefore even though this programme do not air in the prime time many listeners are still attracted to listen to the program which become the hits programme in OZ Radio Jakarta stasion.