

AN ANALYSIS OF THE AUDIENCE ANALYSIS IMPLEMENTED BY RRI BENGKALIS BASED ON THE AIDDA THEORY

Name : Suginawati
Reg. Number : 5504221086
Advisor : Fanalisa Elfa, S.Pd.,M.Pd

ABSTRACT

This research aims to analyze the audience analysis strategies implemented by RRI Bengkalis and the stages of message delivery based on AIDDA Theory. This study employed a descriptive qualitative method. Data were collected through observation, interviews, coding sheets, and documentation involving the Head of RRI Bengkalis, broadcasters, production team, and listeners. The findings show that RRI Bengkalis implements Audience Analysis through four aspects: demographic, psychographic, situational, and audience response analysis. These strategies help RRI Bengkalis understand listeners' characteristics, needs, interests, situations, and responses, allowing the station to provide relevant broadcast programs. The findings also show that RRI Bengkalis applies five AIDDA stages: Attention, Interest, Desire, Decision, and Action. Attention is achieved through attractive greetings, program introductions, and topic explanations. Interest is maintained through clear messages, simple language, and relevant content. Desire is developed through informative and engaging content, while Decision is supported by useful, reliable information. Finally, Action is encouraged through telephone calls, WhatsApp, social media, and interactive dialogue programs. Therefore, these strategies support effective message delivery, maintain listener interest, and strengthen audience interaction.

Keywords : *Communication Strategy; Audience Analysis; AIDDA Theory; Listener Interest; RRI Bengkalis.*