SUMMARY

ADHE PUYHOKO. Influence Analysis of Attitudes Toward Adlibs Radio Program Listeners Speak Area (Javanese, Sundanese and Minang/Padang) Relation with Product Purchase Behavior at Radio Elgangga 100.3 FM Bekasi. Under direction of LILIK NOOR YULIATI and ARIF IMAM SUROSO.

The purpose of this study are: to analyze the attitude of listeners to Radio Adlibs Program (ARP) in the local language radio and analyze ARP relationships with local language content product "pure it" to the decision to buy the listener. The data used primary data and secondary data. Primary data is data taken directly from the listener community area (Javanese, Sundanese, Minang/Padang) are studied, namely: listener characteristics, habits of listening to the radio, ARP attitude towards local language broadcasters. Secondary data, namely: an overview of the company and the local community distribution of AC Nielsen. Data were analyzed with descriptive and logistic regression. The results showed attitude towards ARP speaking listeners that region in On-Air included in the category of "good", analysis of audience attitudes toward speaking regions ARP Elgangga Radio 100.3 FM in Bekasi on Java community is very good listeners, followed by the Sundanese community, then the community Minang/Padang is third. The influence of the dimensions of ARP to the decision to buy the listener is as follows: radio announcer significantly influence the decision to buy a listener, friendly/be friends significantly influence the decision to buy a listener, then the sound effects are also significantly influence the decision to buy the listener.

Keywords: Adlibs Radio Program, Community (Javanese, Sundanese, Minang/Padang), Attitude Listener, Logistic Regression, Decision to Buy