

ABSTRAK

Afrin Gulistan Syakura: Strategi Mempertahankan Citra Ardan Radio Melalui Program Nightmare Side.

Penelitian ini mengangkat tema citra pada Ardan Radio karena adanya penurunan minat terhadap pendengar radio di tengah perkembangan media digital seperti *streaming* dan *podcast* saat ini, sehingga penting bagi radio untuk mempertahankan citra positif agar tetap relevan di mata publik. Ardan Radio dipilih sebagai objek penelitian karena mampu bertahan dan tetap eksis di Bandung dengan citra yang baik, salah satunya melalui program unggulan yaitu Nightmare Side yang memiliki karakter kuat serta pendengar yang loyal, sehingga menarik untuk dikaji bagaimana peran program tersebut dalam menjaga citra positif Ardan Radio di era digital.

Penelitian ini bertujuan untuk mengetahui bagaimana Ardan Radio mempertahankan citra perusahaannya melalui Program Nightmare Side di tengah persaingan industri media yang semakin ketat. Penelitian ini menggunakan Model Citra Perusahaan yang dikemukakan oleh Shirley Harrison pada tahun 2000, yang terdiri dari aspek kepribadian, reputasi, nilai, dan identitas perusahaan.

Penelitian ini menggunakan metode deskriptif kualitatif yang menekankan pada pemahaman makna di balik suatu kejadian melalui pengamatan dan wawancara mendalam.

Hasil penelitian yang didapatkan menjelaskan bahwa Ardan Radio melakukan strategi citra perusahaan melalui model Citra Perusahaan, melalui 4 strategi yang dilakukan yakni: (1) Kepribadian yang berfokus pada interaksi dengan pendengarnya serta konsistensi dalam gaya penyampaian cerita, (2) Reputasi yang berfokus pada program unggulan dan kerja sama sponsor, (3) Nilai yang berfokus pada sarana hiburan bagi mereka yang menyukai horor, menjaga norma dan etika dalam masyarakat, (4) Identitas Perusahaan yang berfokus pada makna nama program serta penggunaan elemen visual. Citra positif perusahaan yang terbentuk berfokus pada empat aspek utama tersebut, tanpa adanya temuan lain di luar aspek tersebut.

Kata Kunci: Citra, Citra Perusahaan, Nightmare Side, Ardan Radio.

ABSTRACT

Afrin Gulistan Syakura: *Strategies for Maintaining Ardan Radio's Corporate Image Through the Nightmare Side Program.*

This study examines the theme of corporate image at Ardan Radio due to the declining interest in radio listeners amid the rapid growth of digital media such as streaming and podcasts. Therefore, it is important for radio stations to maintain a positive image in order to remain relevant in the public eye. Ardan Radio was chosen as the object of this research because it has been able to survive and remain prominent in Bandung with a strong positive image. One of the key factors is its flagship program, Nightmare Side, which has a distinctive character and a loyal audience. This makes it interesting to examine how the program contributes to maintaining the positive image of Ardan Radio in the digital era.

This study aims to determine how Ardan Radio maintains its corporate image through the Nightmare Side program amid increasingly intense competition in the media industry. This research adopts the Corporate Image Model proposed by Shirley Harrison in 2000, which consists of four aspects: personality, reputation, values, and corporate identity.

This study employs a qualitative descriptive method that emphasizes understanding the meaning behind events through observation and in-depth interviews.

The research findings explain that Ardan Radio implements its corporate image strategy through the Corporate Image Model, using four main strategies: (1) Personality, which focuses on interaction with listeners and consistency in storytelling style; (2) Reputation, which focuses on flagship programs and sponsor collaborations; (3) Value, which focuses on providing entertainment for those who enjoy horror, while maintaining social norms and ethics within the community; and (4) Corporate Identity, which focuses on the meaning of the program's name and the use of visual elements. The positive corporate image that is formed is centered on these four main aspects, with no other findings beyond these aspects.

Keywords: *Image, Corporate Image, Nightmare Side, Ardan Radio.*