

## **ABSTRACT**

**RATNA DAMAYANTI. NIM. 081149. THESIS. TECHNIQUES WITH STYLE PERSUASIVE LOCALITY SERANG RADIO'S BROADCASTER IN MAINTAINING HEARING PEOPLE.**

*In the midst of intense competition between the mass media, radio is a mass media from the beginning found up to now still maintained its existence. the ebb and flow radio life is inseparable from the advantages possessed by the radio. Serang Radi's is one of the famous Radio Serang radio's, and is rated high enough, although known as Radio Radio Attack with the feel of locality, but capable Radio's to rival any other known more pop. Maintain a listener with the force locality and the use of persuasive communication techniques and stages of radio capable of Attack compete with radios that are in attack. This thesis is about the persuasive techniques in the style of Serang announcer locality in maintaining public radio listeners. While this research using descriptive qualitative method. By using key informants and informants broadcasters support the Program Director, Creative Director and listeners. Having done the research process, the obtained results of the research that the public broadcaster in maintaining the listener using the five persuasive communication techniques, such as: Engineering association, integration techniques, discipline techniques, setting techniques, and techniques of red-herring. For the successful persuasive communication need to be implemented systematically. AIDDA formula (Attention, Interest, Desire, Decision, Action) is premised implementation. After the announcer doing the technique systematically, then the audience retain the listener by using the style of locality has been successfully performed.*