

**THE IMPACT INTENSITY OF LISTENING RADIO TO BRAND AWARENESS
ON RADIO LISTENER IN JEMBER REGENCY**

Zahra Anjarwati¹
Siti Nur'aini. S.Psi., M.Si²
Erna Ipak Rahmawati. S.Psi., M.A³

ABSTRAK

The brand awareness is the consumer ability to recognize or remember a brand that includes a specific product category one that promotes the brand awareness is an intensity that means listening back and repeating. The intensity of listening to the radio is one of continuous listening to the radio for information in the latest technology, current events and cultural, political news.

It uses quantitative forms with associative forms. The research uses sampling techniques to get samples sampling of 384 radio listeners. To measure the behavioral scale of listening to radio using the guttman scale and the brand awareness uses a semantic differential scale. Tests of validity and reliability show that the two scales have qualified so that both of them can be declared valid and reliable using SPSS v. 16.

Analysis indicates that ho received h1 because of the significance of a coefficient correlation by 0.792, which means a significant value of $0.792 > 0.05$ which means there is no effect between listening to a radio awareness intensity. Shown by a descriptive exam of as intensity as 79% of listening to radio and 81% descriptive brand awareness test, but listeners only listen to their radio as bored and weary, as well as not getting any information or knowledge from listening radio.

Keywords: intensity of listening radio, brand awareness

1. Researcher
2. Supervisor I
3. Supervisor II