***ABSTRACT***

**Laura Sintia / 28150039/2019 / *Strategy Evaluation of the Mix of "Female Radio Jakarta" Promotion Through Method "SOSTAC"* / *Advisor: Dr. Ir. Bilson Simamora, M.M.***

*The development of media on radio today has progressively boosted by the presence of the Internet today. The presence of Internet due to the rapid development of technology. Since the start of the radio until now, radio developments are increasing. With the media, Radio has many known people from various circles. Despite the many mass media emerging, the radio still exists today. Not only television, radio can also include drama, comedy, show-show, and entertainment for the community. The emergence of increasingly diverse private radio stations led to intense competition between radios, each trying to present their best and captivate the attention of their listeners. Radios can not only be listened to by well-known areas only, but radios may be heard in even isolated areas.*

*There is a general theory of the marketing mix theory that has four components in the marketing mix, i.e. product, price, distribution, and promotion. For communication has seven functions namely information, socialization, motivation, culture, entertainment, integration, innovation. Five features of integrated marketing communication affect behavior, starting from customers and prospects, using one or all means of ' contact ', trying to create synergy, and establish relationships. The six-dimensional SOSTAC is Situation (where we are now), Objectives (where we will Go), Strategy (how to achieve that goal), Action (Details of tactics), and Controlling (measurement and supervision). Five elements of promotion, namely advertising (advertising), public relations (public relations), sales Promotion (sales promotion), personal selling (personal sales), and direct marketing (direct marketing).*

*The method of research conducted is observation, and interviewing of semi-structure by asking questions to the internal source of FeMale Radio Jakarta with the aim to explore accurate information in accordance with the topic Researchers thoroughly.*

*The results showed that FeMale Radio Jakarta was still quite exist considering the promotion expansion by FeMale Radio Jakarta that follows the needs of the listener coupled with the use of the latest technology so that it can reach Almost all walks of life.*

*This research resulted in the conclusion that FeMale Radio Jakarta is the number one female radio in Jakarta. The characteristic FeMale Radio Jakarta is a female-segmented Radio with a concept of discussion around family, parenting and news about the lifestyle of modern women. It is 70% female and 30% male. FeMale Radio Jakarta is a characteristic of attracting clients. The appeal of FeMale Radio Jakarta itself is to provide knowledge to the listeners and music played by FeMale Radio Jakarta is very varied. These things make FeMale Radio Jakarta increasingly known to the general public.*

***Keywords:*** *FeMale, SOSTAC, communication, promotional mix, social Media.*