

## ABSTRAK

Adanya fungsi *public relations* memudahkan suatu lembaga untuk menjalin hubungan baik dengan masyarakat, peran *public relations* disebuah lembaga sangat diperlukan untuk mempertahankan eksistensinya, baik di lembaga pemerintahan maupun swasta. Sehingga adanya penelitian ini bertujuan untuk melihat bagaimana peran *public relations* media swasta dalam mempertahankan eksistensinya, melalui peran *public relation* nya. Khususnya penelitian ini membahas terkait bagaimana Strategi yang dilakukan *public relations* radio komunitas Saka FM dalam mempertahankan eksistensinya sebagai media dakwah. Penelitian ini menggunakan pendekatan kualitatif. Penelitian ini dilakukan di radio komunitas Saka FM, yang berada di bawah naungan Masjid Gedhe Kauman. Penentuan informan digunakan teknik *purposive*, pengumpulan data dilakukan dengan cara pengamatan, wawancara mendalam dan dokumentasi. Penelitian menggunakan teori Niche yang menyatakan tiang berdirinya suatu media dibagi menjadi tiga yaitu *Capital, Types of content, Types of audience*. Hasil penelitian menunjukkan bahwa berdasarkan teori Niche tersebut, radio Saka telah mampu berdiri sendiri. Adapun strategi *public relations* radio Saka FM belum memenuhi fungsi idealnya sebagai radio komunitas. Meskipun demikian, radio Saka FM sudah mampu mempertahankan eksistensi sebagai media dakwah melalui bidang marketingnya

**Kata Kunci :** Radio Komunitas, *Public Relations*, Media Dakwah

## **Public Relations Strategy of Saka FM Community Radio**

### **In Maintaining Existence As A Da'wah Media**

#### **ABSTRACT**

**The existence of the public relations function eases an institution to establish good relations with the community. The role of public relations in an institution is needed to maintain its existence, both in government and private institutions. Therefore, this study aims to determine the role of private-public relations in maintaining its existence. In particular, this study describes the strategy carried out by the Saka FM community radio public relations in maintaining its existence as a da'wah media. This research uses a qualitative approach. Besides, this research was carried out on the Saka FM community radio under the auspices of the Gedhe Masjid at Kauman. The determination of informants is used by purposive technique. Data collection is done by observation, in-depth interviews, and documentation. This research uses Niche theory which states that the founding pillar of a media is divided into three namely capital, types of content, and types of audience. The results showed that based on the Niche theory, Saka radio was able to stand on its own. The Saka FM radio public relations strategy has not fulfilled its ideal function as a community radio. Nevertheless, Saka FM radio has been able to maintain its existence as a da'wah media through its marketing department.**

**Keywords: Community Radio, Public relations, Da'wah Media.**