

## CHAPTER IV

### CONCLUSIONS AND SUGGESTIONS

#### 4.1 Conclusions

From all of the explanation above, the writer can make conclusions as follows :

1. Generally the audience of *Radio Gajahmada* FM Semarang are teenagers.
2. *Radio Gajahmada* prepares many kinds of programs for teenagers and get good response from them. It is known from so many programs which are their favorite. The programs are : Gamafans, Cikita, Rock Action, Sunday, Top Ten, Dasa Adi Gita, Mak Comblang and Happy Slow Rock.
3. Teenagers favourite's program is Happy Slow Rock.
4. Teenagers do not like Mak Comblang.
5. The success of *Radio Gajahmada* is proof that the radio station is appropriate and successful in reaching the teenagers are their target audience.

#### 4.2 Suggestions

The suggestions for *Radio Gajahmada* FM are :

1. The announcer of *Radio Gajahmada* FM should defend their relationship with the audience, so they can be a part of *Radio Gajahmada*'s family.
2. Choose the right advertisement for teenagers.
3. Fix the special program for teenagers which is not their favourite.