

ABSTRAK

Ardan Radio is one of the biggest media in Bandung, with youngster as its main target listener. Ardan radio constantly innovates its programs to entertain the listeners. To achieve this goal Ardan Radio needs an appropriate strategy in which the role of management is crucial. Hence, the division of PR & Promotion of Ardan Radio becomes one of the most important aspects. Using an approach of Marketing Public Relations, Ardan radio expects to be the number one young listener radio station in Bandung. The research method used by the writer is descriptive using qualitative data. While the theory used in this research is the three ways strategy in *marketing public relations* consisting of pull strategy, push strategy, and pass strategy. PR & Promotion division of Ardan Radio makes a strategy based on listener segmentation and what listener wants and the result is that it has made a significant contribution in the process of branding. The Pull strategy describes how Ardan Radio draws listeners' attention using a variety of programs and activities that provide their interest. The Push strategy encourages Ardan Radio in holding an event or organizing an event in partnership with other parties and it is all for the benefit of its branding. Meanwhile, Pass strategy aims to create a positive opinion from the listeners and clients, by conducting various programs which creates a strong image of a youngster radio station.

Keywords: *Marketing Public Relation, Three Ways Strategy, Branding*