

## ***ABSTRACT***

*UTYFM Medari is a commercial radio station in Yogyakarta with 24-hour broadcasting operations, providing entertainment and the latest information to all listeners within its reach on the 90.70 FM frequency. Daily broadcast operations also include scheduled advertisements, which are organized and scheduled on broadcast plan sheets. The current broadcast plan recording and management system involves broadcasters writing down every minute of the advertisement on a broadcast plan sheet, which is then summarized by Traffic to be used as a broadcast evidence report for advertising clients. The entire broadcast plan management process still uses a paper-based recording system, which poses potential for human error and requires a significant amount of time to compile and produce a broadcast evidence report. Therefore, this study aims to analyze, design, and build a broadcast plan management information system to manage all broadcast plan records. Implementation results indicate that managing broadcast plans using a radio broadcast plan management information system can produce broadcast evidence reports quickly and efficiently, reducing human resource costs and boosting employee productivity.*

**Keywords:** *System, Information, Broadcasting, Radio, Advertising*

