

Research Article

# Communication Strategies of Radio Announcers in Increasing Listener Interest in Talkshow Programs at Radio Dakta 107 Fm Bekasi

Khusni Alhan <sup>1\*</sup>, Sana Harum <sup>2</sup>, Rofiki <sup>3</sup>

<sup>1</sup> Sekolah Tinggi Agama Islam Publisistik Thawalib Jakarta, Indonesia

Email : [khusni953@gmail.com](mailto:khusni953@gmail.com)

<sup>2</sup> Sekolah Tinggi Agama Islam Publisistik Thawalib Jakarta, Indonesia

Email : [harumsana@gmail.com](mailto:harumsana@gmail.com)

<sup>3</sup> Sekolah Tinggi Ilmu Dakwah dan Komunikasi Islam Al-Mardliyyah Pamekasan, Indonesia

Email : [rofiki100@gmail.com](mailto:rofiki100@gmail.com)

\* Corresponding Author : [khusni953@gmail.com](mailto:khusni953@gmail.com)

**Abstract.** Radio is one of the oldest communication media with an auditory nature, meaning it can only be heard as a tool for delivering information. Despite the rapid development of communication and information technology, radio remains relevant due to its unrestricted reach in terms of space and time, making it strategic in disseminating balanced information to the public. Radio carries both freedom and responsibility in fulfilling its roles as a medium for information, education, entertainment, social control, and social cohesion. This study aims to examine the communication strategies used by announcers at Radio Dakta 107 FM, particularly in talkshow programs. A qualitative method was employed, using in-depth interviews with five radio announcers as informants. The findings indicate that the strategies employed to increase listener interest include: Idea Communication, Delivering ideas clearly, using a relaxed yet confident speaking style, and maintaining interaction with listeners. Personality Communication, Being authentic, communicative, and warm. Personality Projection, managing voice, clear articulation, and precise pronunciation. Pronunciation, controlling intonation, volume, and tempo. Voice Control, ensuring consistent and engaging vocal delivery. Additionally, the radio station itself supports these strategies by utilizing social media as a tool for disseminating information to audiences.

**Keywords:** Announcer Strategy, Listener Interest, Radio Dakta 107 FM, Talkshow, Voice Control.

## 1. Introduction

Radio remains a mass media platform that is relevant in delivering information, education, and entertainment. Radio is widely used for non-formal education through community radio, serialized dramas, and interactive programs that utilize communication technology, thereby facilitating the audience's understanding of learning materials (Latchem, 2018). In addition, radio broadcasts are also effective for health promotion, as they can disseminate accurate health information, raise public awareness, and encourage healthy behaviors (Méndez Torres and Quintana Madrigal, 2017). Radio talk shows provide a platform for listeners to interact directly with broadcasters, enhancing audience engagement and attracting listener interest through informative thematic discussions (Franco, 2014). Furthermore, talk shows have the ability to shape public opinion because broadcasters can present structured information, encourage discussion, and convey diverse perspectives (Beciu

Received: May 03, 2025

Revised: July 09, 2025

Accepted: August 08, 2025

Published: August 31, 2025

Curr. Ver.: August 31, 2025



Copyright: © 2025 by the authors. Submitted for possible open access publication under the terms and conditions of the Creative Commons Attribution (CC BY SA) license (<https://creativecommons.org/licenses/by-sa/4.0/>)

et al., 2018). Therefore, radio continues to play a strategic role in education, information dissemination, and entertainment.

Radio is not only an information medium but also builds emotional and social connections with listeners. Radio can serve as a conversational companion, providing a sense of togetherness, reducing loneliness, and creating a community experience for the audience (Mohamad, 2023). Radio talk shows function as public discussion platforms, enabling listeners to express opinions, discuss political and social issues, and shape public opinion through constructive arguments (Volkova Iu et al., 2019; Beciu et al., 2018). The development of digital technology, including online radio, streaming, and podcasts, has increased the interactivity and accessibility of content, allowing the audience to actively participate across various platforms (Ahern, 2022; Amir, 2024). Modern radio, which integrates digital technology and interactive talk shows, allows broadcasters to implement effective communication strategies to attract listener interest while maintaining audience loyalty. This demonstrates that radio can adapt to the digital era without losing its social function.

Radio is an effective communication medium because it can reach rural and remote areas, where access to other media is often limited. This makes radio highly important in developing countries for disseminating information widely and equitably (Omo, 2021). Moreover, radio possesses high educational value, being used to enhance the knowledge and skills of communities, especially in regions with limited formal learning resources (Akrofi-Quarcoo and Gadzekpo, 2020). Radio also functions to raise public awareness on health, political, and social issues, thereby influencing public opinion and behavior (Bahadori, 2014). In the context of disasters, radio becomes a vital tool due to broadcasters' ability to deliver real-time information that is fast, accurate, and easily accessible, supporting rescue, relief, and rehabilitation efforts (Shukla, 2023). With a combination of educational, informational, and emergency functions, radio remains a strategic medium in public communication.

In addition to educational and informational roles, radio builds emotional connections with listeners through engaging content and relatable broadcasters, providing a sense of togetherness and companionship for society (Mohamad, 2023). Radio also remains relevant to younger generations if programs are delivered dynamically, informatively, and multifunctionally, including the selection of music, humor, and knowledge-based content (Manap et al., 2019). In the political domain, radio serves as a public communication platform that enables audience participation, facilitates political discussion, and shapes public opinion and narrative (Srinivasan and Diepeveen, 2018). Radio is also crucial in public safety communication, particularly through medium-wave amplitude modulation broadcasts, which ensure the wide dissemination of emergency information even when other media are unavailable (Shoji, 2023). Therefore, radio broadcasters play a significant role in delivering information that is educational, emotional, social, and safe for society.

Broadcasters serve as spokespersons for radio stations and play an important role in shaping the station's image through their ability to deliver information effectively. In talk show programs, broadcasters not only host the show but also bridge the gap between sources and listeners to ensure discussions remain engaging, informative, and credible. A successful talk show requires competent sources and interviewers who have a deep understanding of the topic. Radio Dakta 107 FM, as a radio station with an Islamic preaching segment, faces challenges in attracting and retaining listeners amid media competition. Talk show programs

are one of its highlights due to their interactive nature and coverage of current issues. The success of these programs heavily depends on the broadcaster's communication strategies, such as questioning techniques, active listening, and the ability to manage discussion flow and broadcast timing. Research on broadcaster communication strategies at Radio Dakta 107 FM is important to understand their role in enhancing listener interest and participation.

This study arises from a research gap regarding the lack of in-depth analysis of broadcaster communication strategies in talk show programs on niche radio stations such as Radio Dakta 107 FM, particularly in the context of digital media competition. The novelty of this study lies in its analytical focus on the broadcaster as the primary communicator, who not only delivers information but also builds interaction, credibility, and emotional closeness with listeners through structured communication techniques. The purpose of this study is to identify and explain the communication strategies employed by Radio Dakta 107 FM broadcasters in talk show programs to increase listener interest. The study is expected to provide theoretical contributions to the development of communication science, particularly in radio broadcasting, as well as practical implications in the form of a strategic model that can be applied by Radio Dakta 107 FM and other radio stations to maintain and expand listener reach in the digital era.

## 2. Research Method

The research method employed in this study is qualitative research with an in-depth interview approach. Qualitative research was chosen because it aims to understand social phenomena holistically, including the behavior, perceptions, motivations, and actions of research subjects. In the context of this study, the subjects are broadcasters at Radio Dakta 107 FM, and the phenomenon examined is the communication strategies applied in talk show programs to attract and maintain listener interest.

The research was conducted at Radio Dakta 107 FM, located at Jalan KH. Agus Salim No.77, Bekasi Jaya, East Bekasi District, Bekasi City, West Java 17112. The selection of this location was based on considerations of relevance and urgency, as Radio Dakta 107 FM has a specialized Islamic preaching content segment but faces challenges in attracting listener interest amid intense media competition. The study took place over three months, from May to July 2025, to allow sufficient data collection and in-depth observation of broadcasting practices as well as interactions between broadcasters and the audience.

The research procedure involved the collection of both primary and secondary data. Primary data were obtained directly from the sources through face-to-face interviews and direct field observation. Interviews were conducted using open-ended questions so that broadcasters could explain in detail the communication strategies they employed, including ways of building closeness with listeners, managing discussion flow, and handling difficult situations during broadcasts. Observation was used to directly witness broadcasting practices, record interactions between broadcasters and sources, and document the studio environment and talk show programs. Secondary data were obtained from official radio documents, reports, archives, journals, books, and previous studies relevant to broadcaster communication topics.

Data collection techniques were conducted using a combination of methods, including observation, which utilized the five senses to obtain accurate information about broadcasting

practices; documentation, including notes, photographs, program archives, and written materials related to the talk show; and in-depth interviews, which allowed the researcher to explore broadcasters' experiences, perceptions, and communication strategies in greater detail. A triangulation approach was employed to ensure the accuracy and validity of the data by comparing information from multiple sources.

Data analysis consisted of three main stages. First, data reduction, which involved selecting, focusing, and filtering important information from interviews, observations, and documentation to make the data more structured and relevant to the research objectives. Second, data presentation, which was carried out narratively so that readers could clearly understand the context, processes, and patterns of broadcasters' communication strategies. Third, conclusion drawing, which was conducted interpretatively to provide answers to the research problem and highlight significant findings regarding the effectiveness of broadcasters' communication strategies in enhancing listener interest.

### **3. Results and Discussion**

PT. Radio Nada Komunikasi Utama, known as Radio Dakta 107 FM, is one of the electronic media outlets operating in Bekasi City, West Java Province, located at Jalan KH. Agus Salim No.77, East Bekasi, with a broadcast area covering the Jakarta metropolitan region (Jakarta, Bogor, Depok, Tangerang, Bekasi). The radio was established on March 27, 1992, by its founder, Andi Lubis, and operates under the station identifier Dakta FM, frequency 107 FM, call sign PM3FRU, with an RVR-VJ10000TR transmitter and a 72-meter tower. Radio Dakta occupies a 1,500-square-meter property that functions as an office, broadcast studio, marketing center, and editorial space. The vision of the radio is to become the best source of information and learning in Indonesia with an Islamic foundation, while its mission includes broadcasting truth, promoting justice, developing creative and productive communities, and enhancing the quality of life of the public. The radio addresses its listeners as "Rekan Dakta" and carries the motto "Wise and Intelligent," reflecting principles of wise dialogue and informed communication. Radio Dakta's programming is structured and includes Dakta Morning, featuring media reviews, traffic updates, weather forecasts, Islamic highlights, and talk shows; Dakta Midday 1 and 2, presenting news, talk shows, interviews, and traffic information; and Dakta Afternoon, offering traffic reports, weather updates, political perspectives, talk shows, and news. This programming design allows the radio to function not only as an information source but also as a medium for education, Islamic preaching, and entertainment for the community of Bekasi and its surrounding areas.

### **4. Communication Strategies of Radio Dakta 107 FM**

One effective communication strategy employed by broadcasters is beat-to-beat communication, which involves aligning the delivery of the broadcast with the rhythm of the music. This technique significantly increases listener attention and audience engagement. This approach can be combined with Dornyei and Scott's communication taxonomy to enhance message delivery effectiveness (Hardianti, 2018). Furthermore, interactive and participatory

methods are key to building engagement, where programs encourage two-way communication between broadcasters and listeners, similar to practices at Radio Republik Indonesia and Elshinta, creating a more dynamic public space (Anggrayni et al., 2018). This strategy is reinforced through the use of social media, allowing broadcasters to act as key opinion leaders, collaborate with influencers, and present visual and interactive content that enhances listener loyalty (Kholis et al., 2023; Greer and Ferguson, 2022). The combination of these strategies fosters a more personal and sustainable relationship between broadcasters and their audience.

In addition to beat-to-beat communication and social media, podcasts and on-demand content are also important strategies in modern radio communication. Podcasts allow listeners to access broadcasts at their convenience, even though podcast adoption at radio stations is still limited (Vázquez Guerrero, 2019). Direct marketing and public relations strategies are also implemented to increase audience loyalty, for example through personal experiences, special events, and word-of-mouth promotions, as practiced by Mersi FM Radio (Pramegia, 2017). Furthermore, artificial intelligence technology can be used to personalize content, provide intelligent recommendations, and create interactive experiences that increase listener satisfaction and engagement (Jia, 2022). By combining traditional and digital communication strategies, radio broadcasters can enhance listener interest in talk show programs more effectively, adaptively, and in alignment with current media technology developments.

Research findings at Radio Dakta 107 FM indicate that broadcasters apply systematic communication strategies to attract listener attention and effectively convey ideas. One strategy involves actively inviting listeners to participate in talk shows, whether to share information or voice complaints. Program information is shared via social media one to two days before the broadcast or one hour prior, accompanied by incentives such as prizes or vouchers. Message delivery is structured and simple, starting with the main idea and gradually elaborating. Topics are linked to relevant or familiar matters to facilitate listener comprehension. For complex material, information is simplified through analogies or real-life examples. This strategy aims to ensure that messages remain engaging, easily understood, and interesting, thereby fostering listener involvement and attention during broadcasts.

Moreover, broadcasters emphasize choosing topics that are trending and closely related to listeners' daily lives. Relevant topics make messages easier to understand and increase listener interest. Delivery is conducted in a relaxed and light style to establish familiarity between broadcasters and the audience, making listeners feel comfortable and more receptive to information. Social media is used as an additional channel to share broadcast content such as videos, flyers, or articles representing the program, although not all broadcasts are uploaded in full. Before broadcasting, news material is collected from reliable sources to ensure clarity, accuracy, and flexibility for improvisation without altering the meaning. This strategy allows listeners to stay informed and maintains interactivity between broadcasters and the Radio Dakta 107 FM audience.

Direct interaction with listeners is also an important strategy in building audience engagement. Broadcasters greet listeners, inquire about their well-being, and conduct quizzes or offer prizes to increase participation. Listeners who feel acknowledged tend to be more interested and comfortable following the broadcast. Additionally, broadcasters actively listen to audience responses, creating two-way communication and tangible feedback. Familiarity and attention to listeners play a critical role in strengthening the emotional bond between

broadcasters and the audience. This strategy ensures messages are well-received while creating an enjoyable interactive experience, making idea communication in broadcasts both effective and engaging.

Another strategy implemented at Radio Dakta 107 FM is delivering broadcasts with confidence, gentleness, and a relaxed demeanor to make listeners comfortable. Delivery uses simple language, focuses on key points, and avoids hesitation. Nonverbal expressions, such as facial expressions, body movements, and voice intonation, are also employed to reinforce messages. Topics are light, current, and relatable to listeners' daily lives, ensuring the information is useful and generates feedback. The combination of structured information delivery, personal interaction, relevant topic selection, and verbal and nonverbal expression ensures ideas are communicated effectively. This strategy allows Radio Dakta 107 FM listeners to feel involved, comfortable, and benefit from the broadcast, resulting in dynamic and interactive idea communication.

## **5. Personality Communication Strategies of Radio Dakta 107 FM**

Personality communication of broadcasters at Radio Dakta 107 FM is strongly influenced by the character they display on-air. Broadcasters are required to be warm, confident, communicative, and authentic so that interactions with listeners feel natural and enjoyable. A friendly speaking style, lively intonation, and light yet polite humor form part of this strategy. Authenticity and consistency in the broadcaster's character make it easier for listeners to understand information and feel comfortable. A strong personality forms the foundation for building relationships with the audience, increasing listener interest and loyalty. Radio Dakta emphasizes that personality communication is not merely a broadcasting technique but also a reflection of professionalism. Broadcasters who display a warm and friendly character create a broadcast atmosphere that is enjoyable, engaging, and informative for the entire audience.

At Radio Dakta 107 FM, each broadcaster has a unique communication style, including ways of greeting and interacting with listeners. Greetings are conducted in a personal manner, such as asking about listeners' well-being or daily activities. This strategy enhances the emotional closeness between broadcasters and the audience, making listeners feel acknowledged. A personal approach helps foster loyalty and attachment to the broadcast program. Research indicates that variations in speaking style and voice among broadcasters strengthen the distinctive identity of the program. The ability to interact warmly, friendly, and naturally enhances communication effectiveness. Radio Dakta emphasizes that personalizing communication through greetings or light questions increases listener interest while creating a more enjoyable and interactive listening experience without compromising broadcaster professionalism.

Broadcasters at Radio Dakta 107 FM apply communication strategies with confidence and broad knowledge, enabling them to establish emotional closeness with listeners. Broadcast delivery tends to be relaxed and informal, making information more comfortably received. Broadcasters also invite listener interaction through light questions, greetings, or friendly responses to comments. This strategy strengthens the bond between broadcasters and the audience, creating a warm and enjoyable broadcast atmosphere. Research shows that the

combination of confidence, active interaction, and relaxed delivery is a key factor in effective personality communication. Listeners tend to remain loyal to programs that feel personally connected to them. Radio Dakta applies this approach to ensure that every broadcast not only delivers information but also builds a positive and entertaining listening experience for the audience.

Authenticity is a critical aspect at Radio Dakta 107 FM. Broadcasters tend to use everyday speaking styles that reflect their own character, making them sound natural and easy for listeners to follow. A moderate vocal tone, simple language, and relaxed delivery help build closeness with the audience. This strategy makes listeners feel comfortable and engaged. Authenticity is combined with light humor and polite language to maintain enjoyable interactions. Research indicates that broadcasters who consistently sound natural enhance listener loyalty and program appeal. Radio Dakta stresses that authenticity in personality communication serves as a foundation for building emotional relationships with the audience, ensuring that information is not only clear but also received positively and enjoyably.

Personality projection at Radio Dakta 107 FM is realized through the appropriate use of voice according to the broadcast context. Broadcasters adjust intonation to match the topic, for example, using firm tones for serious news and expressive tones for casual talk shows. Consistency in greetings, mentioning names, and using a distinctive speaking style is part of this projection. This strategy conveys professionalism while remaining friendly. Research shows that the ability to adapt expression and voice to the situation increases listener interest and creates an engaging listening experience. Radio Dakta emphasizes the importance of clear articulation, speech agility, and appropriate speaking style to ensure effective message delivery and audience engagement.

At Radio Dakta 107 FM, clear articulation and personalized greetings are primary strategies to build closeness. Broadcasters use polite everyday language, mention listener names or specific communities to foster familiarity, and engage actively so that listeners feel acknowledged and directly involved. Research shows that effective personality communication combines understandable language, warm interaction, and clear articulation. This strategy helps broadcasters create emotional connections with the audience, enhancing listener interest and program loyalty. Radio Dakta emphasizes that interpersonal closeness is a key factor in successful, engaging, and professional broadcast communication.

Accurate pronunciation at Radio Dakta 107 FM requires careful preparation. Broadcasters read scripts prior to broadcasting and practice difficult words to ensure correct pronunciation. If mistakes occur on-air, broadcasters remain calm, correct naturally, or repeat words clearly. This strategy maintains broadcast smoothness and professionalism. For foreign terms or technical vocabulary, additional reference materials are prepared for clarity. Research indicates that preparation, calmness, and adaptability are key to effective communication. Radio Dakta stresses that proper pronunciation reflects professionalism, ensures clear message delivery, and provides an educational listening experience.

Voice control is an important aspect at Radio Dakta 107 FM. Broadcasters adjust intonation, volume, and tempo according to the program type, for example, firm for news and dynamic for entertainment. Regular vocal exercises and recording evaluations enhance broadcast quality. Research shows that variations in intonation and tempo prevent monotony and help listeners easily comprehend information. This strategy allows broadcasters to align

speaking style with program character and audience needs. Radio Dakta emphasizes that proper voice control ensures broadcasts are engaging, professional, comfortable to listen to, and support effective communication while strengthening audience connection.

Broadcasters at Radio Dakta 107 FM adjust speaking tempo so that information is clearly received by listeners. A relaxed tempo facilitates understanding and minimizes interference during live broadcasts. Understanding the script and practicing its delivery before broadcasting is crucial for effective communication. Research shows that appropriate tempo, combined with intonation, volume, and context-appropriate speaking style, creates an engaging and informative listening experience. Radio Dakta emphasizes that the ability to manage tempo and maintain relaxed delivery is integral to successful personality communication, ensuring listener comfort while enhancing broadcast quality.

Overall, the personality communication strategies of broadcasters at Radio Dakta 107 FM include authenticity, warmth, interaction, voice projection, pronunciation, and voice control. Broadcasters adjust speaking style, intonation, volume, and tempo according to program context and prepare materials thoroughly. A friendly, relaxed, confident, and educational approach builds closeness with listeners, increasing audience interest and loyalty. Radio Dakta emphasizes the importance of balancing professionalism with broadcaster character to ensure clear, engaging, and effective message delivery. Well-executed communication strategies enable listeners to feel involved, create enjoyable listening experiences, and enhance overall broadcast quality.

## 6. Conclusions

Based on the research analysis, it can be concluded that the communication strategies of broadcasters at Radio Dakta 107 FM in increasing listener interest in talk show programs implement effective communication principles, including clear idea delivery, relaxed yet confident presentation, and warm, communicative interaction to build closeness with the audience. Authentic and friendly personality communication is a primary factor in attracting listener attention and maintaining loyalty, aligning with the AIDDA theory, which emphasizes the importance of attention and interest in the communication process. Personality projection through voice management, clear articulation, and accurate pronunciation also facilitates listener comprehension of broadcast content, fostering sustained interest in the program. Voice control, including intonation, volume, and tempo, plays a significant role in maintaining message delivery effectiveness and sustaining listener interest throughout broadcasts. Additionally, the use of social media as a communication and notification tool has proven strategic in extending reach and increasing audience engagement. Based on these findings, it is recommended that broadcasters at Radio Dakta 107 FM continue to refine their communication skills, particularly in improvising pronunciation and voice control, to maintain professional and engaging broadcast quality. Radio Dakta is also advised to optimize social media as an interactive platform with creative content integrated with talk show programs. Future research may be conducted quantitatively to measure the impact of communication strategies on listener interest, producing more comprehensive data to support the development of broadcast programs in the future.

## References

- Ahern, S. (2022). *Making radio and podcasts: A practical guide to working in today's radio and audio industries* (4th ed.). Taylor & Francis. <https://doi.org/10.4324/9781003181736>
- Akrofi-Quarcoo, S., & Gadzekpo, A. (2020). Indigenizing radio in Ghana. *Radio Journal*, 18(1), 95-112. [https://doi.org/10.1386/rjao\\_00018\\_1](https://doi.org/10.1386/rjao_00018_1)
- Amir, S. M. (2024). *A career in radio: Understanding the key building blocks*. Taylor & Francis. <https://doi.org/10.4324/9781003438861>
- Anggrayni, D., Abu Hassan, B. R., & Kee, C. P. (2018). An analysis on the communication strategy of parliamentarians in interactive radio broadcast programs in Radio Republik Indonesia and Radio Elshinta. *Jurnal Komunikasi: Malaysian Journal of Communication*, 34(3), 177-191. <https://doi.org/10.17576/JKMJC-2018-3403-10>
- Bahadori, A. (2014). How the ICT application can improve management of archiving systems. *ABU Technical Review*, 258, 32-37.
- Beciu, C., Lazăr, M., & Mădroane, I. D. (2018). Mediating public issues in Romanian broadcast talk: Personalized communication strategies. *Television and New Media*, 19(1), 75-92. <https://doi.org/10.1177/1527476417697270>
- Franco, J. (2014). Hello, you're on the air: Talk radio's fluctuating economy, community, and ideology. In *Mass culture and everyday life* (pp. 153-163). Taylor & Francis. <https://doi.org/10.4324/9780203699706-22>
- Greer, C. F., & Ferguson, D. A. (2022). Conversational style of personality radio station posts on Twitter: Applying Hall's proxemics to digital communication. *Journal of Radio and Audio Media*, 29(2), 396-416. <https://doi.org/10.1080/19376529.2020.1850731>
- Hardianti. (2018). Exploring communication strategies of an Indonesian radio announcer. *Asian ESP Journal*, 14(3), 32-40.
- Jia, Z. (2022). Analysis methods for the planning and dissemination mode of radio and television assisted by artificial intelligence technology. *Mathematical Problems in Engineering*, 2022, Article 7538692. <https://doi.org/10.1155/2022/7538692>
- Kholis, N., Savitri, G. A., & Husna, N. (2023). The use of social media (Instagram) for the radio industry: Content and marketing strategies to increase audience loyalty. In T. N. Mursitama, N. Noerlina, D. N. Utama, & S. A. Abrori (Eds.), *5th International Conference of Biospheric Harmony Advanced Research, ICOBAR 2023* (E3S Web of Conferences, Vol. 426, Article 02031). EDP Sciences. <https://doi.org/10.1051/e3sconf/202342602031>
- Latchem, C. (2018). Radio and television. In *SpringerBriefs in open and distance education* (pp. 21-27). Springer Science and Business Media B.V. [https://doi.org/10.1007/978-981-10-6741-9\\_3](https://doi.org/10.1007/978-981-10-6741-9_3)
- Manap, J., Hamjah, S. H., Idris, F., Izani, N. N. M., & Hamzah, M. R. (2019). The relevance of radio broadcasts towards Z generation teenagers in Malaysia. *Jurnal Komunikasi: Malaysian Journal of Communication*, 35(2), 123-142. <https://doi.org/10.17576/JKMJC-2019-3502-08>
- Méndez Torres, V. M., & Quintana Madrigal, J. (2017). Some theoretical considerations about the radio broadcast's function in health promotion. *Revista Cubana de Medicina General Integral*, 33(2), 238-250.
- Mohamad, F. F. (2023). Enhancing listeners' social well-being through radio listening: A qualitative study among Klang Valley radio listeners. *Jurnal Komunikasi: Malaysian Journal of Communication*, 39(1), 372-385. <https://doi.org/10.17576/JKMJC-2023-3901-21>
- Omo, J. (2021). Amid rising sound broadcasting demand, Africa paves the road to more FM stations. *ITU News*, 1, 25-27.
- Pramegia, A. (2017). Marketing communication strategy in MERSI FM radio in increasing loyal listeners. *International Journal of Applied Business and Economic Research*, 15(18), 537-557.
- Shoji, E. (2023). Significance of medium-wave AM radio broadcasting for enhanced disaster resilience in Japan: A case study in the Kanto Region and Fukui using nonpowered hoop-shaped radio. *Journal of Disaster Research*, 18(6), 666-673. <https://doi.org/10.20965/jdr.2023.p0666>
- Shukla, R. K. (2023). Radio for disaster management. In *International Handbook of Disaster Research* (pp. 1517-1526). Springer Nature. [https://doi.org/10.1007/978-981-19-8388-7\\_163](https://doi.org/10.1007/978-981-19-8388-7_163)
- Srinivasan, S., & Diepeveen, S. (2018). The power of the "audience-public": Interactive radio in Africa. *International Journal of Press/Politics*, 23(3), 389-412. <https://doi.org/10.1177/1940161218779175>

- Vázquez Guerrero, M. (2019). The university radios of Mexico and its strategies to communicate science on the internet. *Anuario Electronico de Estudios en Comunicacion Social Disertaciones*, 12(2), 50-64. <https://doi.org/10.12804/revistas.urosario.edu.co/disertaciones/a.6550>
- Volkova, Iu. S., Mishlanov, V. A., & Salimovskii, V. A. (2019). Argumentative speech in mass media interactive communication. *Medialingvistika*, 6(2), 164-179. <https://doi.org/10.21638/spbu22.2019.202>