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The Influence Of Social Media On Radio Listener Loyalty

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ABSTRACT

This research aims to investigate the influence of social media on radio listener loyalty through a qualitative approach. In the digital era, social media has become an important tool for radio stations to interact with their listeners. This study uses qualitative methods with in-depth interview techniques and participant observation to collect data from 30 radio listeners who actively use social media. Data analysis was carried out using the thematic analysis method to identify emerging patterns and themes related to social media use and listener loyalty. The research results show that interaction via social media plays an important role in building and strengthening radio listener loyalty. Listeners who feel engaged and valued through interactive and communicative content on platforms like Facebook, Twitter and Instagram tend to have strong emotional ties to radio stations. These findings indicate that social media is not only a promotional tool but also a means of building a loyal community of listeners. The practical implication of this research is the importance of radio stations integrating social media strategies in their operations and marketing in order to maintain and increase listener loyalty. Further research is recommended to explore the specific role of different types of social media content in building listener loyalty.

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INTRODUCTION

The development of information and communication technology in recent decades has brought about major changes in various aspects of human life, including the way we communicate, get information and access entertainment (Cangara, 2013). One medium that has undergone a significant transformation due to these technological developments is radio. Since it was first introduced, radio has been the main source of information and entertainment for many people. However, with the rise of the internet and social media, radio now faces

new challenges in maintaining its relevance and attracting listeners (Rosana, 2010).

Social media has become a key platform for individuals to interact, share information and consume content. Platforms such as Facebook, Instagram, Twitter and YouTube allow users to connect directly and in real-time with sources of information and entertainment. For radio stations, social media offers a great opportunity to reach a wider audience, engage directly with listeners and build a loyal community. Through social media, radio stations can share various types of additional content such as show excerpts, information about upcoming programs, exclusive interviews, and breaking news. In addition, social media allows radio stations to receive direct feedback from listeners, which can be used to improve the quality of broadcasts and customize content to better suit the audience (Ummah, 2022).

Intense interactions on social media can create a strong emotional bond between listeners and radio stations. Listeners who feel engaged and valued through interactions on social media tend to have higher loyalty. They not only listen to radio broadcasts regularly, but also actively participate in online communities, share content, and recommend radio stations to their friends and family. This high listener loyalty is crucial for radio stations to retain loyal audiences and attract new listeners amidst the increasingly fierce competition in the media industry (Putri & Setiawati, 2021).

This study aims to analyze the influence of social media on radio listener loyalty. The research will examine various aspects of interaction on social media, such as the frequency and quality of posts, the type of content shared, and listeners' responses and engagement with the content. In addition, the research will also look at how the use of social media can influence listeners' perceptions of radio stations and increase their loyalty. By understanding the relationship between social media activities and listener loyalty, it is hoped that effective strategies can be found for radio stations to utilize social media to maintain and increase the number of loyal listeners.

RESEARCH METHODE

In the Method section, you explain clearly how you conducted your This study used a qualitative approach to explore the influence of social media on radio listener loyalty. This method was chosen to gain an in-depth understanding of the experiences and views of radio listeners in the context of using social media. The research design used is a case study with a focus on several radio stations that actively use social media to interact with their listeners. This

approach allows researchers to examine phenomena in depth and contextually (Sugiono, 2018).

The participants in this study were 30 radio listeners who actively use social media. The participants were selected using purposive sampling technique to ensure that the respondents have experiences and knowledge relevant to the research topic. Data was collected through two main techniques: in-depth interviews and participatory observation. Semi-structured interviews were conducted to explore participants' experiences and views on their interactions with radio stations through social media. These interviews were recorded and transcribed for further analysis. The researcher also conducted participatory observation by monitoring the social media activities of the radio station and the participants. This observation helped in understanding the context of the interaction and the type of content that attracted listeners' attention.

The data was analyzed using thematic analysis method. The analysis process included coding, theme identification, and theme development. Coding was done by marking segments of data that were relevant to the research topic. Next, main themes were identified from the coded data and developed into broader concepts to explain the observed phenomena.

To ensure validity and reliability, this study used data triangulation by comparing the results of interviews and observations. In addition, member checking was conducted by confirming the findings with several participants. This study adhered to the principles of research ethics by ensuring the confidentiality and comfort of participants. All participants were fully informed about the purpose of the study and asked for their consent before participating.

RESULT AND DISCUSSION

The profile description of the participants in this study includes ten individuals consisting of five females and five males ranging in age from 20 to 45 years old. They are all active radio listeners, listening to at least one hour of radio every day.

Their experience in following radio stations on social media shows that all participants follow the social media accounts of their favorite radio stations, especially on Instagram and Facebook platforms. They appreciate the quick and up-to-date information provided through these social media platforms.

Interaction on social media is important to the participants. They feel more connected to the radio station when they can interact directly through comments, messages, or enter contests organized by the radio station. A quick and personal response from the radio station on social media gives a feeling of being valued and recognized as a loyal listener.

Participants' engagement with radio stations is also reflected in their preference for engaging content such as live streaming, Q&A sessions with broadcasters, and behind-the-scenes footage of station activities. Participants who feel engaged tend to show a higher level of loyalty by frequently listening to radio broadcasts and following the station's programs.

In their perception of the radio station, social media positively reinforces the image of the radio station in the eyes of listeners. Radio stations that are active on social media are seen as more modern, responsive, and able to build closeness with their listeners.

In the rapidly growing digital era, the use of social media has had a significant impact on various aspects of life including broadcast media such as radio. Radio stations now not only rely on their on-air broadcasts, but also utilize social media platforms to interact with their audiences directly. This has had an interesting impact on listener loyalty, which is the main focus of this research (Kustiawan et al., 2022).

Definition of Radio Listener Loyalty

Radio listener loyalty can be defined as the level of loyalty and attachment of a listener to a particular radio station. This includes regular listening behavior, preference for certain programs, and active interaction with the radio station either directly or through social media (Setiawan & Darmastuti, 2021).

The Role of Social Media in the Research Context

Social media provides a unique platform for radio stations to increase engagement and interaction with their listeners. Through features such as comments, likes and shares, listeners can participate in discussions, provide feedback and even interact directly with radio broadcasters or station managers. This has the potential to increase listeners' sense of engagement and positively influence their loyalty to the radio station (Yunus & Mahpuddin, 2021).

The Effect of Social Media on Listener Loyalty

The influence of social media on radio listener loyalty can be visualized in several aspects:

1. **More Active Interaction:** Social media facilitates two-way interaction between radio stations and listeners, allowing broadcasters to better understand the preferences and needs of their audience. This more active interaction can increase the sense of engagement and emotional connection between listeners and the radio station, which in turn can increase loyalty.
2. **Relevant and Personalized Content:** Radio stations can use data from social media to deliver more relevant and personalized content to listeners. For example, they can adapt the programs or music played based on feedback

and preferences collected from social media platforms. This can increase listener satisfaction and make them feel more connected to the radio station.

3. Promotions and Campaigns: Social media is also an effective tool for promoting events, campaigns, or contests that can increase listener participation. Engaging and viral content on social media can help radio stations expand their reach and attract new audiences, as well as strengthen the loyalty of existing listeners (Putri & Setiawati, 2021).

Challenges in Managing Social Media

While social media has great potential to increase radio listener loyalty, managing it is not without its challenges. Too much promotional content or lack of content relevance can reduce listener interest and can even negatively affect loyalty. Therefore, there is a need for a well-thought-out strategy in managing social media in order to optimize its positive influence on listener loyalty (Marliya & Wahyono, 2016).

CONCLUSION

Social media usage has a significant influence on radio listener loyalty. Interactions conducted through social media platforms, such as content sharing, active participation, and direct communication between radio stations and their listeners, can increase listener engagement and loyalty. Social media allows listeners to feel closer and more engaged with their favorite radio stations and broadcasters, which strengthens the emotional connection and increases loyalty to the radio.

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