

# Optimizing Streaming Applications in Radio Dahlia's Public Relations Strategy to Enhance Digital Relevance

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## Abstract

Digital technology has brought significant innovations to the broadcasting field in the present era. Although media convergence has introduced positive changes, challenges arise for conventional media such as radio stations. Radio stations are confronted with the dilemma of either adapting to or navigating through this change, particularly for Radio Dahlia 101.5 FM Bandung, which has been on the air since 1970. Streaming technology utilization and radio applications may offer solutions for radio to adapt to changing times. Streaming applications function as tools for promotion and interaction with listeners, fostering close relationships through interactive content and active listener engagement activities. Program innovation, integration of the streaming application, and direct interaction with listeners aid radio in building a strong bond between broadcasters and listeners. A qualitative research method with descriptive approach is employed in this paper. Four informants were selected through purposive sampling techniques for interviews, observations, and literature studies. Data analysis involved three stages, then validated using triangulation. The research findings demonstrate how Radio Dahlia utilizes streaming applications as a cornerstone of its public relations strategies to sustain its market presence. Through features like live streaming, podcasts, and interactive features, Radio Dahlia successfully maintains a strong and relevant relationship with listeners in the digital era.

Keywords: customer engagement, new media, public relations strategy, radio, streaming, SDG9 - Industry, Innovation and Infrastructure

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## Abstrakt

Teknologi digital telah menghadirkan inovasi signifikan dalam bidang penyiaran pada era saat ini. Meskipun konvergensi media membawa perubahan positif, tantangan muncul bagi media konvensional seperti stasiun radio. Radio dihadapkan pada dilema untuk beradaptasi atau hanya bertahan menghadapi perubahan tersebut, khususnya bagi Radio Dahlia 101.5 FM Bandung yang telah mengudara sejak tahun 1970. Pemanfaatan teknologi streaming dan aplikasi radio menawarkan solusi bagi radio untuk menyesuaikan diri dengan perkembangan zaman. Aplikasi streaming berfungsi sebagai alat promosi sekaligus media interaksi dengan pendengar, memperkuat kedekatan melalui konten interaktif dan aktivitas keterlibatan pendengar yang aktif. Inovasi program, integrasi aplikasi streaming, dan interaksi langsung dengan pendengar membantu radio membangun ikatan yang kuat antara penyiar dan audiens. Penelitian ini menggunakan metode kualitatif dengan pendekatan deskriptif. Empat informan dipilih melalui teknik purposive sampling untuk diwawancarai, diamati, dan dilibatkan dalam studi literatur. Analisis data dilakukan melalui tiga tahap, kemudian divalidasi menggunakan triangulasi. Temuan penelitian menunjukkan bahwa Radio Dahlia memanfaatkan aplikasi streaming sebagai landasan strategi hubungan masyarakat (public relations) untuk mempertahankan eksistensi pasar. Melalui fitur seperti live streaming, podcast, dan konten interaktif, Radio Dahlia berhasil menjaga hubungan yang kuat dan relevan dengan pendengar di era digital.

## Introduction

The development of digital technology has led to new innovations in broadcasting, with most media outlets now offering online channels to reach a broader audience. While the digital era has brought positive changes, it has also caused a shift away from traditional media, particularly radio stations. The rise of the internet and digital media has placed radio in a dilemma, as it faces challenges in maintaining its audience due to the growth of online media, streaming, and television (Febriarni, 2014).

A Databoks survey showed a decline in radio listenership in Indonesia from 57.9% in the first half of 2019 to 53.1% in the same period of 2020 (Pusparisa, 2021). This trend highlights the need for radio stations to adapt to technological changes in order to stay relevant.

The internet offers new opportunities for radio stations to expand into digital media, transforming the radio landscape with live streaming, podcasts, and interactive services (Dubber, 2013). These innovations help stations reach wider audiences. Research by Soesatyo & Chaerowati (2022) showed how Iradio Bandung used Instagram to promote broadcasts and connect with new listeners. Similarly, K-Radio Jember thrived by using Instagram to enhance creativity and reach (Yaqin M.S, 2022).

Podcasters like Duo Budjang also use Instagram, YouTube, and Spotify to engage with their audience (Chitra & Oktavianti, 2019). Many radio stations now rely on social media for promotion, with the internet providing an alternative channel for listeners via streaming services.

According to (Austerberry, 2013), streaming delivers media content in real-time or on-demand via the internet, expanding the reach of broadcasts without time and distance constraints. Live streaming is becoming an important tool for radio, offering a cost-effective way to reach audiences. Radio stations like Radio Dahlia 101.5 FM Bandung have embraced streaming technology. Established in 1970, Radio Dahlia continues to thrive by using technology and social media, offering both audio and visual content through a downloadable app on the Play Store.

The integration of streaming applications into public relations (PR) strategies is vital for traditional media like Radio Dahlia in navigating the digital transformation. These platforms allow the station to boost audience interaction, solidify brand perception, and communicate directly with listeners, helping it remain visible and competitive in a saturated media environment. By embracing such technologies, Radio

Dahlia demonstrates its adaptability and continued relevance amid rapid digital disruption. With the growth of society in the digital era, it demands institutions or practitioners to implement strategies and adapt by utilizing new media to reach their entire audience in a simple, fast, and effective manner. One of these mediums is the internet. According to Farhatiningsih (2018), internet-based PR activities offer a strategic alternative, enabling two-way interactions, broad visibility, and socially responsible engagement. They emphasize that digitization has significantly transformed traditional media landscapes, including radio, by introducing new communication dynamics that challenge existing models.

Technological advancements have changed the way consumers access radio content. PR efforts must also follow trends and leverage relevant technology to reach the public effectively (Fitzpatrick &

**Figure 1.**

*Radio Dahlia Application Home Page Display*



Note: Image is a screen cap of the Radio Dahlia Application called Dahlia 101.5 FM.

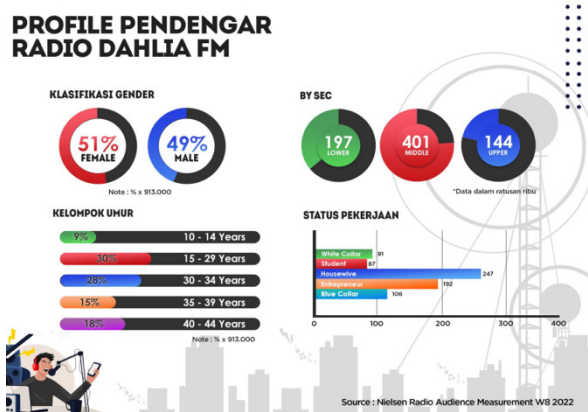
Bronstein, 2006). In the context of radio, this also involves adjusting content distribution strategies and utilizing streaming platforms to engage with listeners. When planning PR strategies to compete in the era of Industry 4.0 with digital strategies, one of them is to innovate in streaming (Tiara & Oktaviani, 2021). An effective PR strategy is certainly essential for radio stations to keep up with digital developments in order to remain relevant and appealing to their audience. This strategy is visually supported by the streaming application displayed in Figure 1

The Radio Dahlia app offers live streaming of digital broadcasts, allowing listeners to access radio content on their devices. It also integrates multi-request services like Facebook, X (formerly known as Twitter), SMS, Instagram, and web-radio. Additional features include podcast streaming, stay-tune promotions, radio-on-demand, program listings, and advertising monitoring. The demographic composition of its audience is presented in Figure 2

The station effectively embraced live streaming, radio streaming, and new media, adapting to internet technology. As the leading radio station in Bandung, it has 913,000 listeners comprised of mainly housewives and students. Established in 1968, it continues with a music format of 55% dangdut (a genre of Indonesian music) and 45% pop, Malay, and Sundanese music (Radio Dahlia Flora, 2023).

**Figure 2.**

*Radio Dahlia Listener Profile.*

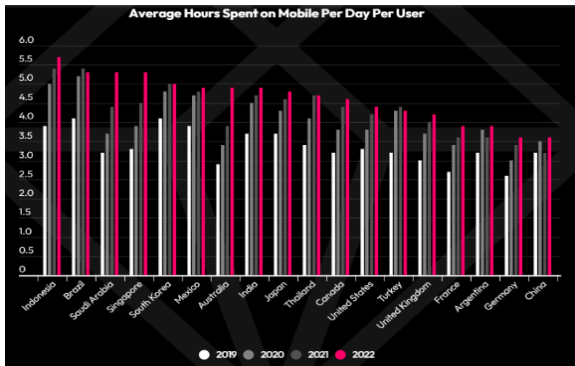


Note: Radio Dahlia Flora, 2023

Radio Dahlia consistently innovates to remain relevant and be at the forefront among other radio stations in the city of Bandung, particularly through technology development by utilizing live streaming applications. The Radio Dahlia application was launched in 2020, coinciding with the COVID-19 pandemic. The pandemic has driven new changes in human activities by maximizing the use of digital technology, including the development of mobile applications. According to the Macro Mobile Trend report by data ai (2023), Indonesia ranks first among countries in Southeast Asia in terms of mobile phone usage, with individuals spending

**Figure 3.**

*Average Daily Mobile Phone Usage*



Note: Image was retrieved from data ai, 2023.

**Figure 4.**

*Number of Radio Dahlia FM Listeners*



Note: Imaged retrieved from Radio Dahlia Flora, 2023

approximately one-third of their daily time on mobile devices—a 38% increase since 2019. This trend is also illustrated in Figure 3.

The use of digital technology—particularly mobile application usage—has seen a significant increase since the onset of the COVID-19 pandemic in 2020. According to (data ai, 2023), users in mobile-first countries like Indonesia spent over 5 hours per day on average using mobile apps by 2022, marking a substantial increase in digital engagement compared to 2019.

According to data obtained by Radio Dahlia Flora (2023), 55% of Bandung residents still listen to radio broadcasts with Radio Dahlia introducing a streaming application, the number of live streaming listeners in 2023 can be estimated at an average of 4,000 listeners per day (Radio Dahlia Flora, 2023). The visual representation of Radio Dahlia's audience size is shown in Figure 4. Radio Dahlia application is capable of attracting a wide range of listeners, especially mobile application users in the West Java region and throughout Indonesia (Radio Dahlia Flora, 2023).

Radio Dahlia, one of the first commercial radio stations in Bandung City, has been on the air for nearly 52 years. It has maintained its position as the number one radio station in Bandung because of its loyal listeners who have stayed with them since the station obtained broadcasting rights in 1970 (Radio Dahlia Flora, 2023).

Pujiati et al. (2016) stated that the emergence of new media can be a great opportunity to cultivate new interests, which has a positive impact on efforts to increase customer loyalty. To promote listener loyalty, it is important to build a bond between the broadcaster and the audience. Active listeners have very high engagement with radio stations. They listen to FM radio stations for longer durations every day (Padmakumar, 2015). In the article titled “Consumer Brand Engagement in Social Media: Conceptualization, Scale Development and Validation,” Hollebeek et al., (2014) note that customer engagement is determined by the level of motivation of an individual in relation to the brand, while the individual's state of mind depends on the context which is characterized by specific cognitive, emotional, and behavioral levels in their interactions with the brand.

Cook (2011) states that customer engagement is a crucial step for any company to maintain its existence and sustain long-term relationships, with the aim of creating a strong connection between consumers and brands by involving them in two-way dialogues, cooperative

interactions, and communication. This is particularly important for radio broadcasters adopting new media to remain competitive and sustain audience engagement.

If there is no good customer engagement on the radio media, the radio will experience a decline in listeners. Steps that can be taken in customer engagement in this regard include content engagement, media engagement, and engagement marketing activities (Cutlip et al., 2015). Similarly, Radio Dahlia's app features allow users to actively participate in live broadcasts through interactive tools. One such feature is listener engagement, which enables them to request songs from the announcer via the comments section during live shows.

This approach helps foster an interactive relationship between the announcer and listeners. Additionally, the Radio Dahlia streaming app offers various services to enhance the listening experience. Radio Dahlia has maintained a loyal audience since its inception, and its drive for creativity and innovation is essential for sustaining listener interest. This aligns with the notion that the success of innovation implementation is closely tied to the PR process (Sutjipto & Pinariya, 2019), which supports Radio Dahlia's aim to remain relevant in the digital landscape through the use of streaming applications. The use of streaming applications by Radio Dahlia serves as a comprehensive strategy, not only to retain listeners but also to strengthen PR and build stronger connections with the audience. By integrating both aspects, Radio Dahlia can improve listener engagement and stay relevant in the digital age.

The services offered through Radio Dahlia's streaming application are aligned with strategic public relations planning. According to strategic PR planning involves four key steps: fact-finding, planning, communication, and evaluation. This four-step model has been used in previous studies, such as in Tiara & Oktaviani (2021) research, to analyze PR strategies in addressing challenges brought by Industry 4.0. Their study demonstrated how effective communication of new initiatives can influence adoption by individuals or social groups—emphasizing the critical role of PR in the diffusion of innovation. In this research, the four-step PR model (Cutlip et al., 2015), the consumer engagement framework by Schivinski et al., (2016), and the key features of new media as proposed by (McQuail, 2011) are used to explore the strategic design of Radio Dahlia's PR practices.

The advancement of media technology has led to the emergence of new media, where traditional media transforms to play a significant

role in the digital era. New media is vital in providing easy access to information. Today, radio audiences are shifting from conventional to digital formats. As Dubber (2013) noted, the transition of information into digital formats is becoming widespread, offering new broadcasting methods that integrate seamlessly with transmission systems and new media as an innovative approach in the digital age. Based on this, the researcher aims to explore Radio Dahlia's efforts in using streaming applications to sustain its presence in the digital era.

Radio Dahlia 101.5 FM Bandung continues to innovate by integrating streaming applications into its operations—an effort to stay relevant and meet the evolving expectations of digital-era audiences. This study aims to examine how streaming platforms are used as part of Radio Dahlia's PR strategy and to offer insights that may guide other radio stations in navigating digital transformation. In line with this background, the researcher intends to explore Radio Dahlia's public relations approach in leveraging streaming applications to sustain its audience reach and competitiveness in the media landscape.

## **Literature Review**

### **New Media**

New media has significantly evolved, especially with rapid advancements in technology, reshaping culture, communication, and society. It refers to media and communication forms that are primarily digital, which have transformed how we access, share, and interact with information. New media represents the transition from analog to digital technology, as noted by Manovich (2002), who describes it as the integration of traditional elements like text, images, sound, and video into digital formats.

According to McQuail (2011), new media has caused shifts in several aspects of media, including increased digitization, enhanced interactivity and connectivity, mobility, the changing roles of audiences and publishers, the emergence of new media forms, and the separation of institutional control.

However, as technology continues to evolve, the concepts of new media have also expanded, making it important to explore the contemporary shifts in new media practices. For example, recent developments in artificial intelligence, machine learning, and virtual

reality have not only extended these ideas but also presented challenges to traditional media frameworks (Djamel & Fachruddin, 2011).

As Djamel & Fachruddin (2011) suggest, new media platforms allow easier and faster access to information via the internet, mobile devices, and digital platforms, enabling users to engage in real-time information retrieval.

The ongoing transformations driven by the rise of new media necessitate revisiting and expanding on its core characteristics—such as interactivity, demassification, and personalization—as described by McQuail (2011), such as interactivity, sociability, media richness, autonomy, playfulness, privacy, and personalization. These elements continue to evolve as platforms adapt to user expectations and technological progress.

As a result, modern media environments provide users with greater agency in controlling and personalizing content, while fostering deeper social connectivity and creating new spaces for participation. It is crucial, therefore, to explore how these advances make an impact on radio stations today, offering users not only the ability to engage in dynamic interaction but also the freedom to tailor content to their preferences and lifestyles.

### **Radio and Streaming**

Radio is a communication tool that transmits sound waves to convey information to listeners (McLeish & Link, 2016). Traditionally, radio serves as a sound transmitter, with broadcast radio being the most common form of media. However, with advancements in digital technology, the role of traditional radio has significantly transformed. Digital technology has replaced older forms of analog technology, facilitating the development of more innovative and effective ways to meet communication needs. This shift has extended to radio, which has evolved into digital radio, which utilizes digital technology for broadcasting and consuming audio content. Digital radio includes platforms such as satellite radio, internet radio, streaming radio, and podcasts.

In contrast to traditional analog radio, digital radio plays audio content in a digital format, which can be accessed through various electronic devices, including computers, smartphones, or specialized digital radio equipment (Hendy, 2000). Streaming technology, in particular, enables audio content to be played in real-time via the internet. Unlike traditional radio broadcasting, which relies on fixed

frequencies and broadcast stations, streaming radio allows listeners to interact with content through features like song requests, comments, or live responses. In line with the ideas presented in *Understanding Fandom* (Duffett, 2013) regarding the importance of active participation in fan culture, radio streaming platforms that offer interactive features can strengthen the relationship between listeners and radio stations, as they create participatory spaces that encourage engagement and community building.

The key difference between broadcast and streaming radio lies not only in the technological infrastructure but also in the format of content delivery. While traditional radio broadcasts are transmitted via airwaves, digital radio and streaming services rely on the internet to deliver content, offering more flexibility in accessibility and interactivity. While analog radio also had call-ins or requests, streaming platforms provide a broader and more immediate array of interactive features, such as real-time comments or social media integration, which were not as easily achievable with analog technology.

An example of this shift can be seen in Radio Dahlia's use of streaming technology, which improves the listener experience by enabling interaction through features like live comment sections. This allows audiences to participate in real-time discussions during broadcasts—an interaction that was less feasible in the analog era. By adopting such digital tools, Radio Dahlia remains relevant and accessible in the digital landscape, particularly by strengthening its connection with audiences through mobile-friendly platforms.

### **Customer Engagement**

The Chartered Institute of Public Relations (Oliver, 2001) states that customer engagement is a planned and sustainable effort to build and maintain goodwill and mutual understanding between an organization and its public. Another definition written in the journal article "Customer Engagement Behavior: Theoretical Foundations and Research Directions" states that customer engagement refers to the interaction between customers and a brand or company (van Doorn et al., 2010).

According to Alexander & Jaakkola (2015), customer engagement is a form of consumer behavior involving voluntary contributions to a company's brand, which extend beyond transactional activities such as purchases. Another contribution associated with consumers is

active and continuous engagement between customers and a brand or company.

According to Cook (2011), customer engagement is a strategy aimed at building and maintaining long-term relationships between companies and customers, with a strong emphasis on effective two-way communication. This approach fosters connections between customers and products through dialogue and cooperative interaction. Based on these definitions, customer engagement can be understood as the personal connection that consumers form with a brand's products, which encourages them to participate through actions influenced by both direct and indirect experiences, as well as the perceived value of those experiences.

In the context of radio stations, particularly Radio Dahlia, customer engagement refers to the active efforts made by the station to connect with its listeners through digital platforms like radio streaming applications. This strategy may involve utilizing unique features within the app to increase listener loyalty, enhance emotional bonds, and create meaningful communication channels between the station and its audience. Features such as feedback mechanisms, interaction with content, and sharing listener experiences contribute to a more engaging and participatory listener experience.

Customer engagement, as conceptualized by Schivinski & Dabrowski (2016), involves listener participation in providing feedback, interacting with radio content, and sharing experiences through digital platforms. The level of listener engagement or consumer engagement can be manifested in three ways according to Shao's concept in consumer theory (Schivinski & Dabrowski, 2016):

1. By consuming, where consumers receive or enjoy information and content on the media.
2. By participating, when consumers engage in content by writing comments or liking the content. Through this, consumers move from the "observer" stage to the "contributor" stage.
3. By producing brand-related media, when consumers decide to use features on the media.

For Radio Dahlia, utilizing streaming technology allows listeners to engage directly with broadcasts, provide feedback, and participate in interactive segments. These features foster a deeper connection

between the station and its audience, promoting effective two-way communication and increasing listener loyalty. As a result, listener engagement may enhance satisfaction with the listening experience and contribute to long-term loyalty to the station.

### **PR Strategy**

Public relations (PR) strategies play a critical role in helping organizations align communication efforts with their long-term objectives. According to Cutlip et al., (2015), strategic PR involves conducting situation analysis and research to develop and implement targeted action plans that support organizational goals. Cutlip et al., (2015) state that PR strategy refers to the planned and executed efforts of an organization to build, maintain, and enhance good relations with its public. This concept includes managing effective communication between the organization and various parties who have an interest in the organization including the public.

In the case of Radio Dahlia, the introduction of a streaming application can be seen as part of the station's effort to adapt to the changing media landscape. This innovation requires a strategic approach to ensure that it resonates with the audience, and PR efforts are integral to managing that process.

The use of new media in radio broadcasting has made PR strategies essential in communicating innovation effectively. Through digital platforms and various communication tools, stations can foster strong listener engagement, which may help audiences become more open and receptive to new formats and services once the benefits are clearly conveyed.

Effective PR involves strategic and complex thinking, and a more structured model is needed. This will help facilitate analyzing problems and formulating good strategies in order to achieve satisfying results. In this study, the researcher uses the four-step PR strategy theory presented by Cutlip et al.:

1. **Fact finding.** This initial step involves research and monitoring activities, where data is collected and facts are gathered before action is taken. This step forms the basis for all steps in the problem-solving process by determining the question, "What is happening now." In the situation analysis process, it is important to conduct in-depth analysis of

internal and external factors related to the problem or situation. This provides practitioners with the necessary information to evaluate the strengths, weaknesses, opportunities, and threats that exist in the organization.

2. **Planning.** The information collected in the initial step is used to make decisions regarding programs, goals, strategies, tactics, and communication. The planning and program-making process involves making strategic decisions about the steps to be taken in responding to or anticipating problems or opportunities.
3. **Communication.** The third step involves implementing action programs and communication designed to achieve specific goals for the public in order to achieve the organization's program goals. In implementing programs, the scope of communication with the public requires planned and sustainable efforts to build and maintain goodwill and mutual understanding between the organization and its public. Thus active and sustainable engagement between customers and brands or companies is required. The goal is to create stronger bonds and enable effective two-way communication, so that public engagement can affect satisfaction through the experience of the program.
4. **Evaluation.** The final step involves assessing the preparation, implementation, and results of the programs that have been carried out. Evaluation is an ongoing process wherein broad knowledge beyond scientific research techniques is required. This evaluation aims to assess whether program goals have been achieved or not. The results of an evaluation will be the basis for the organization's next activities. (2015, pp. 246-250)

This four-step process describes sequential steps in addressing an organization's main issues. In Radio Dahlia's case, the main problem is the phenomenon of increasing use of digital media. Therefore, the introduction of the Radio Dahlia streaming application is part of efforts to address media convergence. Referring to the PR strategy, the researcher will conceptually analyze Radio Dahlia's strategy in the presence of streaming applications as an active step in maintaining its existence in the digital era, based on data obtained from informants and literacy studies.

## **Methodology**

In this study, the researcher adopts a constructivist paradigm, which emphasizes understanding social phenomena from the perspectives of those involved. Guided by this paradigm, the study explores how Radio Dahlia's public relations strategy is constructed and adapted to sustain its presence in the digital era through the use of streaming platforms. This approach is appropriate because it enables an in-depth understanding of how individuals—both key informants and users—construct meaning from their experiences with Radio Dahlia's digital platforms. This method provides insights into the evolving dynamics among radio stations, the public, and the innovative technologies that mediate their relationships. The qualitative approach chosen for this study is suitable because it allows for a comprehensive exploration of complex social processes which cannot be easily quantified. By focusing on descriptions and interpretations of human experiences, the qualitative research methodology provides rich insights into how PR strategies can be effectively adapted in the digital era.

To collect data, the researcher conducted purposive sampling techniques, selecting informants who could provide in-depth and relevant perspectives on the study. This intentional selection aligns with the constructivist paradigm's focus on meaning-making and understanding the diverse experiences of the informants. With the consent of each participant, the following individuals were identified as informants for this study: 1) Elfirtha Akhdrian, program director of PT. Radio Dahlia Flora, as a key informant; 2) Didan Pellani, PR and marketing head of PT. Radio Dahlia Flora, as a key informant; 3) Ferry Florianto, radio enthusiast and manager of Bla Bla Radio Bandung, as an expert informant; and 4) Cucu Sulastri, a regular user of the Radio Dahlia streaming application, as a supporting informant.

All informants participated voluntarily and were aware of the objectives, scope, and purpose of the research. Consent for the publication of names and roles of key informants was explicitly obtained from those individuals. For supporting informants, anonymity was preserved unless they consented to be named.

In data analysis, the researcher followed the three stages of data analysis by (Miles, M. B., & Huberman, 1994), which are data reduction, data display, and conclusion drawing while processing data from interviews, observations, and literature reviews. This systematic process allowed the researcher to make sense of the qualitative data from interviews, observations, and literature reviews.

To ensure both data validity and ethical rigor, the researcher used triangulation techniques involving multiple informants with varying perspectives, all of whom participated voluntarily and with informed consent. This method provided a more balanced and ethically grounded understanding of the research subject.

## **Results and Discussion**

Radio Dahlia Bandung 101.5 FM provides a radio streaming application as a digital platform for broadcasting shows through an app available on mobile devices. This initiative reflects the station's effort to remain competitive in the digital era. As reported by IDN Times (2021), Didan Pellani, Head of PR and Marketing at Radio Dahlia, stated that "radio must continue to provide information to the public through audio while integrating digital platforms to keep up with technological advancements."

Based on this explanation, it can be understood that the presence of the Radio Dahlia streaming application is an effort to leverage digital media as a balancing act and to attract the attention of digital-era listeners. Therefore, the researcher decided to interview two key informants from Radio Dahlia Bandung 101.5 FM, namely Didan Pellani (Marketing and PR representative) and Elfithra Akhdrian (Program Director), both of whom gave informed consent to be interviewed and to have their names included in this study. Additionally, the researcher also interviewed Ferry Florianto (Manager of Bla Bla Radio Bandung), who provided expert insights on the use of streaming platforms in radio broadcasting. These informants were selected due to their direct involvement in digital media practices, making their perspectives valuable for this research.

Furthermore, to understand how Radio Dahlia's streaming application is received by its audience and to what extent Radio Dahlia's strategies align with its goals, the researcher examined Radio Dahlia's streaming application to identify its services and features, including live streaming, podcasts, radio-on-demand, and social media integration. This observation aimed to understand the app's design and how listeners interact with it. Secondly, data analysis was conducted using supporting documents such as reports, articles, and publications related to Radio Dahlia's digitalization strategies and their impact on listener loyalty and the station's sustainability. Lastly, an in-depth interview was conducted with Cucu Sulastri, a regular user of the application for two years. She was selected based on criteria such as consistent usage and familiarity with the app's features. This interview is expected to provide firsthand insights into user experiences, satisfaction, and perspectives on Radio Dahlia's digital innovations.

The Radio Dahlia streaming application is a form of digital media that allows access to Radio Dahlia Bandung 101.5 FM through mobile devices by downloading it from the Play store. The purpose of the Radio Dahlia streaming application is to provide information, education, and entertainment to all users. This application is equipped with various features such as live streaming, podcast streaming, multi-request integration, listener engagement, and radio on demand. With the existence of this application, Radio Dahlia aims to present radio in digital form to remain relevant in today's era. To stay ahead among the radio stations in Bandung, Radio Dahlia periodically innovates in all aspects of management to maintain its presence and consistently deliver informative broadcasts. One form of information provided by Radio Dahlia is interactive communication through digital media, especially through online platforms. According to the findings, Radio Dahlia recognizes that digitization is a crucial factor in supporting the radio business. Therefore, the rapid development of digital media utilization by the public must be accompanied by changes in radio to ensure that information can be conveyed in an enjoyable manner.

In an effort to keep up with the times and remain focused on the audio format, Radio Dahlia needs to innovate in the use of technology to improve the quality of broadcasts and the listener experience. Interaction with the audience through digital media is key to strengthening interactive communication and building close relationships with listeners. Radio Dahlia recognizes that competition in the radio business is influenced

by various factors, including technological advancements. To maintain its leadership among the radio stations in Bandung, a strategy capable of keeping pace with the times is required.

Strategy plays a crucial role in conveying a company’s products or information to the public. The development of strategic steps is necessary for companies to achieve their intended goals. According to internal data, Radio Dahlia has adopted an innovative digital media strategy to adapt to changes in the broadcasting landscape. As one of the first commercial radio stations operating for nearly 52 years in Bandung, Radio Dahlia has maintained a strong presence in the local market. It continues to attract a diverse audience across various age groups, including adults, teenagers, and children.

**Table 1.**

*Profile of Radio Dahlia Listeners*

<b>Age Group</b>	<b>Percentage</b>
10-14 years	9%
15-29 years	30%
30-34 years	28%
35-39 years	15%
40-44 years	18%

<b>Gender</b>	<b>Percentage</b>
Male	49%
Female	51%

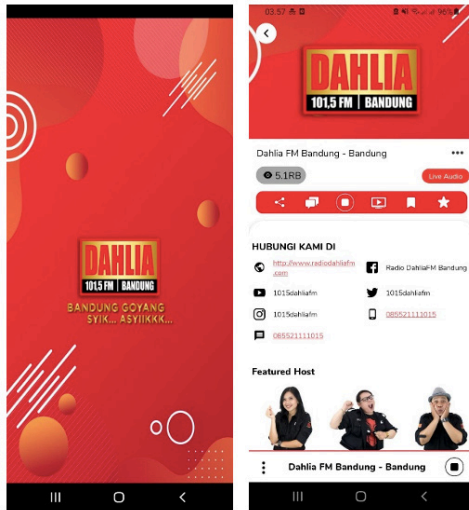
Note: Radio Dahlia Flora, 2023

Table 1 shows that Radio Dahlia’s primary listeners are aged 15–29 (30%), followed closely by the 30–34 age group (28%). Women make up a slightly higher percentage (51%) of the total audience. This broad listener base and sustained relevance contribute to Radio Dahlia’s strong reputation in the Bandung area, motivating the station to continuously innovate and remain competitive by serving as both an entertainment provider and a promotional medium.

With a frequency radius coverage of 20 km from the transmission station, Radio Dahlia aims to provide a broader broadcast for people outside Bandung through online streaming services that offer various content for promotional and informational purposes to listeners who wish to tune in to Radio Dahlia.

**Figure 5.**

*Main Interface and Streaming Dashboard of the Radio Dahlia Application*



Note: Radio Dahlia Application

The application prioritizes radio streaming as its core functionality, providing users with a tailored and interactive listening experience. While other platforms also offer radio streaming, Radio Dahlia's application distinguishes itself by delivering original, platform-exclusive content created by the station. In addition to live radio, the app also features program promotions, podcasts, and other engaging content aimed at strengthening audience interaction and loyalty. The main interface and streaming dashboard of the application are shown in Figure 5.

Research finding the radio streaming apps let stations share audio content instantly and allow listeners to interact online. In today's digital age, these apps have changed how traditional radio works by using internet and digital technology. In contrast to prior research noted by Soesatyo & Chaerowati (2022a) on Iradio Bandung stations utilizing

social media as a promotional medium, the technological advancements faced by Radio Dahlia have driven them to develop a radio streaming application as part of their efforts to balance the impact of digital technology.

This process starts with comprehensive information gathering to understand the dynamics of the radio business in Bandung, especially in rapidly evolving technological aspects. Through the use of streaming applications, Radio Dahlia has designed an appropriate approach to reach listeners in the digital world and keep up with current trends. This information gathering serves as a strong foundation for Radio Dahlia's strategic adaptation in understanding listener needs and trends, enabling them to stay at the forefront of the competition. Based on the findings, this strategic initiative showcases a modern and innovative method of utilizing digital media to tackle the challenges of maintaining the relevance and sustainability of radio stations in the digital era.

In contrast to previous studies that emphasize the potential of social media platforms like Instagram for promoting radio stations and engaging audiences (Soesaty & Chaerowati, 2022a), the current research focuses on Radio Dahlia's innovative approach. While earlier research highlighted the strategies of stations like Iradio Bandung and K-Radio Jember in utilizing Instagram to expand their reach, Radio Dahlia's strategy differs significantly.

Instead of relying solely on social media platforms, Radio Dahlia has taken a more proactive approach by developing its own dedicated streaming application. According to the findings, this innovative platform offers listeners a unique and immersive experience, blending traditional radio with exclusive digital content and interactive features. By focusing on streaming, Radio Dahlia ensures that its audience enjoys seamless access to audio content while enjoying a more personalized listening experience. The station's commitment to prioritizing the preferences of its listeners through this app underscores its dedication to providing an engaging, modern radio experience in an increasingly digital era.

Radio Dahlia's strategic adaptation to the digital era through the development of a streaming application demonstrates its commitment to innovation and meeting the evolving needs of its audience. This approach underscores the importance of leveraging digital media to enhance audience interaction and maintain competitiveness in the radio industry.

## **Performing Listener Relevance Analysis**

Radio Dahlia strives to remain relevant and viable in the digital era by taking a proactive approach to analyzing its listeners and developing their radio programs. Through data surveys, user traffic observations, and content evaluations, they can gain a better understanding of listeners' preferences and needs, thus designing more effective strategies to maintain and enhance listener engagement.

With the majority of Radio Dahlia's listeners aged between 15 and 29, and being predominantly female, the data indicates that keeping up with technological developments and trends is crucial to attracting this segment's attention. "Because this is related to our existence and the progress of time, we must also follow the digital media trends. Automatically, we present visual content as well, but we remain a radio station that is primarily for listening" (D. Pellani, personal communication, June 7, 2023). According to the findings, Radio Dahlia has designed digital media that appeals to this age group, which has ultimately benefited the radio station by retaining listeners from diverse backgrounds. This requires innovation in new media that introduces interactive features, and encourages active listener participation in radio broadcasts.

## **Planning the Development of Radio Dahlia's Streaming Application**

In the midst of rapid technological advancement, Radio Dahlia is undergoing significant transformations and is compelled to enhance the quality of its audience engagement. This includes developing digital strategies that align with evolving media consumption patterns, particularly among younger listeners. By offering interactive content, on-demand streaming, and platform-specific programming, the station seeks to maintain its competitiveness and strengthen its position within the contemporary digital broadcasting landscape.

In this situation, Radio Dahlia needs to take the right steps to adapt to the changing times, especially in the digital era. This involves formulating strategies and aligning with the audience to ensure the radio station's relevance in the digital era. Through the provision of a streaming application, new dimensions in interaction and open engagement are introduced, strengthening the relationship between the radio station and its audience. The next section explains the development of Radio Dahlia's plans for its streaming application.

a. **High level of interactivity**

As a streaming application, a high level of interactivity is offered through features like comments and song requests, allowing users to interact directly with Radio Dahlia, provide feedback, and contribute to delivering content desired by listeners. The Radio Dahlia streaming application can be categorized as an interactive new media. This reflects a high level of interactivity where users can participate in radio broadcast content.

b. **Social bonds in the digital space**

With interactive features like comments and chat, users can interact with the Radio Dahlia station and its other listeners. From this perspective, the findings indicate that the Radio Dahlia streaming application can create interaction and engagement through its provided features. The comments section and song request features enable listeners to interact directly with the radio station, providing feedback and content requests. Additionally, the chat feature allows users to interact with other users of the application. This can create a community environment where users can share their music interests and preferences.

c. **Improved audio quality**

The Radio Dahlia streaming application offers high-quality audio, which provides a better and more satisfying listening experience compared to FM signal quality that may be disrupted by interference such as signal noise. Additionally, the interactive and social features enhance the richness of the media by allowing users to share, communicate, and receive responses from the radio station and other listeners, thus enhancing listener engagement and satisfaction.

d. **User control and satisfaction**

By being able to choose, manage, and control the application, users are more likely to experience a sense of satisfaction and enjoyment during listening. Users can arrange and customize content according to their personal preferences, such as creating playlists of songs that match their musical taste. Users can also access this application anytime and anywhere via their mobile phones, which gives them the freedom to decide when and how

they want to listen to Radio Dahlia, as well as control over the personal information they provide in the application.

**e. Personalized and interactive entertainment experience**

Radio Dahlia's streaming application provides a dynamic and enjoyable user experience through its flexible features. Users can select their favorite songs, create playlists, and engage with other listeners via comments or feedback. In addition to offering entertainment, these features allow for personalization, enabling listeners to curate content that matches their interests and preferences. Storytelling programs and podcasts further enrich the listening experience, helping users feel more connected to the content. This combination of entertainment and personalization has been found to enhance listener satisfaction and maintain engagement in daily routines.

**f. Privacy security and personal control**

The application includes personal account features that enhance privacy and give users control over their content preferences. Users can create accounts, manage playlists, and adjust settings to tailor the listening experience while feeling secure about their data. The chat and interaction features also offer customizable privacy settings, ensuring that users can engage comfortably without compromising personal information.

### **Introducing the Streaming Application Through Instagram**

Radio Dahlia aims to promote its radio streaming application while maintaining a connection with listeners through social media platforms such as Instagram. The content format used in our radio programming is also adapted for our social media platforms. Program promotions, including the name of the show and broadcast time, are available through Instagram. We also started adding broadcast content, such as podcasts, but not all of our broadcast content is shared on our social media pages. According to the findings, this step is also an effort by Radio Dahlia to build bonds with the public through the use of social media as a promotional tool. In this way, they can expand their reach by introducing innovative features such as high interactivity, content personalization, and a more diverse listening experience.

## **User Engagement with the Application**

The next strategic step involves using the radio streaming application to connect listeners with the digital world and reach audiences beyond the city of Bandung. With the various features offered by the streaming application, users can form strong emotional and cognitive bonds with the radio station, creating a more interactive and personal listening experience, and expanding interactions in the digital environment. The data suggests that this strategy is intended to ensure their broadcasts reach a wide audience and help the station maintain its relevance amid current challenges. Based on this, the researcher can outline three stages of user engagement with the application as follows:

### **a. Listener engagement and entertainment experience**

In listener engagement, application users can discover various interesting content, including programs, podcasts, and more. Information about programs is easily accessible. This application provides entertainment and enjoyment by way of users being able to listen to their favorite songs. The comment and chat features facilitate interaction between users and the radio station, providing deeper affective and cognitive engagement. The Radio Dahlia streaming application allows listeners to easily access broadcasts and songs through their phones, providing an enjoyable entertainment experience. Personal control over content, such as creating playlists to one's liking, also offers flexibility to users.

### **b. Enhanced user engagement through content and active interaction**

The application offers a variety of content, programs, and easily accessible information for users. Users can view the broadcast schedule, the names of the broadcasters, and other interesting broadcast content. This feature can enhance users' cognitive engagement because they can select programs and content that align with their interests and preferences. The comment feature in the Radio Dahlia streaming application also allows listeners to provide feedback and make song requests. As a result, users are able to interact more actively with the radio station and help shape radio content that matches their interests. This interaction can strengthen the engagement and connection between the radio station and its listeners.

### **c. Exploration of content and promotion**

Radio Dahlia leverages its streaming application not only to distribute content but also to promote its various programs, including podcasts and live segments. The application features exclusive visual elements and updated schedules, helping to capture user interest. Promotional tools such as song requests and real-time comments allow users to interact directly with broadcasters, making them feel more involved in the programming. This integrated approach combines content delivery with promotional engagement, strengthening the station's digital presence.

## **Monitoring and Evaluating User Engagement in Radio Dahlia's Streaming Application**

In this phase, Radio Dahlia undergoes a series of strategic steps and stages, including designing complementary content, promotions, monitoring application usage traffic, evaluating on-air programs, exploring interactive features, measuring user numbers and downloads, maintaining continuity, planning further development, innovating to sustain existence, focusing on service quality and listener satisfaction, as well as monitoring the application's impact. Through these steps, Radio Dahlia aims to develop their streaming application, understand listener preferences and needs, and remain competitive and adaptable in the rapidly evolving digital era.

### **a. Monitoring**

Radio Dahlia conducts a thorough evaluation of their application, starting from monitoring user traffic to assessing the application's impact on live broadcasting programs. Additionally, the radio station relies on user metrics such as download counts and streaming frequency to evaluate the application's performance and user engagement. These actions create a strong data-driven foundation, enabling Radio Dahlia to continuously and sustainably enhance the application. According to the data, this strategy highlights their commitment to fulfilling listener needs and strengthening their position in the competitive digital broadcasting landscape. Despite the positive progress, Radio Dahlia acknowledges the need for a more thorough assessment of the app's overall attractiveness and its impact on the station's performance.

## **b. Development and improvement**

Radio Dahlia develops its application by adding exclusive content and innovative features such as comment sections, custom playlists, and interactive chat services. These efforts are made to ensure that the application remains attractive and relevant to its listeners. By continuously making improvements and updates, Radio Dahlia demonstrates its commitment to providing a more valuable and engaging experience for its application users. In this regard, the data suggests that the ongoing development and innovation of the application form a core part of Radio Dahlia's digital strategy—aimed at achieving success and sustaining relevance in the digital era. Innovation is the key to developing the radio station and achieving larger goals.

Through the monitoring and development phase, Radio Dahlia ensures that their streaming application remains relevant, effective, and engaging for listeners in the dynamic digital era. Evaluation, user traffic monitoring, and performance measurements provide insights into the benefits of the application and its impact on the radio station's position in the evolving digital audio media landscape. Radio Dahlia strives to ensure the continued user engagement and relevance of the application amidst rapid technological advancements.

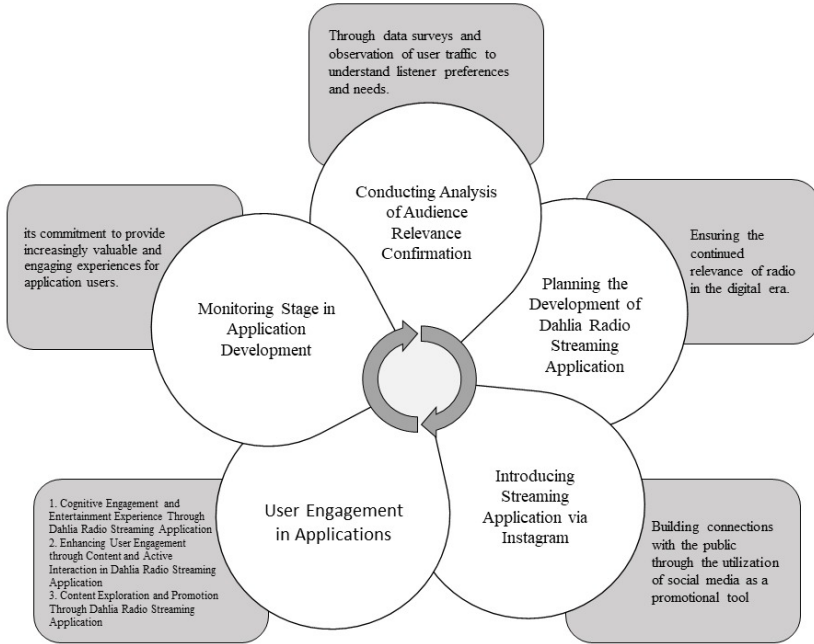
Radio Dahlia sustains its relevance in the digital era by leveraging an interactive streaming application that fosters emotional engagement with its audience. Tailored content and various innovative features contribute to creating a platform which connects Radio Dahlia to its listeners from diverse segments. With a strong commitment to innovation and service enhancement, Radio Dahlia's streaming application is well-positioned to stand out among digital audio platforms and capture the attention of modern listeners. This highlights how technological adaptation can expand one's reach and enhance interactions between radio stations and their audiences, ensuring relevance in the digital age. In the midst of fierce competition, careful planning and evaluation will secure Radio Dahlia's existence amid changing times.

Overall, Radio Dahlia's strategic process of leveraging a streaming application to sustain its existence in the digital era, when analyzed using the concept of the four-step strategy in the PR process, presents an effective application of the said strategy. Although there are still shortcomings at certain steps, such as the lack of thorough evaluation

in developing the streaming application, the characteristics of new media and consumer engagement with the media have complemented the PR process.

**Figure 6.**

*Radio Dahlia’s Process Model as a PR Strategy in Leveraging its Streaming Application*



Note: Image retrieved from Researcher Data Processing, 2024

Radio Dahlia’s streaming application provides an interactive and personalized experience for listeners, giving them control over their listening experience and enhancing their connection with the radio station. This is part of Radio Dahlia’s adaptive strategy in the digital era, aimed at maintaining its presence by offering relevant and engaging content. User experience evaluation and listener engagement provide valuable insights for the development of this application’s features. Based on the Radio Dahlia process model as a PR strategy for the streaming application (see Figure 6), it can be concluded that the creation of this application also follows the concept of PR strategy in sustaining existence in the digital era. In this context, it is evident how

Careful PR strategies are implemented by Radio Dahlia through the streaming application to build a strong bond with listeners in the digital age. Through effective communication, the development of relevant content, and active interaction with listeners, the radio station is able to sustain its presence amid the increasingly competitive media industry.

“Development of relevant content” refers to the process of creating material or content that is suitable and pertinent to the audience or users of Radio Dahlia’s streaming application. Relevant content meets the needs, interests, and preferences of the listeners, thereby enhancing their listening experience. This may include song selections, program schedules, news, information, and other features that align with specific audience preferences and needs. By developing relevant content, Radio Dahlia can sustain listener interest and strengthen their connection as a radio station in the digital era.

This study focuses on the use of digital media as a strategy to maintain the existence of radio stations in the digital era, with the support of previous research findings. Soesatyo & Chaerowati (2022) demonstrate the potential of technology and radio station connectivity to strengthen relationships with listeners. This research emphasizes the importance of digital media in enabling radio stations to engage more deeply with their audience. The study by Chitra & Oktavianti (2019) discussing the use of social media to build brand engagement is also relevant, even though it does not focus on radio streaming applications, as it underscores the importance of digital platforms in expanding reach and interaction. The research by (Tiara & Oktaviani, 2021) reviews the PR strategies of radio stations in facing Industry 4.0, including streaming innovations, which align with the efforts of radio streaming applications to keep up with the times and compete in the world of digital media. Thus, while previous research highlighted the significance of social media, the current study emphasizes the need for further innovative steps, such as developing streaming applications, to fully leverage digital media and enhance connectivity with radio audiences in the digital era.

## **Conclusion**

Radio Dahlia has successfully taken strategic steps by utilizing radio streaming applications as part of its digital transformation efforts and to remain competitive in the evolving media industry. Through the use of streaming applications, Radio Dahlia has fostered more interactive

relationships with its listeners and sustained audience engagement in the rapidly changing radio landscape

Radio Dahlia's streaming application was developed by understanding Bandung's radio market and embracing technological advancements. This innovation allowed the station to stay competitive, meet listener preferences, and expand its audience. By blending traditional audio formats with digital tools, the app serves as a strategic PR tool, strengthening listener relationships, enhancing brand image, and fostering interactive engagement.

Radio Dahlia's approach to developing its streaming application follows the four-step PR model used in this study. Effective communication, the development of relevant content, and active interaction with listeners form a strong foundation for a close relationship between the radio station and its audience. This strategy has successfully built a strong connection in the midst of the increasingly competitive media industry.

Overall, Radio Dahlia's adaptability and innovation have positioned it as a regional leader in navigating the digital media landscape. The app not only offers easier access and engaging experiences but also boosts listener satisfaction and loyalty. Future research could explore the broader impact of streaming applications on listener engagement, new media participation, and industry best practices, providing insights for other media sectors.

From an academic and industry perspective, Radio Dahlia exemplifies how traditional radio can thrive by leveraging digital communication strategies. This approach highlights the transformative role of technology in enhancing access and interaction, ensuring relevance in a competitive market.

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