

The Use of Social Media (Instagram) for the Radio Industry (Content and Marketing Strategies to Increase Audience Loyalty)

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Abstract. Digitalization affects conventional businesses such as radio. This research focuses on solving radio problems in the digital era, especially in audience loyalty. Radio must compete with Spotify, YouTube Music, Apple Music, etc. This competition is in several central areas: audience and advertising. Radio must be more attractive to stay heard by audiences. The level of interest of audiences to keep listening to the radio will affect advertisers' trust. The researcher argues that the solution is social media, marketing, and content strategy. Social media is the right tool to solve this problem, considering that radio competitors also use the same platform. In addition, radio must implement marketing strategies integrated with social media content. The combination of them will increase audience loyalty. Researchers use descriptive qualitative research methods through in-depth interviews with purposive sampling with radio media practitioners in Malang. Research shows that communication strategy points are differentiation, attractiveness, and engagement. Meanwhile, the marketing and content strategy is setting the radio announcer as KOL, collaborating with influencers to engage in content, creating visual content related to the programs, creating conversation, and social media should be managed independently. The more intense the communication between radio and audience, the stronger audience loyalty will be.

1 Introduction

The development of digital technology has become one of the attacks for the television industry and the radio industry in maintaining its existence. For example, with the emergence of various digital media that are easy to access, close to the users, more personalized, and have the same functions as the main radio functions, for example Spotify, YouTube Music, Apple Music and many more. This is certainly one of the big challenges faced by the Radio Industry to continue to be competitive. An article by Mark Sweeney published by The Guardian entitled Streaming Killing the Radio Star? on February 8, 2019, states that radio media has experienced a significant decline in audience along with the massive music streaming platform [1]. Research conducted by Enders Analysis in the UK says that around 840,000 people aged 15 to 24 have stopped listening to the radio since 2010. Other data suggest that people's interest in listening to radio fell by 29% between 2010-2018. BBC Group also has the same problem. The UK's major radio group confirms that there has been a 40% drop in listener interest over the same time.

In Indonesia, the same thing also happened. The decline in public interest in listening to radio has occurred since 2003. The article entitled "Behavior of Radio

Listeners in the Digital Era" by Maspril Aries which was published on Ekbisnews on September 11, 2021, shared data from BPS which stated that in 2003 the number of radio listeners fell by 50.29 percent. In 2006 it fell by 40.26 percent, in 2009 it was 23.50 percent, in 2012 it was 18.57 percent [2].

As players in the radio broadcasting industry, researchers also feel this in real terms in the field. In 2006, within 3 hours of broadcast, researchers were able to get responses from 150 listeners via short messages. In 2016, listener responses only reached 50 short messages. In 2021, the number will decrease even more. Within 3 hours of broadcast, researchers received 15 short message responses. The declining interest of radio listeners also affects the interest of advertisers. Advertising is one of radio's main sources of income. If the advertiser's interest decreases because of the decreasing interest of listeners, then this will be a threat to the existence of the radio broadcast media business in the future. The decreasing trend of advertising on radio is shown by the results of Nielson's research with the following description:

The data above is adapted by an article entitled "First Semester Advertising Spending Reaches 122 trillion" by Dwi Wulandari which was published on August 26, 2020, on a business and marketing website www.mix.co.id [3]. The data from Nielsen above states that advertisers spend

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their advertising funds on radio as much as 604 billion rupiah. This contrasts with the total advertising spending which stands at 122 trillion rupiah. Interestingly, advertisers spend much higher funds on other media than radio, namely 88.2 trillion rupiahs for television media and 24.2 trillion rupiahs for websites. Based on this data presentation, this research was made. Researchers focus on strategic solutions in terms of communication, especially social media, and marketing communication as an effort to increase radio audience loyalty. This research has a very high urgency to be carried out considering the very tight competition map between radio and digital media. There is concern that if the radio media does not immediately innovate through the right communication strategy, the advertisers may not give their trust anymore to advertise. The solution offer must be immediately presented to the radio industry players. The researcher argues that radio media still has a gap to attract the attention of advertisers. This is not something impossible, considering the trend of advertisers to always increase their advertising spending from year to year. Researchers are targeting innovations in digital media technology applications that are in synergy with the distinctive character of the media radio, the principle of marketing communication, especially audience loyalty as a success factor for radio media.

The output of this research is an applicable communication strategy that can be used directly by radio broadcast media managers to run their business in the digital era. The main principle of the communication strategy is how radio uses its social media to strengthen its distinctive character to increase audience loyalty. This increase in the number of loyal audiences can be an attraction for advertisers to make their choice to re-advertise on radio. If this is applied consistently, researchers hope that advances in digital technology will not cause conventional businesses to become extinct but develop in new ways. This research also expected to have a significant impact on the sustainability of the radio industry in the digital era so that it is not eroded by other platforms.

2 Literature study

Research on The Use of social media for the Radio Industry: Content and Marketing Strategies to Increase Audience Loyalty is supported by several previous studies, including:

1. Social Media Marketing Gains Importance After Covid-19 by Andrew N. Mason, John Narcum and Kevin Mason in *Jurnal Cogent Business & Management*, Vol 8:1, 2020 [4]. This study examines how the COVID-19 pandemic has increased social media marketing in the United States. Social media today is one of the important things to influence consumer shopping behaviour through what they see on social media such as, product reviews, service experiences, and/or product usage tips. The findings of this study highlight the growth of social media as a marketing tool during the COVID-19 pandemic as well as an overview of how social media can

influence consumer decision making. Consumers have increased their use of social media as a tool to identify products, gather information about products, evaluate products, and make product purchases. Because social media marketing is recommended to be part of a marketing strategy, especially in the pandemic era. Social media marketing can be in the form of visual content, promotional activities, and the use of KOL or Key Opinion Leaders or Influencers to have a positive influence on consumer behaviour. Social media platforms are important marketing tools to build brand awareness.

2. Organizational Acceptance of Technology Social Media Marketing: A Cross- Cultural Perspective by Ming-Yi Wu in *Journal of Intercultural Communication Research* Vol 10.1 Page 80, 2020 [5]. This study describes the TAM or Technology Acceptance Model at the organizational level in a cross-cultural context. There are three major findings in this study, namely, first, significant differences were found in "Perceived Ease of Use (PEU), Perceived Usefulness (PU), and Behavioural Intention (BI) from various types of organizations with different cultural backgrounds (US, Non-Muslim, US, global and domestic). As a result, TAM makes it possible to add new variables, namely the type of organization (global organizations with headquarters in the US, domestic organizations in the US, global-based non-US organizations, and locally based non-US organizations). The hypothesis suggesting that PEU and SN are predictors for PU appears to be more culturally universal. However, the relationship between SN, PEU and BI appears to be more situationally and culturally specific. Interestingly PEU, a key construct in TAM, was not a significant predictor for BI in this study.
3. How Social Media Influences Resident Participation in Rural Tourism Development: A Case Study of Tunda in Tibet by Sang Senya and Sina Ha in *Journal of Tourism and Cultural Change*, Vol 1-20, 2020 [6].

This study explains how We Chat & TikTok social media can increase the participation of rural communities in tourism development. In this case, researchers use Tunda, which is a small village in the country of Tibet that has received worldwide attention because of social media. The first finding of this study is that there is a virtual space built by social media that is connected to the living space of rural communities, where areas that were previously rarely open out due to limited information can develop through social media We Chat and TikTok. This also makes the village community to play an active role as ambassadors for Snooze on social media. Furthermore, the production of a virtual space with social media as a medium also expands the branding of Tunda, a village in Tibet that has been far from the world's public discourse as a tourist place. Finally, social media also influences changes in society, including changing the lifestyle of rural communities. For example, the emergence of a travel manager in Tunda, Tibet who adapts social media marketing for its promotions.

Research entitled social media for Radio Stations. (Marketing and Content Strategy for Increasing the Loyalty of this Radio Station Audience using several relevant journal library sources with research topics, including "Role of Content Based Social Media Marketing in Building Customer Loyalty and Moving Consumers to Forward Content" written by Umer Ramzan and Ali Syed in The Journal of Internet Banking and Commercial, 2018 [7]. The results of this study suggest that content marketing plays an important role in generating consumer trust and engagement which ultimately leads to customer loyalty and motivates consumers to share content. It provides insight for digital marketers to create creative, original, and effective content must include an element of attractiveness to engage consumers with the brand and spread the word positive word of mouth in the online community.

The result of the research proves that social media and content can be the main attraction for brands/brands to create strong engagement with consumers/audiences. Associated with the radio industry, social media also capable of being a means to spread positive news through the right content. Good communication between the audience or followers of radio's social media and team will be the starting point for strong engagement and audience loyalty. Content can be a bridge to build audience loyalty. This statement is strengthened by findings from a study entitled the role of content marketing in social media content communities written by C.D Plesis in the SA Journal of Information Management [8]. The findings state that the content strategy can benefit brands naturally as it engages consumers in social media conversations. Researchers are increasingly convinced that, like brands, radio stations can also build intense conversations with their audience through social media. This will certainly make the engagement between the two even stronger. This allows the audience to be loyal because they are bonded through an intense communication setting. Researchers assume that conversation is an absolute thing that must be created intensely through every content on radio social media. This study will further test this assumption in the field.

The researcher concludes that the use of social media can enable a brand to achieve its goals effectively, especially regarding audience loyalty. This is proved by the results of research from Yasmin, Tsaneem and Fatema as follows: With digital marketing, communication and transactions can be done all in one and go abroad. Meanwhile, many chat-based social media users can create increasing opportunities for business units to develop their markets in the grip of smartphones [9]. The results of this study confirm that conversation is the main thing that can be used to increase engagement between the audience and radio managers. The keywords of content and marketing strategy, lies in how a conversation can arise. Researchers will design a conversation-based communication strategy through social media content. This is expected to be able to build engagement and increase audience loyalty. This previous research is a reference, that the application of social media as a marketing strategy can have a significant impact on influencing the community and creating brand loyalty.

For this reason, this research adopts a marketing strategy that is usually applied to a product or brand, but this time it is applied to the service and media industries such as the radio industry. As stated in the background, the radio industry needs to innovate to keep the business going by improving audience loyalty.

This research will also be supported by some theories to formulate the best solutions, they are Integrated Marketing Communication. Shimp & Andrew define "Integrated Marketing Communication or IMC as a communication process that consists of planning, creating, integrating and implementing various forms of marketing communications such as advertising, sales promotion, publications, events," etc. [10]. In marketing communications there are several main dimensions, namely:

- a. Personal Selling: A communication effort between individuals when a company or organization informs, educates, and persuades consumers.
- b. Advertising: An effort to communicate through mass media such as newspapers, magazines, radio, television aimed at consumers.
- c. Sales Promotions: A marketing effort that aims to increase sales quickly, for example, providing "discounts" to consumers.
- d. Sponsorship Marketing: A marketing effort through events or events organized for the purpose of promoting so that the brand or brand can be associated with the event.
- e. Publicity is a form of communication that is like marcom but packaged in the form of news about products or services from the company with the aim of improving the image of the brand or brand in the eyes of consumers.

This research is also supported by social media marketing. "Online / Social media marketing" is a communication effort that utilizes social media platforms, for example: Facebook, Twitter, YouTube etc. Communications made through social media in the form of (information, ideas, and videos) can also be shared by consumers (user generated content). Quesenberry also argues that in theory, social media is superior to traditional or conventional media because it offers interactivity that can create mutual conversations and the ability to offer feedback to consumers [11]. According to Eyinda et al. social media marketing aims to increase sales, increase brand awareness, improve brand image, increase consumer engagement to share their experiences, and reduce promotional costs [12]. In the other hand, social media marketing is said to be successful when the culture of using social media for both consumers and organizations increases as it was mentioned by Okundaye [13].

There are several definitions of brand loyalty according to some experts. According to Mowen & Minor, brand loyalty is seen as the extent to which a customer shows a positive attitude towards a brand, has a commitment to a particular brand, and intends to continue to buy it in the future [14]. According to Aarker, brand loyalty refers to a consistent buying pattern towards a

particular brand over time as well as a favourable attitude towards a brand [15]. Brand loyalty develops when the brand matches the consumer's personality or self-image or when the brand offers the unique satisfactions and benefits that consumers seek. Brand loyalty has several dimensions as quoted from Durianto et al, in Semuel and Putra are as follows:

- a. Behaviour Measures: is a way to determine loyalty, especially for the level of habitual behaviour or habitual behaviour through the calculation of actual buying patterns.
- b. Measuring Switch Cost is generally a cost that is calculated if you want to change brands very expensive, consumers will be reluctant to switch brands so that the product switching rate is low.
- c. Measuring Satisfaction is when consumer dissatisfaction with a brand is low, then generally there is not enough reason for customers to switch to another brand unless there are other strong pull factors.
- d. Measuring Liking Brand is a consumer's preference for a brand, trust, respect, or friendship with a brand will provide closeness and warm feelings to consumers. So, it will be difficult for other brands to attract customers who are in this stage. The measure of liking is the willingness to pay a higher price to get the product [16].

Measuring Commitment is considering the number of interactions and consumer commitments related to the product. Consumers' liking for a brand will encourage them to talk about the brand to others either in the level of telling or up to the stage of recommending.

3 Research methodology

A qualitative approach is used in this study to explore information about the current condition of the radio industry, the obstacles faced in maintaining audience loyalty and a description of the activities or marketing strategies being carried out by the radio industry players. The use of a qualitative research approach to make a systematic, factual, accurate description of the facts and characteristics of the population of a particular object by describing the reality that is happening without explaining the relationship between variables. By using qualitative approach hoped that researchers can get a more in-depth picture to formulate the best strategy. This research is in East Java area, covering the cities of Malang and Surabaya. This location was chosen considering the limitations of the researcher, but apart from that the cities of Malang and Surabaya are cities that have quite varied radio stations and can be a representation of the condition of the radio industry nationally.

As for this research, 5 (five) radio stations have been determined which will be the object of research, namely Elfara Radio Malang, M FM Radio Malang, City Guide Radio Malang, Suara Surabaya Radio, Hard Rock FM Surabaya. This study uses primary data and secondary data, where the types and sources of primary data are information that is specifically collected for the purpose of the research being conducted. This primary data can be

obtained through observations on the social media of radio industry players and in-depth interviews in the form of descriptions of words, experiences, and understandings of informants. While secondary data is in the form of literature studies related to social media strategies and marketing content.

In this study, researchers will go down directly to dig up all the necessary data. Researchers will make observations on social media from the object of research, this data collection uses an observation guide. In addition, data collection was also carried out by conducting in-depth interviews with radio representatives of the research object that had been determined by using research instruments in the form of interview guides that could be developed when researchers were in the field. The data analysis technique used in this study is that before the data is analysed, data processing is carried out which includes data that is still scattered, then sorted and classified into certain categories. According to Wimmer and Dominick quoted by Kriyantono, qualitative data obtained through interviews and observations can be analysed using filling system technique [17]. By using the filling system technique, it will be easier for researchers to categorize the existing data according to the category of each data. The following is a sequence of data analysis techniques using filling system techniques. When the researcher feels that the data collected is sufficient, then the data is ready to be analysed. The data will be categorized by creating categories named filling system technique. This categorization is based on data that has been collected by researchers, both in the form of main data and supporting data, which are then given classifications or categorizations according to the relationship formed between one data and another.

4 Result

As it is mentioned in the background, the output of this research is a communication strategy for the use of social media in radio media industry, integrated with marketing communication and content strategy for increasing audience loyalty. Therefore, the researchers will divide the research result analysis into 2 important parts, they are content strategy and marketing communication strategy until finally the researchers will come to a recommended communication model.

Research shows that the most effective content strategy is based on these key points: People, Collaboration, Characteristic, Conversation and Management. This results also in line with a scientific journal named: "Social Media Marketing Gains Importance After Covid-19" written by Andrew N. Mason, John Narcum, dan Kevin Mason which was published on Journal Cogent Business & Management, Vol 8:1, 2020. Here are specific results that the researchers found:

- a. People. The researchers recommend the radio media to set radio announcer as KOL (Key Opinion Leader) or influencer. It is important for the radio media to have their own people to be appeared as the communicator on social media. It is good for the

engagement with audiences. It is very reasonable because the people can be an icon for the radio media and a good friend for the audiences. It will create a personal relationship between the radio and audiences. The KOL who's a radio announcer as a persona can also make a good conversation with the audiences. It is an initial step for increasing an audience's loyalty. MFM Radio 101.3 FM Malang has applied this strategy as it is portrayed in this picture:

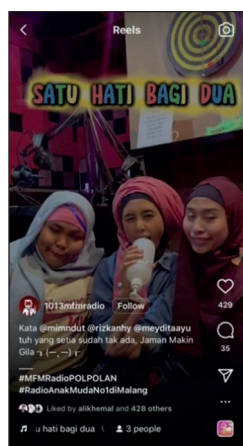


Fig. 1. Radio announcers as KOL – MFM Radio 101.3 FM Malang.

Based on the interview with the internal team, this strategy enables the radio announcers to be a communicator between the radio and audiences in a more personal way. It is reflected from the comments for the related post, as follows:



Fig. 2. MFM Radio and audiences' interaction on IG.

Instagram username @icha_7_nita is one of radio audiences and @egatama is a Program Director of MFM Radio. They can communicate personally, and it is good for radio media brand loyalty.

- b. Collaboration. Another strategy that can be applied is collaborating with KOL/influencers outside the radio to be engaged in a radio content for more exposure. Nowadays, exposure is one of the key factors to get more engagement in social media. Collaboration is the best way to unite collective strength between the influencers and radio station through their own

followers and communities. It will improve their engagement at the same time. Elfara radio 98.6 FM Malang has applied this strategy. They create a program named "Nggedabrus" hosted by their announcer (Reviczilia) and one of Malang influencers (Rizky Boncel). This collaboration enables their engagement to go wider. The influencer will be engaged with radio audiences and at the same time, the radio media will be engaged with the influencer's followers.



Fig. 3. Content collaboration between radio media and influencer at Elfara Radio 98.6 FM Malang.

- c. Creating visual content that is closely related to the radio character (programs, positioning). In this digital era, radio media should show its characteristic to the public consistently. This strategy will enable the market target to stay engage and connected with the radio media for its differentiation. For the example, MFM Radio 101.3 FM Malang is a radio that is targeted for the youth generation across Malang. They named themselves as "Radio Anak Muda No 1 di Kota Malang" (The Number One Radio Station for Youth in Malang). This positioning drives MFM Radio to provide programs that matches with the need of the youth. One of its examples is off air audience experience "Bagi-Bagi Cilok Gratis". It is a giveaway program from MFM Radio in collaboration with ABM College. They distribute free "cilok" (mini meatball) to audiences. This audio-visual content will be useful to improve audience brand loyalty.

This strategy is also in line with the scientific journal, named Role of Content Based Social Media Marketing in Building Customer Loyalty and Motivating Consumers to Forward Content written by Umer Ramzan and Ali Syed, published on The Journal of Internet Banking and Commerce, 2018. The research states that a brand content should be genuine, creative, and attractive. It will improve bigger possibility for audiences to share a positive news through word of mouth. Another study also proved that a personal touch service is very important to stay engaged with the audiences as it is mentioned by Mowen & Minor.



Fig. 4. “Giveaway on the Street” visual content through audience experience by MFM Radio.

- d. Creating conversation-based content. Brand loyalty is an important thing for radio media business nowadays. It can be an indicator for the quantity and quality of the audiences of the radio media. This thing can also be the reason for the advertisers to advertise on the radio media.



Fig. 5. Conversation based content by MFM Radio in collaboration with movie cast “Kalian Pantas Mati”.

The picture above shows that MFM Radio tries to communicate with its audiences by asking a specific question about the movie which the casts were being interviewed live on air. It is good strategy since communication-based content can really connect the audiences and the radio. The more intense communication is made, the more engagement can be created. It proves that good communication between the audience or followers of radio social media and the radio team is a point for strong engagement for a strong audience loyalty. This point of view is strengthened by the research entitled “Role of Content Based Social Media Marketing in Building Customer Loyalty and Motivating Consumers to Forward Content, written by Umer Ramzan and Ali Syed, published on The Journal of Internet Banking and Commerce, 2018. Moreover, the researchers assume that conversation is an absolutely must be created intensely through every content on radio social media.

Another study will further test this assumption in the field. The study was written by C. D Plesis and published on SA Journal of Information Management.

The results of this study confirm that conversation is the main thing that can be used to increase engagement between the audience and radio managers. The keywords of content and marketing strategy, lies in how a conversation can arise. In fact, there are so many studies that encourage a brand content manager to create a conversation-based communication strategy as it was mentioned by Quesenberr. Moreover, another study shows that conversation-based content can also improve a brand image as it was mentioned by Eyinda. This statement is also proven by Okundaye that encourages a brand manager to increase the intensity of the use of social media with conversation-based communication.

- e. Social media should be managed independently by the radio media. Radio social media must be managed by the radio team directly because the radio team already knows for sure the radio's potential. This will allow the emergence of differentiation. Moreover, it will keep the communication on track based on radio media characteristic. This strategy can also make communication be more personalized. Based on the interview with digital media specialist from Elfara FM Radio and MFM Radio Malang, they confirm that in house management of social media will make them easier to respond comments, questions, direct messages from audiences. Moreover, this strategy enables the radio media to be responsive with the current issues in the world and deliver them into a content. This strategy is in line with the statement from research called “How Social Media Influences Resident Participation in Rural Tourism Development: A Case Study of Tunda in Tibet” written by Sang Senyao, Sina Haa and published on Journal of Tourism and Cultural Change, Vol 1-20, 2020. The research shows that the use of TikTok can improve brand awareness of the tourist destination in Tibet. After the content going viral, more tourists come to Tibet. Surprisingly, this situation encourages the people in Tunda Tibet to be more professional in using a digital platform by filling a position as digital marketing to promote their tourism destination online. They manage their social media platform by themselves.

Another strategy that the researchers suggest for the radio media is IMC (Integrated Marketing Communication Practice). This strategy appears based on the results of observations and theory analysis proposed by Shimp and Andrew. In marketing communications there are several main dimensions, namely Personal Selling, Advertising, Sales Promotions, Sponsorship Marketing, and Publicity. Based on researchers’ observation and analysis, the IMC strategy for radio can be simplified as this picture:



Fig. 6. Integrated marketing communication strategy for radio media.

Based on our findings and analysis, the IMC strategy for the radio media is closely connected to each other. It means that, all the dimensions can be done together or separately according to the specific purpose. Based on our observations, the expertise to read the opportunities, seek or create a mutual collaboration are the main important skill that the radio managers should have, so that they can fit one to another part of IMC effectively. In this case, mutually beneficial relationship should be the basis in designing or accepting the partnership opportunities. The researchers found some interesting facts during the observation as follows:

- a. **Personal Selling:** A communication effort between individuals when a company or organization informs, educates, and persuades consumers.



Fig. 7. MFM Radio's personal selling message.

In radio media industry, personal selling refers to the main message that they want to deliver to the audiences. The picture shown above reflects what MFM Radio wants to inform to their audiences. "Radio Anak Muda Nomer 1 di Kota Malang" (Number One Radio Station for the Youth in Malang) is the main message that MFM Radio wants to share to the audiences. It is a promise that MFM Radio gives to the audiences. It means that MFM Radio will give the best services to the audiences through music and entertainment. It can be categorized as the personal selling since the message is very influential and shared directly to the audiences through any platforms for a mission continually. The mission is to educate and encourage audiences to listen to MFM Radio. The main message is very provocative. Based on the researcher's observation and analysis, the radio media is advised to do the personal selling dimension as often as possible so the audiences will be more understand about the radio media characteristic better.

- b. **Advertising:** An effort to communicate through mass media such as newspapers, magazines, radio, television aimed at consumers.



Fig. 8. MFM Radio's personal selling message.

As a media, radio station is advised to do advertising in a collaborative style. One of its implementations is by collaborating with the second party (another brand) which has the same value. For an example, Elfara Radio 98.6 FM Malang collaborates with Preston Coffee Co, a coffeeshop for the youngsters based in Malang city. This coffeeshop plans to create a big music concert with famous and talented Indonesian musicians. Since they have the same value to serve the needs of the youth generation in Malang City, they work together and share the mutually beneficial relationship. Preston Coffee Co gets the promotion for their concert on air and online, meanwhile Elfara Radio gets some exposure through logo placement in all media promotions and video profile play in a venue. It is a good method to advertise Radio Elfara as a brand to targeted audiences.

- c. **Sales Promotions:** A marketing effort that aims to increase sales quickly, for example, providing "discounts" to consumers.

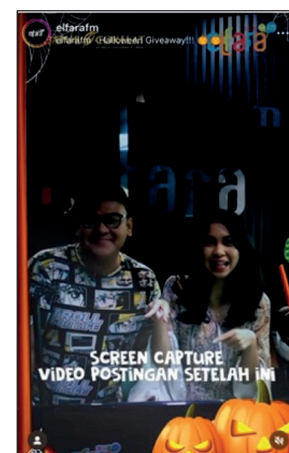


Fig. 9. Elfara Radio sales promotion strategy with Dapur Cokelat.

As same as the previous example in advertising dimension, the radio media is also advised to collaborate with another brand with the same value to do sales promotion marketing. The picture shown above describes the collaboration between Radio Elfara FM and Dapur Cokelat. Dapur Cokelat is one of the outstanding cakes shop in Malang. They have the same targeted market, whose university student, and professionals. These 2 brands create a sales marketing strategy through social media content of Elfara FM. The audiences should take a screenshot on the reels video of Elfara FM. After the screenshot taken, the audiences can share it on their Instagram story and show it at Dapur Cokelat store for special discount claim for some cake variant purchase.

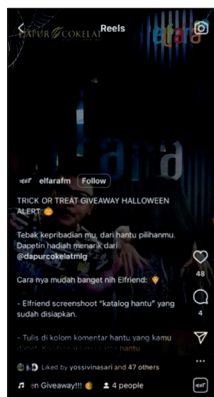


Fig. 10. Elfara Radio sales promotion content with Dapur Cokelat.

Based on the researchers' observations this strategy is very effective to gain more engagement by giving a personal experience to the audiences. It will be good for audience loyalty.

- d. Sponsorship Marketing: A marketing effort through events or events organized for the purpose of promoting so that the brand can be associated with the event.



Fig. 11. Elfara Radio sponsorship marketing for "Kodrat" the Movie.

Again, collaboration is needed to apply Integrated Marketing Communication Dimension, sponsorship marketing is no exception. For the example, Elfara FM collaborated with Rapi Films to create a meet and greet with the casts of the movie at public place. It is very effective to make an engagement wider, both for the production house and the radio media. In this collaboration, Elfara Radio gets benefit through the presence of the movie actors and actresses such as Vino G. Bastian, Marsha Timothy and many more, it is good for improving audiences experience, especially for the fans of the actors and actresses.

The fans can be engaged with the radio media brand, so that it will improve the quantity of new audiences and improve the brand loyalty for the existing audiences. It is very reasonable since the audiences feel that Elfara Radio provides what they need, especially in meeting their idols face to face. Meanwhile, in the side of Rapi Films, they were greatly helped by Elfara FM for organizing the event, bringing their actors and actresses together with the potential market target. At the end, the main point of every IMC dimension strategy for the radio media is collaboration for giving mutually beneficial benefits for each other. This strategy should also be done in other IMC dimensions, publicity.

- e. Publicity is a form of communication that is like marketing communication but packaged in the form of news about products or services from the company with the aim of improving the image of the brand or brand in the eyes of consumers. MFM Radio 101.3 FM has applied this strategy by collaborating with Sevenline Radio Brawijaya University, a community radio which targeted Brawijaya University's Students as their audiences. This targeted audiences can give a mutual beneficial for MFM Radio in the form of prospective new audiences or human resources for the teamwork regeneration. In this case, the collaboration between MFM Radio and Sevenline Radio begins with the zoom radio tour in MFM office for Sevenline Radio's community member. This activity became the background for the press release, published by Sevenline Radio.

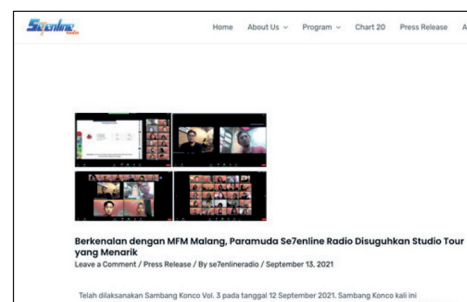


Fig. 12. Press release for collaboration, between MFM Radio and Sevenline Radio.

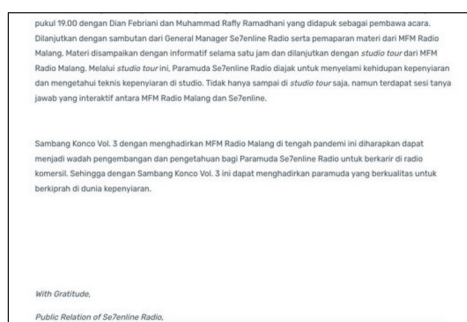


Fig. 13. Press release for MFM Radio by Sevenline.

The press release content is very positive and good for improving brand awareness of MFM Radio.

5 Conclusion

After evaluating the theory of brand loyalty and synchronizing it with our observations, the researchers may conclude that the element of the theory that fits with the issue is the close relationship between brand and customers. It is the part of measuring liking brand. The theory states that consumer's preference for a brand, trust, respect, or friendship with a brand provide closeness and warm feelings to each other. So, it will be difficult for other brands to attract customers who are in this stage. This statement is in line with the findings that researchers found about creating content using conversation and personalized experience. The combination of conversation based content and personalized experience enable customers engagement to become stronger and stronger.

Although this study provides explanation and analysis results, we need to be careful in interpreting the findings. As this study did not measure or evaluate the effect of social media in increasing audience loyalty. On the other hand, this is a qualitative study and the findings cannot be generalized to different environments and contexts. This study only focused and limited on how a social media strategy can increase the audience loyalty in the radio industry.

Based on this research limitation, it is possible to carry out quantitative research that can measure the level of effectiveness of strategy implementation on the level of audience loyalty, in order to obtain comprehensive and tested results.

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