

Exploring the Evolving Landscape of Radio Broadcasting in Malaysia: Trends and Innovations

Kuwi Hoi New and Poi Wen Lai

Faculty of Humanities and Social Sciences, Department of Journalism & Communication Studies, Southern University College, 81300 Skudai, Johor, Malaysia
Corresponding Author Email: khnew@sc.edu.my

To Link this Article: <http://dx.doi.org/10.6007/IJARBS/v13-i12/19864> DOI:10.6007/IJARBS/v13-i12/19864

Published Date: 08 December 2023

Abstract

Radio broadcasting has faced significant challenges in today's technological environment. Despite this, Malaysians continue to rely on radio as a key source of information. The study aims to investigate the usage patterns of radio among Malaysian listeners, also to identify the most significant benefits that radio offers to Malaysian listeners in the present day and finally to analyse the opinions and perspectives of Malaysian radio listeners on radio. The study utilized a quantitative approach and self-administered questionnaire leveraging Facebook as a survey-publishing platform to collect 388 respondents who had the habits of listening to radio to part in this study voluntarily. The data then been analyse using IBM Statistical Package for Social Sciences (SPSS) to analyse specific variables contained in the research framework, to look for correlations and relationships. The study's findings were examined using Analysis of Variance (ANOVA); which tested three hypotheses. The study confirmed the first hypothesis is the majority of Malaysians listen to the radio during drive time. ($F=14.921$, $\text{Sig}<.001$). However, the second hypothesis states that car radio is the most frequently used listening device among Malaysians to listen to the radio ($F=3.025$, $\text{Sig}=.011$). The third hypothesis states that the primary benefit that radio offers to listeners in Malaysia is the ability to obtain information ($F=5.950$, $\text{Sig}<.001$). The survey results indicate that radio broadcasting's greatest benefit to listeners is providing information. Additionally, the study revealed that most respondents believe that radio stations need to reduce advertising. This study provides researchers with a detailed understanding of radio usage among Malaysians of different ages and from various states.

Keywords: Radio, Views, Listeners, Benefits, Advertising

Introduction

Radio is facing increased competition from digital satellites and internet audio services in the 21st century due to the invention of scientific and electronic products that challenge traditional media (Sterling & Skretvedt, 2021). However, radio still remains a vital part of many people's daily lives, especially in rural areas where it serves as the main information-transmission tool (Nazari & Hasbullah, 2010; UN Specialized Agency for ICTs. News, 2023) Over the years, radio has been the primary means for rural residents to obtain information, knowledge, and satisfy their emotional needs, and even for education in some areas (Nazari & Hasbullah, 2010). Furthermore, radio has been "embedded" in cars due to advancements in automobile manufacturing technology, making it an entertainment and information tool for many people while driving (Sterling & Skretvedt, 2021). However, with the emergence of the Internet, traditional media, including radio, face a significant threat. To maintain sustainable development, traditional media must continuously innovate and enrich content to compete with new media. To adapt to the changes brought by new media, radio stations must understand the current usage of radio in Malaysia and the audience's views on how to improve radio stations. By understanding the public's use of Malaysian radio, station managers can make better changes and innovations in program content and format to attract more listeners and retain them. Moreover, radio administrators should have a grasp of the elements that impact radio consumption and engagement. By comprehending and bolstering these factors, they can extend their outreach to individuals who are not currently tuning in. UNESCO (2022) affirms that radio maintains its status as one of the most reliable and widely utilized forms of media globally, as corroborated by various international studies.

Problem Statement

In the past decade, the advent of smart products has given rise to an excess of new media platforms that offer entertainment and convenience to the public. Platforms such as YouTube, Spotify, Netflix, Facebook, Instagram, and Twitter have become increasingly popular due to the diversity of content and the ease of accessibility offered by smart devices (Jung, 2019). This has put traditional media in a vulnerable position, as they face the threat of being eliminated at any time. Smart devices have enabled users to perform various tasks on a single device, such as watching television, listening to music, receiving news updates, and navigating with Global Positioning System (GPS), reducing the need for traditional media sources (Shah, 2020). The convenience and versatility offered by new media has also led to a decline in the importance of radio, which can only cater to people's auditory needs, while new media platforms provide both audio and visual content (d-help, 2019). Moreover, the emergence of new media has empowered users with the freedom to choose what content they consume, a freedom that traditional media has not been able to provide. This has resulted in traditional media becoming a secondary alternative, as audiences now have a wide range of content options available to them (d-help, 2019). In conclusion, the emergence of new media and smart devices has posed a significant challenge to traditional media, with radio being one of the most affected. The convenience, diversity, and freedom of choice offered by new media have weakened the importance and status of traditional media, making them vulnerable to being replaced (Jung, 2019; Shah, 2020; d-help, 2019).

Purpose of Study

Despite the threat posed by new media, radio continues to be an important medium for many Malaysians, particularly during the Movement Control Order (MCO) period, according to a survey conducted by Growth from Knowledge (GfK) in 2020 (Chaw, 2020). The Radio Audience Measurement conducted by GfK in the first half of 2022 further supports this claim, showing that radio reached 96% of Malaysians each week (Kessler, 2022). The popularity of radio is particularly evident during weekday "breakfast" and "drive time" shows, between 6 a.m. to 10 a.m. and 4 p.m. to 8 p.m., respectively, and among the audience aged 20 to 29 and 30 to 39 (Nair, 2018; Setiowati, 2018). These findings suggest that radio remains a strong medium for storytelling, even amidst the digital revolution. It is important to conduct in-depth research on Malaysian listeners' radio use and their perspectives on what aspects of radio should be improved. Radio station managers need to understand what Malaysians expect from radio and its role in their lives, as well as the factors that prompt them to listen to radio. By strengthening the relationship between listeners and radio stations, improvements can be made to provide better content and promote the transformation of radio stations. Understanding the usage and opinions of Malaysians towards radio is crucial in order to provide a reference for the future promotion and transformation of radio stations.

Research Questions

1. When do Malaysians typically listen to the radio, and what are the most commonly used tools for radio listening?
2. What do Malaysian radio listeners see as the biggest advantage or benefit of tuning in to radio stations?
3. In the opinion of Malaysian radio listeners, what changes or improvements could be made to the country's radio stations?

Research Objectives

The study aims to achieve the following objectives:

1. To investigate the usage patterns of radio among Malaysian listeners.
2. To identify the most significant benefits that radio offers to Malaysian listeners in the present day.
3. To analyse the opinions and perspectives of Malaysian radio listeners on radio.

Hypothesis

The study aims to test the following hypotheses based on a survey of Malaysian radio listeners:

H1: The majority of Malaysians listen to the radio during drive time.

H2: The car radio is the most frequently used listening device among Malaysians to listen to the radio.

H3: The primary benefit that radio offers to listeners in Malaysia is the ability to obtain information.

Significance of Study

This study is of immense importance to the radio industry in Malaysia as it aims to understand and collect data on the usage patterns of radio among Malaysians. The research investigates various aspects such as the frequency, timelines, and places where Malaysians use radio. By doing so, researchers can gain insights into the current trends in the nation's radio industry.

Moreover, the study also sought to collect public views and evaluations of radio stations, identifying areas where improvements and reforms are needed. The public's feedback on broadcast content, announcers, coverage, and future development of radio broadcasting can serve as a guide for radio station managers in reforming and innovating program content to generate radio programs that appeal to the public's interest and attract audiences to return. As radio has been largely replaced by scientific and technological products, radio stations must plan and implement future reforms and transformations to remain relevant in people's lives. The data collected in this study can serve as a guide for radio station transformation, helping managers understand what today's listeners consider a "*radio broadcast*" and modify their broadcast content accordingly. In summary, this research offers significant insights into the use of radio in Malaysia, the current trends in the radio industry, and public opinions on radio stations' performance (8FM, 2021). The data collected can be used to inform future reforms and transformations in the radio industry, ensuring that radio remains a relevant and valuable medium for audiences in Malaysia.

History of Radio Broadcasting in Malaysia

Traditional communication channels, including face-to-face communication, telephone communication, print media, and broadcast media, have long been the primary means for people to communicate, transmit information, and share their moods (Quain, 2018). Among these channels, broadcast media has the widest reach and impact. Radio, in particular, has played a significant role in connecting people and communities, especially in areas with limited access to electricity and the internet (Sterling & Skretvedt, 2021). Radio technology uses electromagnetic waves and radio signals to transmit information wirelessly from one location to another, and it has been in use since the early 20th century. While there are various types of radio signals, most radios today use frequency modulation (FM) to transmit information due to its better sound quality and more stable signal than amplitude modulation (AM) (Lucas, 2019; Libraries, 2018). Radio has been a vital source of news and entertainment globally, including during wartime, when it played a critical role in distributing information and ideas while keeping colonial powers connected to ships at sea (eGyanKosh, 2017). Today, radio continues to be a powerful medium for connecting people in underdeveloped areas, where it is often the main source of information (Teo, 2018). In many economically developed countries with significant income gaps, low-income households also rely on radio and television for entertainment and information due to their affordability and accessibility (Teo, 2018).

Radio transmissions remain the dominant form of mass media in many African countries, with a broader audience and geographic reach than newspapers and television (Media, 2015). In Malaysia, radio broadcasting has a history of more than 100 years since its introduction by AL Birch in 1921. The Malaysia Wireless Society was established in Penang in the same year, marking the beginning of a century of development (Malaysia, 2020a). RTM, the state-run radio station, began broadcasting in 1946 with Radio Malaya and The Blue Network. In 1971, Radio Malaysia became the first station to broadcast 24 hours a day, and in 1994, Time Highway Radio was launched as the first private for-profit radio station in Malaysia. Since then, several other privately owned and profitable radio stations have been launched, in addition to state-run RTM. Hitz.FM, launched in 1997, was the first network in Malaysia (Malaysia, 2020b). Today, there are over 40 local radio stations in Malaysia, managed by various media organizations, including RTM, Astro Radio, Media Prima, Star Media Radio Group, and Cense Media Private Limited (Waves, 2021). In some underdeveloped rural areas

of Malaysia, particularly in Kelantan, Terengganu, and East Malaysia, radio remains the primary source of information and entertainment for most rural residents due to its low cost and wide coverage (Albarran et al., 2007). Compared to smart products and televisions, radios have a lower purchase cost and are the preferred device for many rural residents. As a result, governments in many countries continue to use radio as the medium of choice in rural areas (UNESCO, 2022). In conclusion, radio has been an important communication tool for over a century, connecting people and communities across vast distances. While digital technologies have expanded communication options, radio remains an essential medium, particularly in underdeveloped areas where access to the internet and other technologies is limited. The history of radio in Malaysia is a testament to its enduring importance, and with the growth of local radio stations, its impact is only likely to increase.

Radio Industry of Malaysia

The media has become an integral part of our daily lives, disseminating information, knowledge, and entertainment through various forms such as newspapers, magazines, television, radio, blogs, emails, and social media. In the past, traditional media such as radio, broadcast television, print, billboards, cable, and satellite TV were widely used, but after 2010, the emergence of "new media" such as the Internet and social media has gradually decreased the importance of traditional media. Despite this trend, radio still plays a vital role in society and worldwide, especially in Malaysia, where radio has a history of 100 years, and more than 40 radio broadcasting services are available to Malaysians. Radio is the fastest communication equipment and has the advantage of being used almost anywhere, making it an essential, if not indispensable, part of most people's lives. A GfK Radio Audience Measurement survey conducted in Wave 2 of 2021 showed that Radio Malaysia reached a new high, reaching more than 96 percent of Peninsular Malaysians, equivalent to 21.1 million weekly radio listeners, a 469,000 increase. Astro Radio had the most significant market share gain of all radio stations, reaching 15.6 million weekly listeners, representing 74% of the 21.1 million available listeners.

Radio is also the most commonly used audio platform in Malaysia, with more than half of Malaysians installing an official Malaysian radio app on their phones, according to another GfK survey. The popularity of the radio station app is because there are multiple playlists and different radio stations to choose from without charging any subscription fees. RTM, Media Prima, and Astro Radio are the most representative media companies in the Malaysian radio industry, and they operate radio stations in different languages to cater to the diverse cultural background and market needs of the public. RTM broadcasts radio programming in Indigenous languages from East Malaysia, while Media Prima has Mandarin/Cantonese, English, and Malay radio stations under their authority. Astro Radio also owns radio stations in Mandarin/Cantonese, English, and Malay. Furthermore, Cense Media Private Limited owns Kupa-Kupa FM, which broadcasts in Kadazan-Dusun, Murut, and other indigenous languages. In short, radio's development and service have been modified in line with the environment and society to fulfil the cultural background and market needs of the public in Malaysia's multi-ethnic and cultural industry. While new media has challenged traditional media, radio has continued to play a crucial role in Malaysia's media landscape and must continue to reform and innovate to provide better services to the public.

Radio was originally created as a medium for transmitting news and information to listeners. During World War I and II, radio was widely used for communication and information exchange, making it the most popular source of news at the time (Dubenskij,

2014). However, with the development of the internet and new technologies, radio's main function has shifted from providing information to offering entertainment. Malaysian radio stations, for example, now broadcast more entertainment programs alongside news, sports, and traffic information (Asia, 2021a). Radio stations have also launched various activities to encourage participation and expand their reach. For instance, some stations organize game activities and emotional sharing programs that allow listeners to voice their concerns and connect with the announcer. In addition, businesses recognize the vast audience of radio stations and are willing to sponsor and invest in them, which provides considerable income to the stations and funds for the development and reform of radio programs. As a result, radio is an appropriate choice for businesses due to its low cost and high efficiency (Kaufer, 2023).

As technology advances, listening to the radio has become more convenient and easy. The public's listening rate to radio broadcasts has increased since 2020 when the world was struck by the coronavirus, and countries around the world implemented lockdown policies. Radio broadcast is still the audio platform of choice for many road users when driving, particularly during rush hours when the listening rate is on the rise. Radio traffic information is considered critical to road users, especially drivers of ride-hailing services and parcel delivery workers of logistics companies, as it helps them avoid vehicular accidents and traffic jams (Jorgensen & Hanssen, 2019). So, radio remains a popular medium of communication, entertainment, and information for many people, despite the rise of new technologies. With its ability to reach a broad audience, provide low-cost advertising, and offer a variety of programs, radio will continue to play a vital role in society.

The radio industry has been undergoing digital transformation to adapt to the changing times and reach younger audiences. In line with this trend, radio stations are actively developing and expanding their social media efforts. According to a study jointly published by We Are Social and Hootsuite, the number of global social media users has increased by 13.2% compared to 2020, with a total increase of 490 million, now there are 4.2 billion social media users worldwide (KEMP, 2021). Therefore, social media platforms have become an essential part of the radio industry's digital transformation. Radio stations have set up official homepages on various social media platforms, including Facebook, Instagram, and YouTube, to promote audience participation and loyalty through live and topical discussions. Malaysian radio stations such as Astro Radio's Era, MY and Hitz, Media Prima's 8FM and Fly FM, and Star Media Radio Group's 988FM have set up Facebook pages and reached at least 1 million followers and likes. According to the data survey, Facebook is one of Malaysia's most frequently used social media platforms, with 24 million potential audiences, and 89.1% of Malaysians are using Facebook (KEMP, 2021).

Instagram is another social media platform that radio stations have utilized to reach young listeners. According to a study by We Are Social and Hootsuite, Instagram reached 1.22 billion global users in the first half of 2021, with users between the ages of 18 and 34 accounting for 62.8% of the total (KEMP, 2021). Many radio stations, such as 8FM under Media Prima, MY under Astro Radio, and 988 under Star Media Radio Group, have active Instagram accounts. Radio announcers also use their personal Instagram accounts to interact with fans and listeners and discuss topics. Fans' comments and opinions on Instagram can be played live on air, increasing engagement and interaction with the radio and enhancing listener loyalty. To ensure continued development, radio stations must implement digital transformation, replacing traditional broadcasting methods with internet and social media tools. RTM, Media Prima, and Astro Radio have been actively developing new plans and adjustments, including developing apps containing TV shows, radio shows, movies, music, and other content that

users may enjoy after downloading the app. For example, Astro Radio's SYOK application allows listeners to access over 60 radio stations online, listen to current events in real-time, and access additional features like a live video channel, alarm, dark mode, podcast, and the option to share songs on social media. Digital transformation is the direction that today's radio broadcasting is gradually developing. In addition to social media platforms, radio stations are developing applications that allow listeners to access radio programmes anytime and anywhere without a radio device. Users can listen to live radio broadcasts, music, podcasts, and watch TV dramas and movies online by downloading these apps from Google Play, the App Store, or the HUAWEI AppGallery. The replay function allows users to listen to or watch programmes they missed, making radio more ubiquitous in people's lives (Hirschmeier et al., 2019). In summary, radio stations must continue to embrace digital transformation, using social media platforms and developing apps to reach a wider audience and enhance listener engagement and loyalty.

Theory Discussion

The theoretical framework for this study is based on the Uses and Gratification Theory, which explains how individuals use various communication channels to satisfy their needs and wants (Safi & Iqbal, 2015). This theory has been widely applied in media-related research such as television, newspapers, and social media. The primary focus of this theory is to explain why people use certain media and what satisfaction they derive from it (Turney, 2016). In this study, the Uses and Gratification Theory is applied to the radio industry to understand the purpose and motivation of radio listeners. The theory is particularly useful in explaining the relationship between the audience and their media consumption choices. Individuals choose media platforms that cater to their needs and interests, and they seek rewards or satisfaction from using them (Peirce, 2006). Herta Herzog first applied the Uses and Gratification Theory in 1944 to study radio soap operas. Her research concluded that audiences used radio soap operas to obtain emotional release, satisfaction from the characters, and learn from the examples in the operas to better cope with similar situations in real life (West & Turner, 2010). This finding supports the argument that audiences use media to seek reward or satisfaction. Whiting and William (2013) have also used this theory to study social media usage and understand people's motivations and needs. Their research found that people choose to use social media to satisfy their social interaction, information acquisition, and leisure needs.

The Uses and Gratification Theory (UGT) is a well-established communication theory that describes how people actively use media to fulfill their individual needs and desires (Bajracharya, 2018). The UGT identifies five fundamental aspects of human needs and gratification, which include affective, cognitive, social integrative, personal integrative, and tension release needs. These five needs cover a person's desire and need for knowledge, emotion, spirit, social status, interpersonal relationships, and social interaction in life (Bajracharya, 2018). Consequently, individuals actively select and use suitable media to meet their needs in knowledge, emotion, spirit, and other aspects. Two fundamental principles guide the UGT regarding media audiences: First, media audiences are active in choosing the media they consume, and they are not passive media users. Second, people are clearly aware of the circumstances and reasons why they choose different media. They make their media choices based on the understanding of their motivations and needs (Bajracharya, 2018). From these two principles, five assumptions arise: (1) media use is purposeful; (2) people choose media based on how well it satisfies their specific needs and desires; (3) media influences on behavior are filtered through social and psychological factors; (4) the media and other forms

of communication compete for individual attention; and (5) the media's influence on the audience is chosen by the audience themselves, and people usually control the media, so they are not particularly affected by it (Vinney, 2019).

Research has shown that individual factors such as social environments, personalities, growth backgrounds, life backgrounds, and cultural backgrounds affect people's interpretation of media content (Luo, 2002). However, regardless of these factors, users are active, not passive, and their willingness and preferences directly influence their media choices and use. For instance, a study on consumers' use habits for e-commerce found that Internet users with a positive attitude toward the Internet show a high preference and positive attitude towards entertaining and informative online content. Having a high interest and positivity also increases their Internet usage. Conversely, Internet users with a negative attitude towards the Internet or a low preference for the Internet will use it less because they do not have much demand for it (Luo, 2002). Radio broadcasting has maintained a fixed and large group of audiences in the new era of the Internet, despite the challenges posed by new media (Asia, 2021a). However, radio station managers need to innovate and transform to maintain this position. Understanding the audience's needs and preferences is crucial to the success of radio broadcasting. Providing information and entertainment are the most critical functions that radio can bring to listeners, so radio managers need to continuously maintain these functions. In summary, the UGT emphasizes that media audiences are active and purposeful in their media use, and their preferences and willingness are essential factors in influencing their media choices and use. Radio broadcasting needs to adapt to new media challenges while continuously providing essential functions that satisfy the audience's needs and preferences.

Research Framework

The conceptual framework used in this research is depicted in Figure 1. The fact that listeners choose to listen to the radio because it satisfies their personal needs is relevant. Additionally, when listeners tune in to the radio, it affects where they do so. The place of listening is also affected by listening at different times. The listening place will also influence the equipment utilized. They will shape their own views on the radio as they use it, including what they believe are its improvements. Therefore, they are all interrelated and have an impact on each other. Furthermore, based on the findings of previous studies, the researchers of this study believe that each audience has individual needs that must be met when they listen to the radio. The audience were proactive in their relationship with radio. They expect to get information and entertainment from the radio, and they can relieve tension by listening to it when they are anxious or stressed. Current affairs news broadcast on radio and medical professional information offered can help the audience develop their knowledge and enhance their understanding of medical care. Radio plays a critical role in informing, educating, and entertaining its listeners (FocusM, 2021). Therefore, when the audience has met their needs, which have been mentioned earlier, they will use radios and buy radio sets. Also, the frequency of radio usage will increase due to the increase in the audience's own needs. As a result, the needs of the listener and the frequency of listening are all interrelated. The Uses and Gratification Theory will be used in this research to understand better what radio listeners are trying to gratify (Theory, 2016).

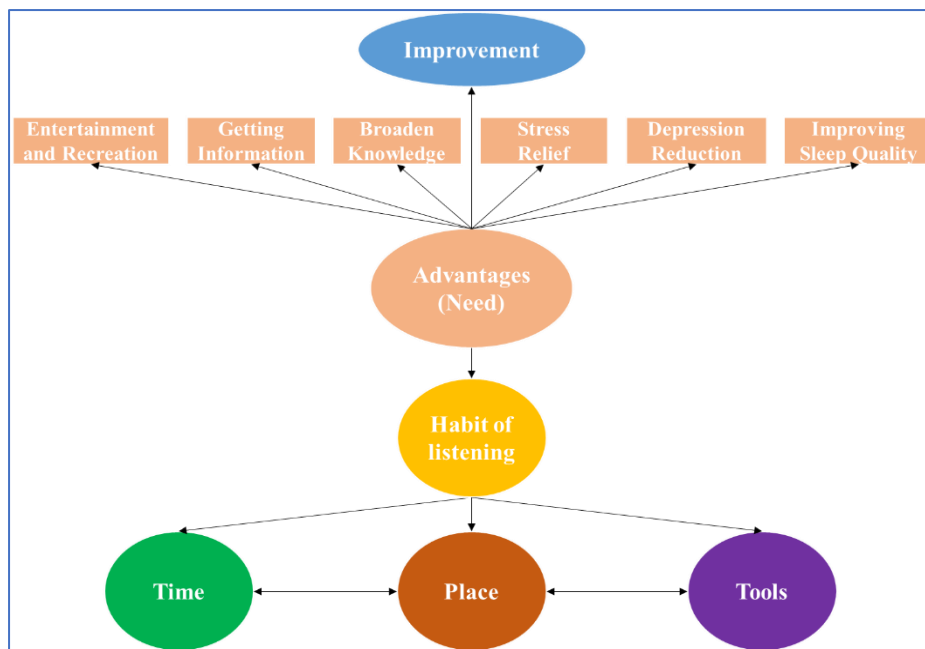


Figure 1: Conceptual Framework

Research Method

Research methods are critical to ensure the accuracy and reliability of research findings that address research objectives. Jansen and Warren (2020) define research methods as the systematic and methodical construction of a study, including data collection methods, statistical analysis, and the overall conduct of the study. A good research method is essential because it explains what researchers do, why they do it, and provides scientific and rational findings. There are three primary types of research methods: qualitative, quantitative, and mixed. Quantitative research involves the gathering and analysis of numerical data for statistical purposes. It is useful in recognizing patterns and averages, creating predictions, and testing causality. Descriptive, correlational, or experimental studies are frequently conducted using quantitative research methods (Bhandari, 2020; Trochim, 2022). Quantitative research templates are often objective, comprehensive, and research-oriented, and their goal is to generate knowledge and deepen our understanding of society and the world.

In contrast, qualitative research involves the collection and analysis of non-numerical data, such as personal experiences, opinions, and beliefs, to gain insight into people's attitudes and behaviours. Qualitative research is beneficial when exploring complex phenomena or seeking to understand a particular social or cultural context. A mixed methods approach combines the strengths of both quantitative and qualitative research methods. This approach enables researchers to answer research questions better and explain complex phenomena more comprehensively than either quantitative or qualitative studies separately. According to George (2021), mixed methods studies can provide researchers with a more comprehensive overview, which can help them obtain good knowledge and cognition. In this study, quantitative research methods were used to identify and isolate specific variables contained in the research framework, to look for correlations, relationships, and causality, and to collect the data to avoid risks to the variables. The research also employed quantitative research methods to collect data on the usage situation and behaviour of radio listeners in Malaysia, which were analysed to obtain the results. The results were then compared with

the research framework, and variables were defined to understand the current usage of the radio broadcast by Malaysian listeners and the needs they meet by using radio broadcast.

Data Collection Instrument

Data collection is a crucial aspect of any study, and it is important to choose appropriate tools and instruments to collect data. The choice of instruments and tools used for data collection has a direct impact on the analysis, results, and conclusion of the study. There are two primary sources of data: primary and secondary. Primary sources involve gathering data from the general public using methods such as observations, experiments, questionnaires, focus groups, interviews, and so on, while secondary sources include data that has previously been published in journals, magazines, newspapers, books, and other sources (Blog, 2021). In this study, the survey research method of quantitative research been used to collect data. Survey research is ideal when researchers want to understand the characteristics, preferences, frequencies, opinions, or beliefs of a group of people (McCombes, 2021). This method allows researchers to use a range of approaches to recruit participants, collect data, and use a variety of instruments such as interviews, questionnaires, and other ways. Thus, survey research is particularly suitable for this study, which aims to explore the usage of radio by Malaysians and their evaluation of it.

In order to reach a wider audience, this study leverage Facebook as a survey-publishing platform. Facebook is one of Malaysia's most popular social media sites, with 27.2 million active users (KEMP, 2021). It is especially appropriate for researchers to publish the survey form on Facebook since it is a site where many Malaysians connect with family, friends, and their favourite brands. Additionally, the Covid-19 pandemic has made physical data collection impossible, making online data collection more convenient and essential for a smooth research process. Online surveys have become increasingly popular due to their low cost, wide availability, accessibility, and ease of use (SmartLab, 2021). Using an online survey is highly convenient for data sorting, as respondents can input all their answers, edit their responses, and participate in the survey at any time and from any location without region-based restrictions (SmartSurvey, 2022). IBM SPSS Statistics Version 28.0 was used for data analysis as it is a software package that combines several programmes for analysing scientific data related to the social sciences, including market research, surveys, data mining, and more. It stores and organizes the supplied data and then compiles the data set to produce the appropriate output. SPSS can handle a large number of variable data formats, making it an ideal tool for data analysis in this study (Noels, 2018).

Research Instrument

The questionnaire used in this study was developed based on a survey conducted by the Malaysian Communications and Multimedia Commission (MCMC) on radio usage in Malaysia in 2017 (Officer, 2017). The questionnaire was then integrated and modified according to the objectives of this field research. The questionnaire is structured into three parts: Part 1 collects demographic statistics such as age, gender, and place of residence of respondents. Part 2 collects information on respondents' use of the radio, including the period of time when they most often listen to radio broadcasts, whether they have a radio set, the frequency of listening to radio broadcasts, the place where they most often listen to radio broadcasts, the type of programmes they like to listen to, and more. Part 3 is designed to collect respondent evaluations for radio broadcasts, such as what benefits they believe radio broadcasts bring to them (what needs it satisfies users) and what they believe radio stations should improve. To

identify whether radio broadcasts met their needs, surveys were also used to collect respondents' (or customers') satisfaction with current radio programmes. Respondents were given five options for satisfaction: Not satisfied, slightly satisfied, satisfied, very satisfied, and extremely satisfied. Additionally, multiple-choice questions were offered to respondents in both Part 2 and 3.

The structure of the questionnaire is shown in Figure 2.

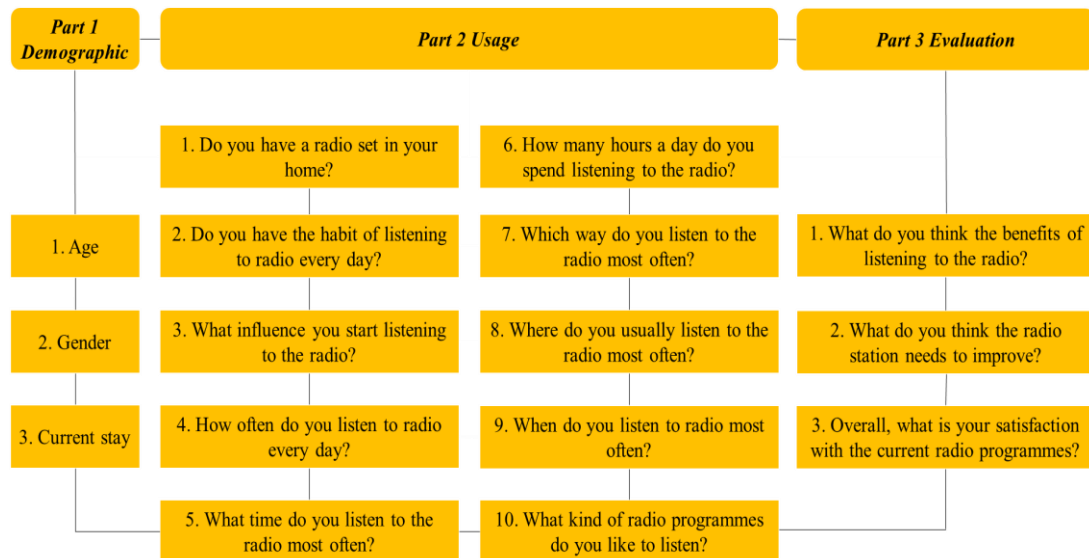


Figure 2: Structure of Survey design

Population

The present study aimed to investigate the views, opinions, and usage of radio broadcasting among Malaysian radio listeners from various regions. The research focused on radio listeners residing in the Malaysia Peninsular, Sabah, and Sarawak in eastern Malaysia. The findings of this study will be useful for radio stations to identify the sectors that require improvement, ultimately benefiting the development of the radio industry. According to GfK's survey results, radio is a popular medium in Malaysia, with 20.3 million people, representing 62.7% of the total population, tuning in to radio. The survey also revealed that the average listening time per week among Malaysian radio listeners is 13 hours and 44 minutes. Among the 20.3 million listeners, 18.1 million are from urban areas, and 2.2 million come from rural areas. Therefore, it is clear that radio remains a prevalent form of media among Malaysians, and understanding their usage and evaluation is crucial. This understanding will help radio managers and announcers comprehend listeners' needs, preferences, and opinions on radio programs.

Sampling

Sampling is a common practice in research where a subset of the population of interest is selected for data collection instead of involving all interested parties (MSPH, 2020). For this study, the simple random method was used to select a random subset for analysis from the large data pool collected. This method ensures that each individual in the population has an equal chance of being selected, making it the most straightforward of all probability sampling methods (Thomas, 2020; Jha, 2017). According to a GfK survey conducted in the first half of 2022 (Kessler, 2022), there are around 21.3 million active listeners weekly in Peninsular Malaysia. The sample size for this research is 388 respondents. The online survey was published on Facebook, which has the potential to reach a wider audience. However, it should be noted that all respondents in this study participated voluntarily, and they had the right to decide whether or not to participate in the study and answer the questionnaire. All respondents participated on a non-compulsory basis.

Results and Findings*Background of Respondents*

In order to obtain the desired results across the entire dataset, the sample group for this study is 388 people. After 6 weeks of data collection, a total of 388 questionnaires were received in this study. There are 22 questions in the entire questionnaire, and gender, age, and region of residence are all listed to ensure that all Malaysians, regardless of gender and age, have equal opportunities to participate in this survey. Figure 3 shows the age distribution of the respondents. According to the data in Figure 3, the majority of respondents in this survey were 21 to 30 years old, with 175 respondents, accounting for 45.1%. It is then followed by the respondents under the age of 21, for a total of 70, accounting for 18%. Respondents aged 31 to 40 and those aged 41 to 50, each with 50 respondents, accounted for 12.9% of each. Respondents over the age of 51 accounted for the smallest number, with 43 (11.1%).

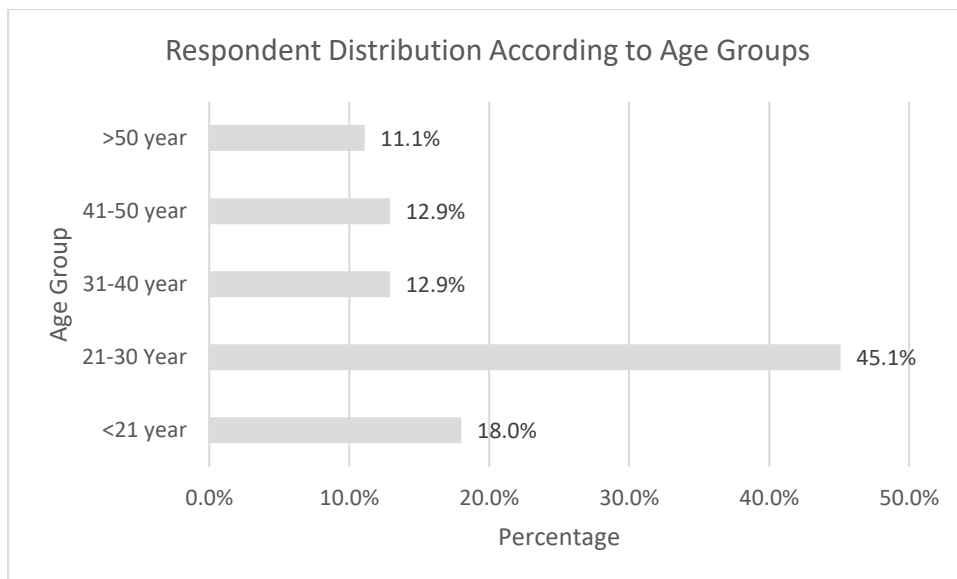


Figure 3: Respondents Distribution According to Age Groups

According to Figure 4, a total of 167 males and 221 females participated in this study, accounting for 43% and 57% of the percentage.

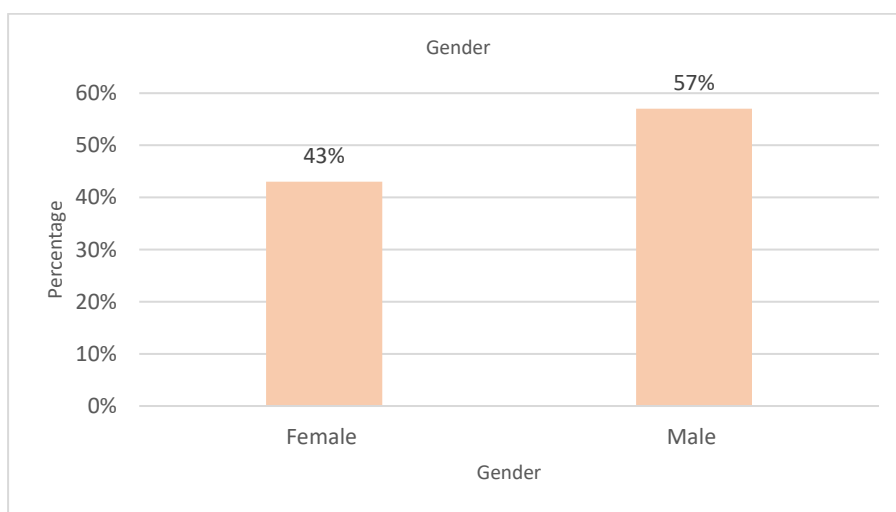


Figure 4: Gender Information of Respondents

Figure 5 offers a detailed breakdown of the gender distribution within various age groups among our respondents. Among respondents aged below 21, we had 28 males and 42 females. The largest demographic, constituting almost half of the total 388 respondents, fell into the 21 to 30-year-old bracket, comprising 67 males and 108 females. In the 31 to 40 age group, there were 20 males and 30 females, representing 40% and 60% of the group respectively. Moving on to the 41 to 50 age category, there were 50 respondents, with 27 males and 23 females. Lastly, the survey included 43 respondents aged 51 and above, with 25 males and 18 females.

		Frequency	Percent
State	Johor	205	52.8
	Kedah	10	2.6
	Kelantan	12	3.1
	Melaka	11	2.8
	Negeri Sembilan	10	2.6
	Pahang	11	2.8
	Perak	14	3.6
	Perlis	12	3.1
	Pulau Pinang	11	2.8
	Sabah	9	2.3
	Sarawak	12	3.1
	Selangor	23	5.9
	Terengganu	8	2.1
	W.P Kuala Lumpur	20	5.2
	W.P Labuan	10	2.6
	W.P Putrajaya	10	2.6
Total	388	100.0	

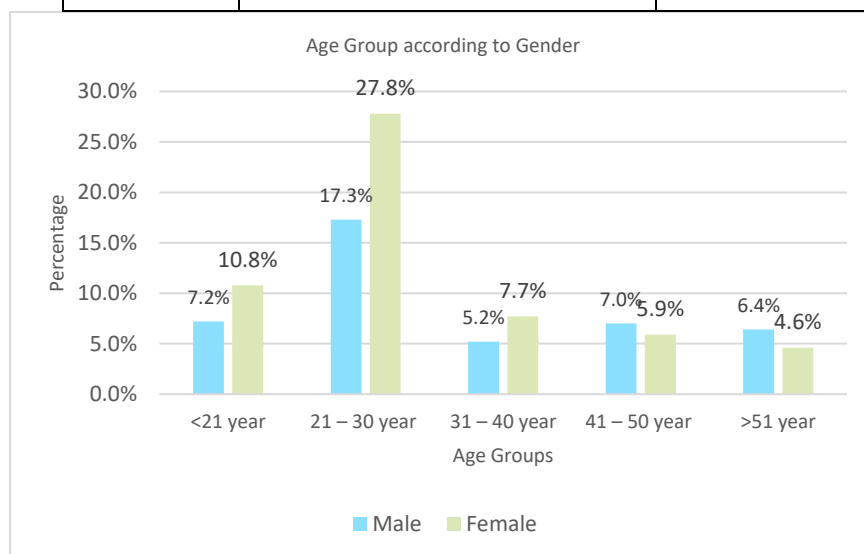


Figure 5: Gender Distribution of Respondents by Age Group

In terms of the residential area of the questionnaire participants, more than half of them currently live in the Johor area, in Table1, with 205 respondents (52.8%). Second are those residing in Selangor and WP Kuala Lumpur, with 23 (5.9%) and 20 (5.2%), respectively. Except for the above three states, the number of respondents in the other states ranges from 8 to 14, accounting for a percentage ranging from 2.1% to 3.6%.

This section collects information on the use and listening of radio in Malaysia, including whether they have a radio set, what factors affect the audience to start listening to the radio, how often they listen to the radio, where they listen to the radio, when they listen to the radio, and the types of programmes they like to listen to, etc. Nowadays, with the development of science and technology, listening to the radio no longer needs to be done through the radio but through mobile phone applications, smart TVs, browsers, etc., to listen to the radio. Therefore, according to the results obtained from the questionnaire, more than 60% of the people did not have a radio set. Among the 150 people who own radio sets, more than half have the habit of listening to the radio daily, accounting for 58%. Among the 238 respondents who did not own a radio set, 83 had the habit of listening to the radio daily, and 155 had no habit of listening to the radio.

In the part where the respondents were asked what factors influenced them to start listening to the radio as shows in Table 2, 49.2% of the respondents answered that they started listening to the radio because of the influence of their parents. 36.6% of the respondents started listening to the radio because of personal preference. In addition, 6.7% and 7.5% of people started listening to the radio because of the influence of friends and school.

		Percent
Factor	Personal Preference	36.6
	Parental Influence	49.2
	Friends Influence	7.5
	School Influence	6.7
	Total	100.0

Figure 6, drive time is defined as the period between 6 a.m. to 10 a.m. and 4 p.m. to 8 p.m. It is the time when most of the public drives a car, takes public transportation to work, and returns home after work. From the collected data, 34.8% and 19.3% of people listened to the radio most frequently at these two times, accounting for 54.1%. Other times, such as 10 a.m. to 1 p.m., had 13.9% of respondents. 14.4% of respondents were from 1 p.m. to 4 p.m. From 8 p.m. to 12 a.m., there were 14.9% of respondents. While from 12 a.m. to 6 a.m., there were 2.6% of respondents.

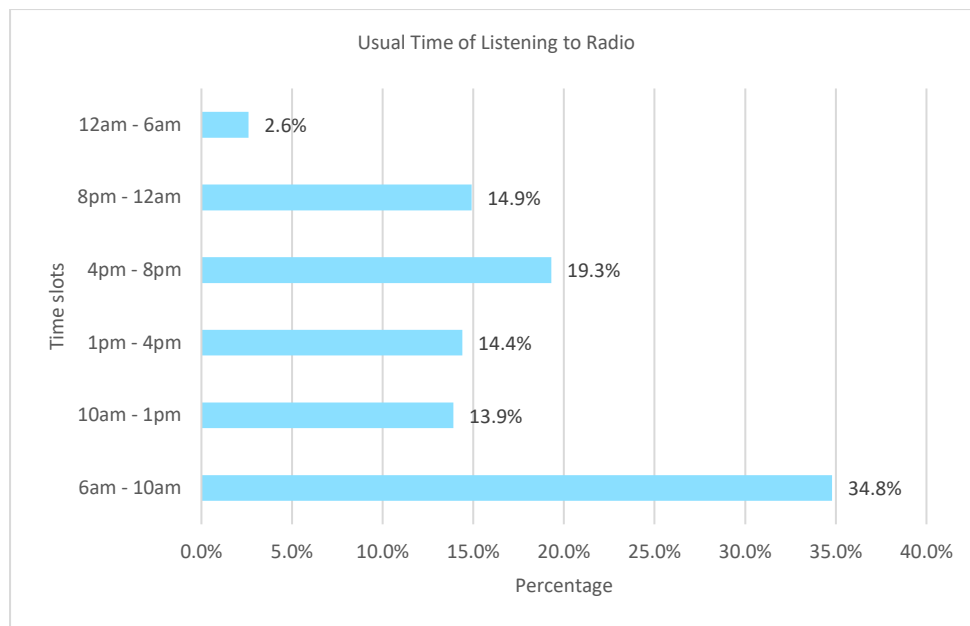


Figure 6: Usual Time of Listening to Radio

Figure 7, indicates among the respondents, more than half of them listened to the radio for no more than an hour a day, accounting for 56.7%. 34.5% of respondents listen to the radio for 1 to 2 hours a day. 6.2% of respondents listen to the radio for 3 to 4 hours a day. Only 2.6% of respondents listened to the radio for more than 5 hours a day. In terms of listening ways, 63.7% of the respondents listened to the radio most often through their radio in their car Figure 8. Followed by radio set, 11.9% of respondents adopted this way. 10.1% of respondents, most commonly use radio applications on phones. TV and websites are 7.5% and 7%, respectively.

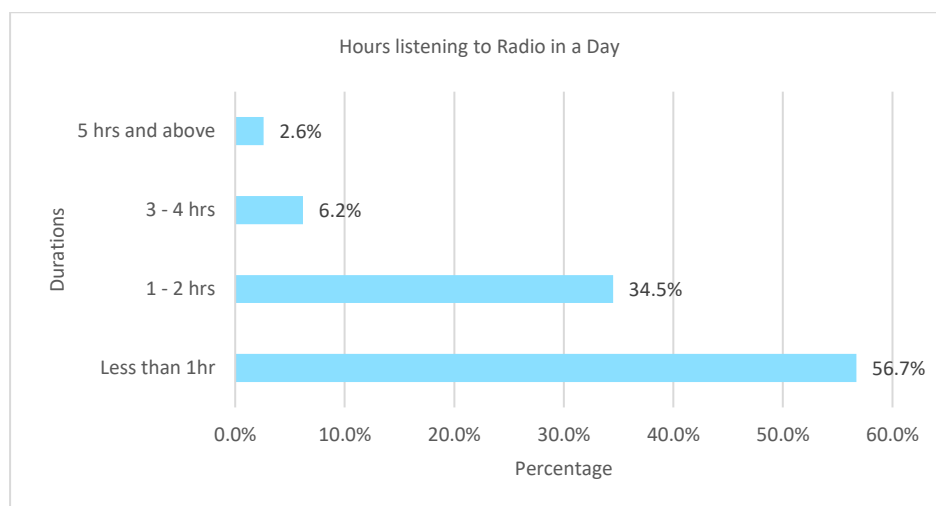


Figure 7: Hours Listening to Radio in a day

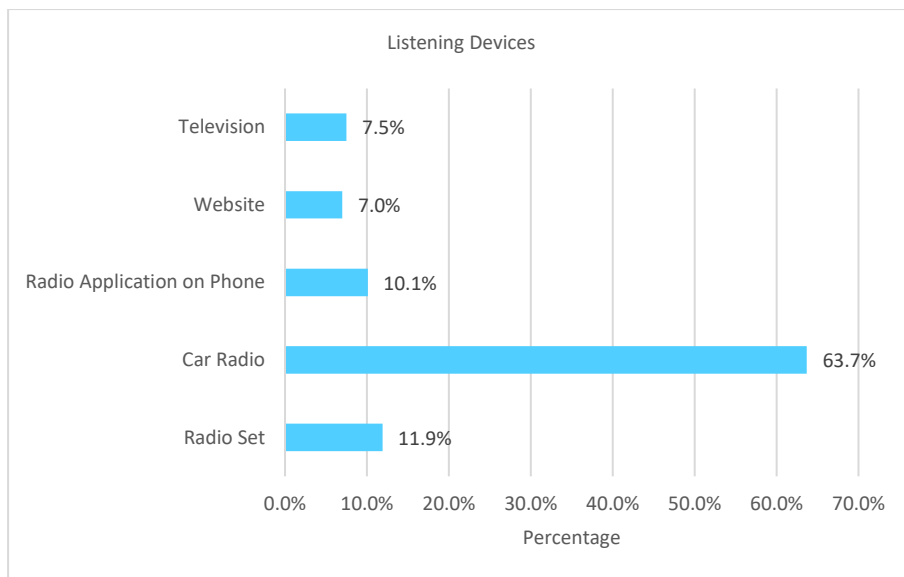


Figure 8: Listening Devices

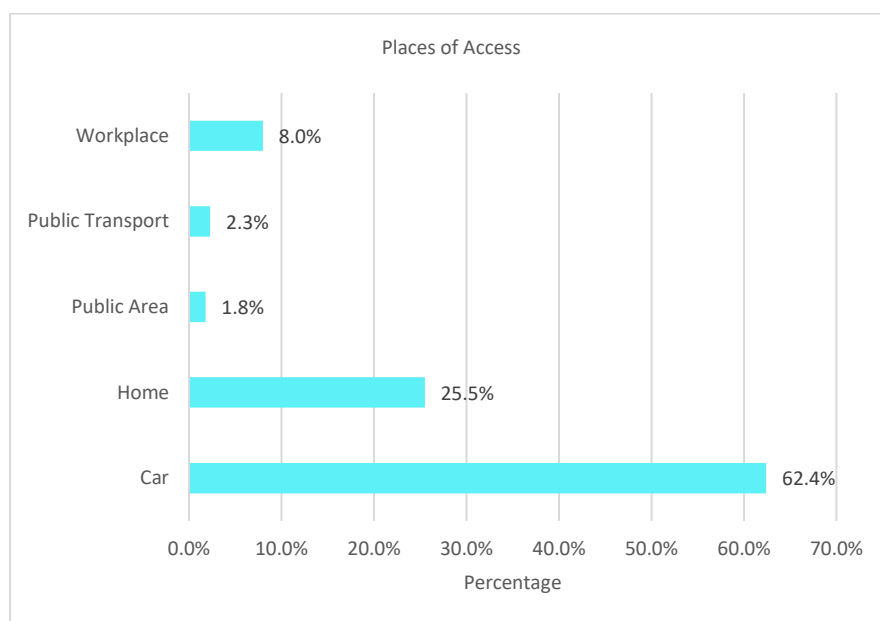


Figure 9: Places of Access to Radio

As for the place to listen to the radio most often as shows in Figure 9, 62.4% of respondents chose to listen to the radio most often in the car. Followed by homes, there are 25.5% of respondents. 8% of respondents listened to the radio most often in the workplace. Respondents who listened to the radio most frequently in public transportation and public relations areas were 2.3% and 1.8%, respectively. Figure 10 shows, the accessibility of radio allows many people to listen to the radio while doing other things. 62.4% of respondents listened to the radio most often while driving. Followed by when working, with 12.9% of respondents. 8.8% of respondents listened to the radio most while doing house chores and cooking. 5.9% of respondents regularly listened to the radio while eating. 5.2% of respondents

listen to the radio before going to bed. 4.9% of respondents mostly listen to the radio while browsing the Internet.

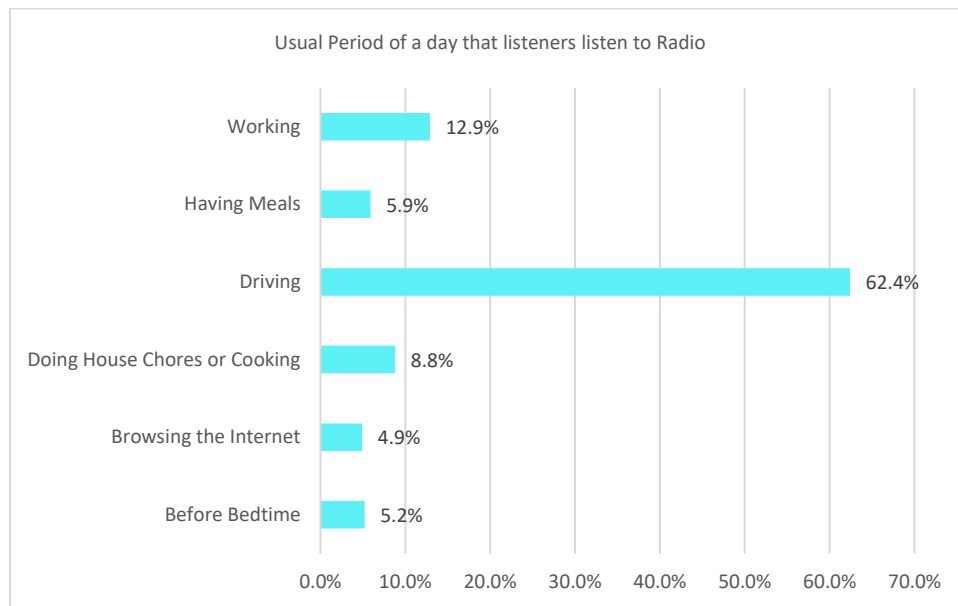


Figure 10: Usual Period of a day that Listeners listen to Radio

Figure 11 shows, a total of 66.8% of respondents preferred music programs among the most favourite radio programmes. Followed by listening to news and current affairs programmes, 15.2% of respondents chose it as their first choice. 7% of the respondents prefer to listen to programmes with sports information content. The result is then followed by entertainment information (3.4%), health information (2.3%), radio dramas (2.3%), talk shows (2.1%), and weather and traffic updates (1%).

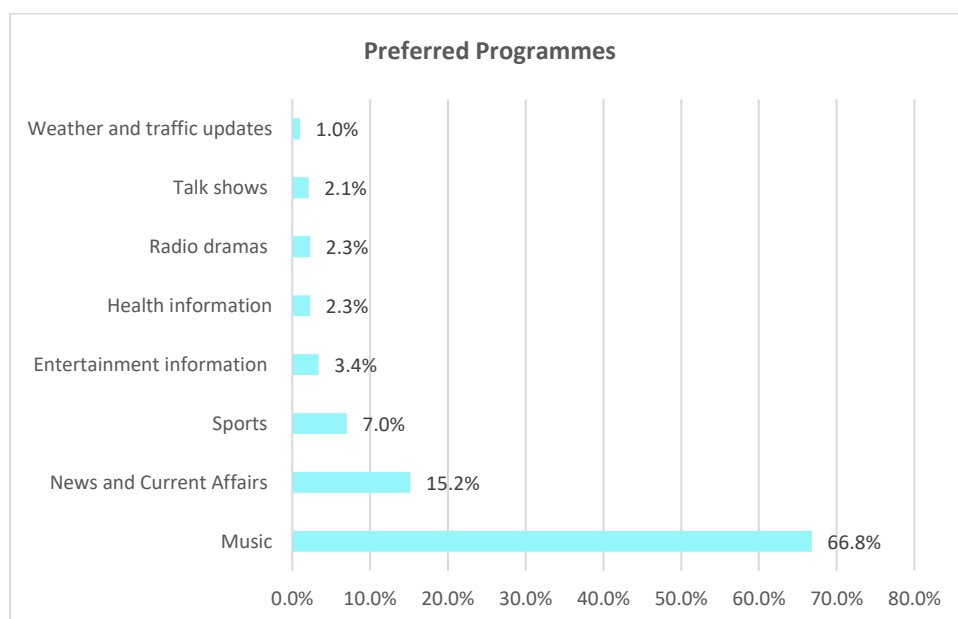


Figure 11: Respondents' Preferred Radio Programmes

This section collects the respondents' opinions on improving radio broadcasting, including what they consider the greatest benefit of radio broadcasting and what aspects need to be improved. The emergence of new media has become a tool for entertaining the masses today, and they use media to meet their needs. In view of the high accessibility of radio, radio has gradually become one of the most powerful tools for countries and enterprises to disseminate information to the outside world. According to the data collected, respondents believe that using the radio to get information is the greatest benefit that radio brings to them. Figure 12 shows, among the respondents, 41.5% think their first choice is "Getting Information." The second choice by many respondents was entertainment and recreation, which is 32.5%. 15.5% of respondents chose stress relief. Broaden knowledge was selected by 4.9% of respondents. Improving sleep quality and depression reduction accounted for 4.6% and 1% of respondents, respectively.

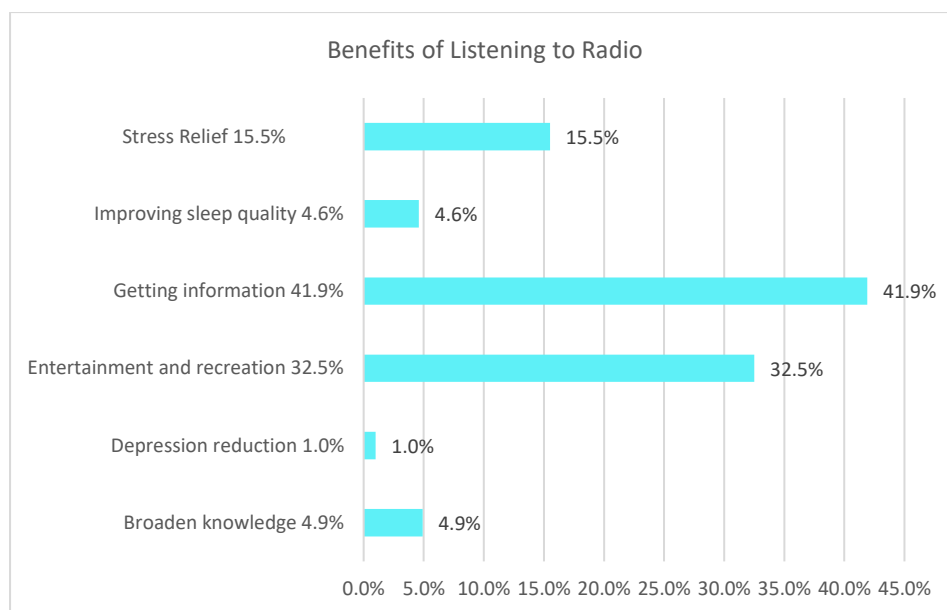


Figure 12: Benefits of Listening to Radio

As shows in Figure 13, regarding the improvement of radio stations, more than half of the respondents believe that the first important thing that radio stations need to improve is "Reducing advertising"; it has accounted for 51.5% of the total respondents. Creating more diverse and interesting programme content is the first choice of 14.4% of respondents. The quality of the radio presenter is also one of the important factors that will affect the listeners' enjoyment of the radio. 10.8% of respondents believed that the first important thing that radio stations must improve is the quality of the radio presenter. 9.3% of respondents believed that radio stations should first improve their coverage. In addition, 8.5% of respondents believed that radio stations must first improve the sound rendering, including the sound quality of song playback, audience call-in, etc. Digital transformation is something that many traditional media, such as newspapers, television, etc., are currently accomplishing. The first choice of 5.4% of respondents was digital transformation.

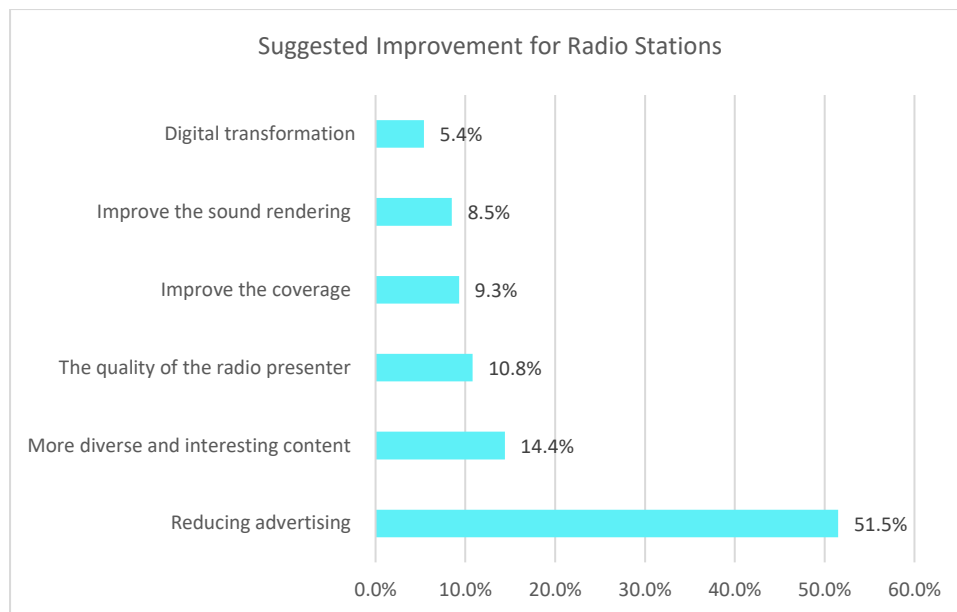


Figure 13: Radio Station Improvement

In the final question of the questionnaire, data on radio listeners' satisfaction with the radio was collected. Radio listeners use radio to fulfil a variety of needs, such as obtaining information and entertainment (Tosun, 2020). Therefore, understanding customer satisfaction is critical to comprehending customers' wants and expectations from radio broadcasts. This comprehension of the customer is then utilized to create systems and procedures that not only meet expectations but also exceed them, ultimately leading to customer satisfaction (Lotich, 2022).

The data shows in Figure 14 reveals that 2.3% of respondents expressed dissatisfaction with current radio programs, indicating that their needs are not being met. Additionally, 14.2% of respondents reported being somewhat satisfied with the current radio programs, implying that some of their expectations were fulfilled, but others were not. A total of 54.12% of respondents chose "Satisfied," indicating that they received what they expected from the radio broadcast, but there are still areas that need improvement. Furthermore, 26.8% of respondents selected "Very Satisfied," implying that the radio broadcast not only satisfied their needs but also possibly improved their experience by providing unexpected surprises. Among the respondents, 2.6% were "Extremely Satisfied" with their overall satisfaction with radio broadcasting. This level of satisfaction indicates that the customer experience consistently exceeds all expectations, and these customers are thrilled with the service they receive (Lotich, 2022). In conclusion, understanding customer satisfaction is critical for developing systems and processes that meet or exceed expectations, leading to customer satisfaction. The data collected in the questionnaire shows that while the majority of respondents are satisfied with the radio broadcast, there are still areas for improvement to ensure that all customers' needs and expectations are met.

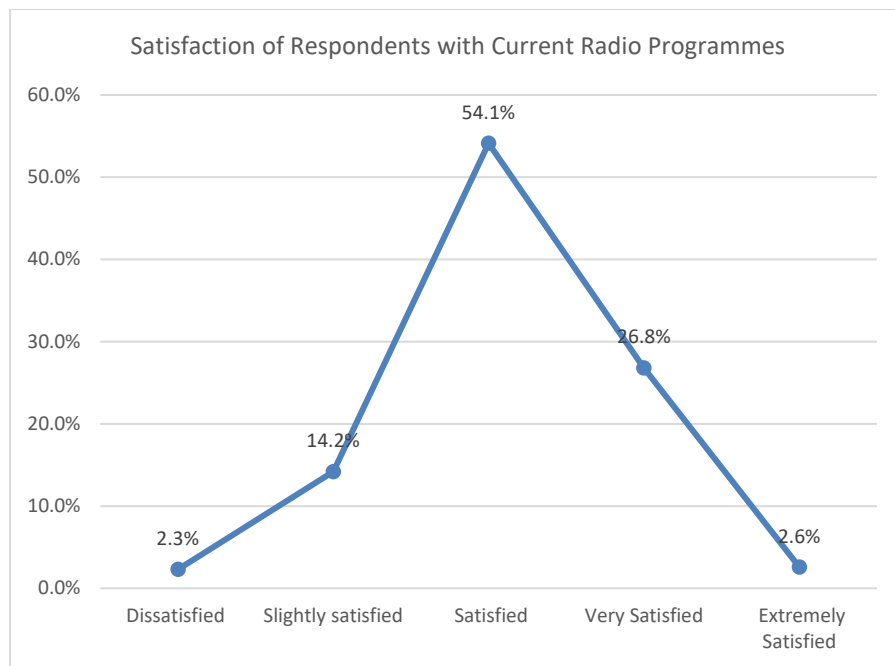


Figure 14: Satisfaction of Respondents with Current Radio Programmes

Hypothesis Testing

This study has three hypotheses. The first hypothesis states that Malaysians usually listen to the radio during drive time, between 6 a.m. to 10 a.m. and 4 p.m. to 8 p.m. The data collected is analysed by Analysis of Variance (ANOVA); the data obtained is as follows:

Table 3:
Summary of ANOVA analysis results for hypothesis 1

Tests of Homogeneity of Variances					
		Levene Statistic	df1	df2	Sig.
When do you find yourself listening to the radio most frequently?	Based on Mean	4.510	4	383	.001
	Based on Median	2.574	4	383	.037
	Based on median and with adjusted df	2.574	4	332.718	.038
	Based on trimmed mean	4.185	4	383	.002

ANOVA

When do you find yourself listening to the radio most frequently?					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	129.926	4	32.481	14.921	<.001
Within Groups	833.732	383	2.177		
Total	963.657	387			

Robust Tests of Equality of Means

When do you find yourself listening to the radio most frequently?

	Statistic ^a	df1	df2	Sig.
Welch	14.365	4	25.663	<.001
Brown-Forsythe	15.470	4	40.025	<.001

a. Asymptotically F distributed.

Upon completing the test, the resulting p-value registers at less than 0.001, underscoring an exceptionally high level of statistical significance. This outcome provides robust support for the hypothesis that Malaysians predominantly engage with radio during drive time.

Table 4:

Summary of ANOVA analysis results for hypothesis 2

Tests of Homogeneity of Variances

		Levene			
		Statistic	df1	df2	Sig.
What is your preferred method for listening to the radio?	Based on Mean	6.406	5	382	.000
	Based on Median	4.351	5	382	.001
	Based on median and with adjusted df	4.351	5	356.249	.001
	Based on trimmed mean	6.911	5	382	.000

ANOVA

What is your preferred method for listening to the radio?

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	15.530	5	3.106	3.025	.011
Within Groups	392.191	382	1.027		
Total	407.722	387			

Robust Tests of Equality of Means

What is your preferred method for listening to the radio?

	Statistic ^a	df1	df2	Sig.
Welch	2.881	5	74.402	.020
Brown-Forsythe	3.020	5	225.673	.012

a. Asymptotically F distributed.

Following the statistical analysis, the obtained p-value is .011, signifying that the preferred listening device for Malaysians when tuning into the radio is, in fact, the car radio. This outcome validates the statistical significance of our hypothesis.

Table 5:

Summary of ANOVA analysis results for hypothesis 3

Tests of Homogeneity of Variances					
		Levene	df1	df2	Sig.
		Statistic			
Can you share some of the benefits you see in listening to the radio?	Based on Mean	8.956	5	382	<.001
	Based on Median	4.521	5	382	<.001
	Based on median and with adjusted df	4.521	5	321.556	<.001
	Based on trimmed mean	7.853	5	382	<.001

ANOVA

Can you share some of the benefits you see in listening to the radio?

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	49.479	5	9.896	5.950	<.001
Within Groups	635.271	382	1.663		
Total	684.750	387			

Robust Tests of Equality of Means

Can you share some of the benefits you see in listening to the radio?

	Statistic ^a	df1	df2	Sig.
Welch	2.864	5	71.351	.021
Brown-Forsythe	4.080	5	48.084	.004

a. Asymptotically F distributed.

Following the statistical analysis, the obtained p-value is less than .001, indicating that the most substantial benefit radio provides to Malaysians is the acquisition of information. This observation underscores the strong statistical significance of our hypothesis.

Discussion And Conclusion

This study aims to acknowledge the current usage of radio broadcasting among Malaysians and their evaluations and opinions on radio broadcasting. With the advancement of technology, radio's function has expanded beyond simply providing the general population with music to listen to. The government, businesses, and other organisations should use it as a tool for information dissemination. An important function of radio in the present and the current day is to become a tool utilised by the public to receive information. According to the results of current study, radio broadcasting now provides Malaysians with the most access to information, followed by entertainment and recreation. Radio fulfils these needs well. People listen to the radio because they have needs that must be satisfied; thus, the two are related. Since science and technology have advanced, listening to the radio is now possible via vehicle radios (car radios), radio apps, and other devices. Due to their simplicity of use, vehicle radios (car radios) are currently the most popular device for listening to radio broadcasts. Subsequently, "Drive Time" has grown to be the time when the majority of people have the most access to the radio (Astro, 2021).

Most Malaysians listen to the radio while driving, and vehicle radios (*car radios*) are the most popular radio listening equipment in Malaysia. The previous chapter's hypothesis-testing results also verified this hypothesis. The results verify that drive time is the most usual time for Malaysians to listen to the radio. Moreover, the car radio is the most common tool Malaysians use to listen to the radio. According to the research results, the p -value is $<.001$ and $.011$, so the hypothesis is statistically significant. For the majority of people, cars are a necessity for getting around (Lim, 2022). The public can listen to radio programmes in various types and languages thanks to the built-in automobile radio devices, which are convenient, simple to install, and free. It made radio more accessible in the public's lives, especially during rush hour or during stuck in traffic, and radio is a great companion for motorists (Nair, 2018). Additionally, since listening to radio broadcasts just requires the public's "ear," it is possible for drivers to listen to radio broadcasts without being excessively distracted. In addition to receiving news and health information broadcast by radio stations, listeners can also learn about current international affairs and broaden their knowledge while enjoying music and entertainment programming (IMPOFF, 2020).

In this era of science and technology, a lot of new media and intelligent products are being developed. They are made to satisfy people's needs and enhance their quality of life. For example, the dryer eliminates the anxiety of drying clothing on rainy days, while the vacuum robot avoids the exhaustion of housewives mopping and sweeping the floor every day. All products and media tools in human life are developed and used because of human needs. It is in accordance with what is argued in the Uses and Gratification Theory (Theory, 2016). People are proactive in their use of media tools. Users or audiences use media because they need to meet specific needs. This theory takes the user or audience as its starting point and the dominant role (Vinney, 2019). Therefore, this study examines the use of radio by Malaysians to satisfy their need for information. The findings of this study also show that getting information is the greatest benefit of radio to Malaysians today. The researcher obtained a p -value $<.001$ from the study results, which verified this hypothesis. The diverse array of radio programs has contributed significantly to making "*entertainment and recreation*" one of the primary advantages of radio broadcasting for the majority of Malaysians, ranking just behind "*acquiring information*." This observation underscores the enduring relevance of radio in today's media landscape (FocusM, 2021).

Traditional media faces severe challenges in the prevailing environment of new media blooming. Commercial advertising has grown to be the radio station's primary source of revenue in order to provide the funding necessary to maintain it in operation. Because of this, it is rather typical for radio broadcasts to include commercial advertising. By using radio, businesses seek to connect with a bigger audience of consumers (Kaufer, 2023). Therefore, most respondents answered that reducing advertising is the most important improvement radio stations can make when it comes to broadcasting. In this regard, radio stations need to consider the best solution that can maintain the operation of the station while not affecting the audience's listening experience with excessive advertising. Radio stations should reduce advertising appropriately, discuss new business partnerships, and cooperate with other radio stations; but at the same time, securing a revenue stream and retaining a larger audience.

The three objectives of this study were all successfully achieved. Based on the first objective of this study, the researchers determined that car radio is the most commonly used radio tool by radio listeners in Malaysia, and they most often listen to the radio while driving. Due to advancements in technology, car radios have become the most accessible tool for radio listeners in Malaysia. Secondly, the researchers identified the greatest benefit that radio

broadcasts bring to radio listeners in the present day. According to the results, getting information is the greatest benefit radio has provided to Malaysian radio listeners. Since radio has a wide audience, low cost, and high accessibility, government agencies in many countries will use radio as one of the platforms to transmit information. As a traditional media, radio is in a vulnerable position compared with other music platforms, such as Spotify, YouTube, and Apple Music. Nevertheless, it is still an advantage for radio broadcasts in terms of accessing official government information, health information, climate information, etc.

Besides, researchers had to analyse opinions and views collected from radio listeners in Malaysia during the study. The researchers concluded that the wide audience of radio and its low cost and high accessibility led many businesses to use radio stations as a medium for advertising (Kaufer, 2023). In addition, the revenue from commercial advertisements is one of the main sources of income for radio stations, which leads to the fact that, nowadays, radio programmes are always interspersed with many commercial advertisements, thus affecting the listening experience of radio listeners. That is why most radio listeners agree that radio stations should reduce the advertising.

Implications of Study

Uses and gratification theory is applied in this study. The idea is that humans are active when they use any media tool, just as they use radio. In the era of intelligence, people's entertainment tools are no longer limited to traditional media, and more new media tools have become their choice. In the face of numerous new media choices, people still choose to keep the habit of listening to the radio, which also indicates that they must have their own needs to be satisfied through the radio. The findings from this research clearly indicated that the argument by Uses and Gratification Theory is still relevant and apply to current radio listeners as they take the initiative to actively look for and make choices in media usage to fulfil their needs (Vinney, 2019). The radio industry and academic research community will take the findings of the research as a reference to assist the professional field of radio keep investigating the trends and usage of radio by its listeners.

Limitation of Study

This study aims to investigate Malaysians' use of radio and their opinions towards it. Therefore, the researchers chose the social media platform Facebook as the release platform to gather questionnaire responses from respondents from various states in Malaysia. However, the questionnaire was not effective in reaching audiences in different states. The researchers even used social media to publish questionnaires; however, it did not reach other audiences in different states due to the limited social media circle of researchers and the large amount of information. It also leads to the fact that half of the respondents in this study are from Johor state, so the study is geographically limited. In addition, this study adopts a quantitative method to collect questionnaires from respondents, and there are no open-ended questions in the questionnaire, which face limitations in questionnaire design. The choices provided to the respondents in the questionnaire were prepared and drawn up by the researcher after the pilot test, so the answers selected by the respondents were limited. Therefore, this research is limited due to the research method selected. It may be extended to a bigger scale by adopting a mixed-method design to add open-ended questions. The mixed method approach combines elements and the advantages of both quantitative and qualitative research; they can provide researchers with a more comprehensive overview than either quantitative or qualitative studies separately (George, 2021).

Recommendations for Future Research

It is recommended that a mixed method be used for future research, which will make the collected data more comprehensive rather than limited to the options set by researchers. In addition, researchers should narrow the survey audience to the audience within a certain region or state and then expand the research results to other regions in future research as a reference. If the audience is set as all Malaysians, the audience is widely distributed, making it difficult to get precise data. The fact that Malaysia is a multi-ethnic nation with a rich diversity of languages and cultures also has an impact on the language used in the media (such as television, newspapers, radio stations, etc.). Therefore, future research could focus on certain programming or radio stations and understand what type of region respondents live in (such as rural or urban), thus able to understand radio usage better and the opinions of different ethnic listeners in Malaysia. Besides that, future studies could also target a particular audience group, such as the radio listening habits of Chinese or Malays. Researchers can understand more about the listening habits of different ethnic groups and even investigate the impact of different life patterns on listening habits in this way.

Conclusion

This research holds immense significance for Malaysia's radio industry as it furnishes us with a comprehensive understanding of radio's current status and its role within Malaysian society. The findings unequivocally delineate the contemporary usage patterns of radio and underscore the imperative for radio to embrace modern technology and enhance its offerings. In addition to guiding students in the field of communication and media who wish to delve into radio studies, this research also provides radio stations with valuable insights for crafting content that resonates with their audience, ensuring lasting engagement. The study underscores that radio remains relevant in numerous scenarios, yet it necessitates adaptation to endure. Radio serves as a cost-effective means to access a broad demographic, even in the era of social media dominance. Traditional radio continues to hold sway, particularly among those with more limited financial resources, who find it a more affordable alternative to pricier smart devices. This research serves as a clarion call for immediate action, urging radio to modernize and keep pace with the swiftly evolving media landscape. Furthermore, it extends an invitation to explore the untapped potential of radio for both creators and scholars, aligning with the views of experts like Quain (2018) and Teo (2018), who underscore the enduring value of radio and its future potential.

In conclusion, a staggering 80% of the Malaysians surveyed in this study expressed satisfaction, or even high satisfaction, with the present-day broadcast radio programs. This demonstrates that radio effectively meets their informational and entertainment needs, occasionally surprising them with its offerings. Despite the surge in new media platforms, radio remains a preferred source for critical information, including national, government, health, and transportation updates. This reaffirms that radio remains a reliable information source for Malaysians in the contemporary era, as supported by UNESCO in 2022. Radio broadcasting has evolved from one-way communication to an interactive two-way exchange. Consequently, modern radio stations must strategize how to implement technological transformations more effectively. Ensuring that radio listening is not confined to specific environments or reliant on internet access simplifies the act of tuning in. Radio retains its distinct identity and significance in the current era. To secure its future, radio must expand its presence on social media, diversify its program offerings, develop mobile applications for easy offline listening, and position itself as a go-to source for important information and relaxing

music. These priorities should guide the radio industry's efforts to remain relevant and essential amidst the rapid changes of our times.

References

- Albarran, A. B., Anderson, T., Bejar, L. G., Bussart, A. L., Daggett, E., Gibson, S., Gorman, M., Greer, D., Guo, M., Horst, J. L., Khalaf, T., Lay, J. P., McCracken, M., Mott, B., & Way, H. (2007). What Happened to our Audience? Radio and New Technology Uses and Gratifications among Young Adult Users. *Journal of Radio Studies*, 14(2), 2-11. <https://www.researchgate.net/publication/249052010>
- 8FM, A. (2021). 8FM MUSIC JURY. Retrieved from 8FM: <https://www.8fm.audio/8fm-%E9%9F%B3%E4%B9%90%E8%AF%84%E5%AE%A1-music-jury/>
- Asia, A. R. (2021a, November 14). Malaysia: Astro Radio listener reach grows to 15.6 million. Retrieved from Radio Info Asia: <https://radioinfo.asia/news/malaysia-astro-radio-listener-reach-grows-to-15-6-million/>
- Asia, A. R. (2021b, September 7). Radio is most listened to audio platform in Malaysia: GfK study. Retrieved from Radio Info Asia: <https://radioinfo.asia/news/radio-is-most-listened-to-audio-platform-in-malaysia-gfk-study/>
- Astro, A. (2021, October 28). Astro Radio revitalizes SYOK app with 60 new online radio stations and more. Retrieved from Astro Malaysia Holdings Berhad: <https://corporate.astro.com.my/mediaroom-releases/astro-radio-revitalizes-syok-app-with-60-new-online-radio-stations-and-more>
- Bajracharya, S. (2018, January 11). Uses and Gratifications Theory. Retrieved from businesstopia: <https://www.businesstopia.net/mass-communication/uses-gratifications-theory>
- Bhandari, P. (2020, June 12). An introduction to quantitative research. Retrieved from Scribbr: <https://www.scribbr.com/methodology/quantitative-research/>
- Blog, F. (2021, August 11). Primary vs Secondary Data: 15 Key Differences & Similarities. Retrieved from Formplu: <https://www.formplu.us/blog/primary-secondary-data>
- Chaw, K. (2020, May 21). Survey shows Malaysians rely on radio for companionship during MCO. Retrieved from The Star: <https://www.thestar.com.my/lifestyle/entertainment/2020/05/21/survey-shows-malaysians-rely-on-radio-for-companionship-during-mco>
- d-help, A. (2019). Differences between New Media and Traditional Media. Retrieved from <https://d-help.com/en/differences-between-new-media-and-traditional-media/>
- Dubenskij, C. (2014, June 18). World War One: How radio crackled into life in conflict. Retrieved from BBC News: <https://www.bbc.com/news/uk-wales-27894944>
- eGyanKosh, A. (2017). Unit 3 Traditional and Modern Media of Communication. Retrieved from eGyanKosh: <http://hdl.handle.net/123456789/17385>
- FocusM. (2021, May 20). Radio is still relevant, even during a pandemic. Retrieved from FOCUS MALAYSIA: <https://focusmalaysia.my/radio-is-still-relevant-even-during-a-pandemic/>
- George, T. (2021, August 13). An introduction to mixed methods research. Retrieved from Scribbr: <https://www.scribbr.com/methodology/mixed-methods-research/>
- Hirschmeier, S., Tilly, R., & Beule, V. (2019). Digital Transformation of Radio Broadcasting: An Exploratory Analysis of Challenges and Solutions for New Digital Radio Services. In Proceedings of the 52nd Hawaii International Conference on System Sciences (pp. 5017-5026). Research Gate. <https://hdl.handle.net/10125/59939>

- IMPOFF, A. (2020, April 4). Importance of Media in Different Aspects of Life. Retrieved from IMPOFF: <https://impoff.com/importance-of-media/>
- Jansen, D., & Warren, K. (June, 2020). What (Exactly) Is Research Methodology? Retrieved from GRADCOACH: <https://gradcoach.com/what-is-research-methodology/>
- Jha, R. P. (2017, September 17). Sample size for a pilot study? Retrieved from Research Gate: https://www.researchgate.net/post/Sample_size_for_a_pilot_study#:~:text=In%20general%2C%20the%20sample%20size,is%20no%20higher%20order%20construct.
- Jørgensen, F., & Hanssen, T.-E. S. (2019, December). Implications for traffic safety from car drivers' secondary task engagement – An economist's view. Retrieved from ScienceDirect: <https://reader.elsevier.com/reader/sd/pii/S2212012219300413?token=4D3601133F26F23C8EEB02ED81489D5F502F0B9B44B96DFBEF9AFE5B96967F7C968CC909F71FC59555E842144510B1B3&originRegion=eu-west-1&originCreation=20220320074914>
- Jung, B. (2019, February 12). What Are the Benefits of Smartphone Technology? Retrieved from CHRON: <https://smallbusiness.chron.com/benefits-smartphone-technology-57037.html>
- Kaufer, K. (2023, June 15). Is Radio Advertising Effective? Ads .Results Media. <https://www.adresultsmedia.com/news-insights/is-radio-advertising-effective/>
- KEMP, S. (2021, February 11). DIGITAL 2021: MALAYSIA. Retrieved from DATAREPORTAL: <https://datareportal.com/reports/digital-2021-malaysia>
- Kessler, F. (2022, May 6). Survey shows increase in weekly radio listeners for Media Prima Audio in 2022. Retrieved from NEW STRAITS TIMES: <https://www.nst.com.my/news/nation/2022/05/794165/survey-shows-increase-weekly-radio-listeners-media-prima-audio-2022#:~:text=Survey%20shows%20increase%20in%20weekly%20radio%20listeners%20for%20Media%20Prima%20Audio%20in%202022,-By%20Fionaa%20Kessler&text>
- Kessler, F. (2022, May 6). Survey shows increase in weekly radio listeners for Media Prima Audio in 2022. Retrieved from NEW STRAITS TIMES: <https://www.nst.com.my/news/nation/2022/05/794165/survey-shows-increase-weekly-radio-listeners-media-prima-audio-2022#:~:text=Survey%20shows%20increase%20in%20weekly%20radio%20listeners%20for%20Media%20Prima%20Audio%20in%202022,-By%20Fionaa%20Kessler&text>
- Libraries, A. (2018). Evolution of Radio Broadcasting. Retrieved from LIBRARIES: <https://open.lib.umn.edu/mediaandculture/chapter/7-2-evolution-of-radio-broadcasting/>
- Lim, A. (2022, June 13). More cars than people in Malaysia at present? Not likely, as 33 mil figure is total registrations since 1946. Retrieved from paultan.org: <https://paultan.org/2022/06/13/more-cars-than-people-in-malaysia-at-present-not-likely-as-33-mil-figure-is-total-registrations-since-1946/>
- Lotich, P. (2022, February 16). What Are The 5 Levels of Customer Satisfaction? Retrieved from Thriving Small Business: <https://thethrivingsmallbusiness.com/what-is-customer-retention/>
- Lucas, J. (2019, February 28). What Are Radio Waves? Retrieved from LIVE SCIENCE: <https://www.livescience.com/50399-radio-waves.html>
- Luo, X. (2002). Uses and Gratifications Theory and E-Consumer Behaviours: A Structural Equation Modelling Study. *Journal of Interactive Advertising*.

- Malaysia, A. C. (2020a, December 24). GFK: OVER NINE IN TEN MALAYSIANS CONTINUE TO TUNE IN TO RADIO WEEKLY USING MULTIPLE PLATFORMS. Retrieved from Commercial Radio MALAYSIA: <https://www.commercialradio.my/2020/11/24/gfk-over-nine-in-ten-malaysians-continue-to-tune-in-to-radio-weekly-using-multiple-platforms/>
- Malaysia, A. C. (2020b). History of Radio. Retrieved from Commercial Radio Malaysia: <https://www.commercialradio.my/about-radio/history-of-radio-crm/>
- McCombes, S. (2021, July 16). Doing Survey Research | A Step-by-Step Guide. Retrieved from Scribbr: <https://www.scribbr.com/methodology/survey-research/>
- Media, A. M. (2015, February 11). Radio: One of the Most Powerful Communication Tools of the 21st Century. Retrieved from Myriad Global Media: <http://www.myriadglobalmedia.com/radio-one-powerful-communication-tools-21st-century/>
- MSPH, D. P. (2020). Sampling Methods in Research Design. *Headache: The Journal of Head and Face Pain*, 8.
- Nair, S. (2018, July 18). More Malaysians now listen to radio during rush hour. Retrieved from The Star: <https://www.thestar.com.my/tech/tech-news/2018/07/18/radio-keeping-malaysians-company-during-rush-hour-traffic>
- Nazari, M. R., & Hasbullah, A. H. (2010). Radio as an Educational Media: Impact on Agricultural Development. *The Journal of the South East Asia Research centre for Communication and Humanities*, 13-20.
- Noels, J. (2018, September 17). What Is SPSS and Its Importance in Research & Data Analysis? Retrieved from <https://johnnoels.medium.com/what-is-spss-and-its-importance-in-research-data-analysis-5f109ab90da1>
- Officer, M. (2017, December 5). Radio Users Survey. Retrieved from <https://www.mcmc.gov.my/en/resources/statistics/radio-users-survey-2017>
- Peirce, K. (2006). Uses and Gratifications Theory. In *Encyclopaedia of Children, Adolescents, and the Media*. Worcester, Massachusetts: Sage Publications. Retrieved from <https://go.gale.com/ps/i.do?id=GALE%7CCX3470400454&v=2.1&u=psucic&it=r&p=G VRL&sw=w&asid=c5074e498be9ec0f170f115e3d9f52e5>
- Quain, S. (2018, October 25). Traditional Communication Channels. Retrieved from <https://smallbusiness.chron.com/direct-mail-alternatives-66904.html>
- Safi, F., & Iqbal, L. (2015). Uses and Needs Gratification of FM Radio Broadcast in Native Pashto Language: A Case Study of Youth from Mardan. *Journal of Applied Environmental and Biological Sciences*, 220-227.
- Setiowati, E. (2018). The Pattern Program of the Morning Radio Sequence: Study of Four Major Stations in Jakarta. *The 2nd International Conference on Vocational Higher Education (ICVHE) 2017*, 285–292.
- Shah, M. (2020, April 1). Traditional Media vs. New Media: Which is Beneficial. Retrieved from TECH FUNNEL: <https://www.techfunnel.com/martech/traditional-media-vs-new-media-beneficial/#definition>
- SmartLab, A. (2021, December 3). Online surveys - short history. Retrieved from SmartLab: <https://www.surveylab.com/en/blog/online-surveys-short-history/>
- SmartSurvey, A. (2022). 10 Advantages of Online Surveys. Retrieved from SmartSurvey: <https://www.smartsurvey.co.uk/articles/10-advantages-of-online-surveys>
- Sterling, C. H., & Skretvedt, R. (2021, July 27). Radio. Retrieved from Encyclopaedia Britannica: <https://www.britannica.com/topic/radio>

- Teo, Y. (2018). *This Is What Inequality Looks Like*. Singapore: Ethos Books.
- Theory, A. C. (2016). Uses and gratification theory. Retrieved from Communication Theory: <https://www.communicationtheory.org/uses-and-gratification-theory/>
- Thomas, L. (2020, October 2). Simple Random Sampling | Definition, Steps & Examples. Retrieved from Scribbr: <https://www.scribbr.com/methodology/simple-random-sampling/#:~:text=Simple%20random%20sampling%20is%20a,possible%20of%20this%20random%20subset.>
- Tosun, L. P. (2020). The relationship between radio listeners' motives and preferences in Turkey. *Turkish Journal of Communication*, 17(1), 87-99.
- Trochim, W. M. (2022). Descriptive Statistics. Retrieved from conjoint.ly: <https://conjointly.com/kb/descriptive-statistics/>
- Turney, S. (2016). Uses and Gratifications Theory. Retrieved from <https://sites.psu.edu/sarahturney/uses-and-gratifications-theory/>
- UNESCO. (2022, February 9). Radio remains one of the most trusted medium of communication. <https://www.unesco.org/en/articles/radio-remains-one-most-trusted-medium-communication>
- UN Specialized Agency for ICTs. (2023, February 13). Broadcast radio: The most reliable medium for disaster updates. <https://www.itu.int/hub/2023/02/broadcast-radio-the-most-reliable-medium-for-disaster-updates/>
- Vinney, C. (2019, April 19). What Is Uses and Gratifications Theory? Definition and Examples. Retrieved from ThoughtCo. <https://www.thoughtco.com/uses-and-gratifications-theory-4628333>
- Waves, A. A. (2021). Radio Stations in Malaysia. Retrieved from Asia Waves: <https://www.asiawaves.net/malaysia-radio.htm>
- West, R. L., & Turner, L. H. (2010). Uses and Gratifications Theory. In *Introducing Communication Theory: Analysis and Application* (pp. 392-398). Boston: McGraw-Hill.
- Whiting, A., & Williams, D. (2013). Why people use social media: a uses and gratifications approach. *Qualitative Market Research: An International Journal*, 16(4), 362-369.