



The influence of communication style on the motivation of Yogyakarta Muhammadiyah Radio Broadcast listeners among public

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ABSTRACT

Keywords

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The world of communication and information is increasing nowadays, very quickly reaching various aspects of life in which all humans can feel their role, one of which is radio broadcasting. Radiomu Yogyakarta is a subsidiary of Muhammadiyah which started broadcasting in 2016. RadioMu, namely Muhammadiyah Streaming Radio, runs with a variety of programs presented to listeners. After developing into Radio, RadioMu with different listener segmentation, the broadcast content was aligned with the target listeners according to Radio's vision. The aim of this research is to find out how communication style influences the motivation of listeners of Yogyakarta Muhammadiyah radio broadcasts among the public. This research uses communication style theory. This research uses a qualitative approach. The data collection technique used by researchers is using in-depth interview techniques. The analytical technique used in this research is data reduction to sort the main data, then presenting the data by describing it to make it easier for researchers to understand the data that has been obtained, then drawing conclusions on the data that has been obtained. The research results show that the perspective on the communication style used by RadioMu is an open communication style, an argumentative communication style, then a friendly and precise communication style. The role of this communication style is to increase the number of listeners.

1. Introduction

Each individual has a unique communication style and way of interacting and exchanging information with other individuals (Rinawiyanti & Kusumo, 2023). The communication style itself is the way a person can interact verbally and verbally to signal how the real meaning should be understood or understood. Communication style consists of a group of communication behaviors that are used to obtain certain responses or answers in certain situations (Pribadi & Nasution, 2021). The suitability of a communication style used also depends on the sender's intentions and the recipient's expectations (Agung Ayu Mirah Krisnawati, 2022).

The world of communication and information is increasing nowadays, very quickly reaching various aspects of life where you can feel the role of all humans (Putri, 2020). All other daily activities by incorporating aspects of communication and information into our lifestyle will actually lag behind development and civilization (Fadillah et al., 2022). One form of technological development that is quite rapid and important is the development of communication and information technology (Aksa, 2018).

One medium that can be used as a communication medium is radio (Ridwanullah & Herdiana, 2018). Radio itself is a tool or broadcast that is often used by communicators to convey messages to the public. Radio began to develop in Indonesia from 1925 until now. By using radio, da'wah messages can easily be conveyed to the wider community (S, 2020). Using radio as a medium for

da'wah communication is not as easy as imagined: 1) Regarding what the owner of a radio company wants, this is related to the agenda for setting radio broadcasts. 2) What radio broadcast listeners want, this is related to the uses and gratification theory of radio listeners. 3) Relating to the ability of broadcasters to mix various da'wah broadcasts that suit the tastes and interests of listeners (Talalu, 2020).

Radio itself is a tool or broadcast that is often used by communicators to convey messages to the public. Radio began to develop in Indonesia from 1925 until now (Cull, 2022). Radio is very popular among the public because it has characteristics in the form of an auditory display that only displays sound, a theater of mind which allows listeners to imagine, quickly and directly convey information, and avoid hoaxes (Khotimah, R. N., & Vebryanda, 2020).

The important role of radio as a communication medium is to provide a platform for the needs and interests of its listeners. There are 3 forms of needs, namely information, education and entertainment. Not fulfilling one of these needs will make radio lose its social function, lose its listeners, and ultimately the public will protest because it is not suitable for broadcasting (Muhajir, 2012).

RadioMu Yogyakarta is a subsidiary of Muhammadiyah which started broadcasting in 2016. Radiomu has 2 locations, the first is located on Jl. Gedong Kuning No. 130b, Rejowinangun, Bantul Regency, Special Region of Yogyakarta. And secondly on Jl. KH. Ahmad Dahlan No. 103, Notoprajan, ngampilan, Yogyakarta City, Special Region of Yogyakarta.

RadioMu Yogyakarta broadcast from early 2016 until now by presenting 4 superior programs, namely the spirit of friends, the story of the enlightener, coffee with Budi and finally towards dusk. Radiomu also innovates using several social media platforms such as FB, YouTube, Instagram and Twitter. Based on the background that has been described, researchers are interested in examining how communication style influences the motivation of Yogyakarta Muhammadiyah radio broadcast listeners among the community.

2. Method

This research uses a qualitative approach. Qualitative research is defined as methods for exploring, understanding the meaning ascribed to social or humanitarian problems (Cresswell W, 2013). This research was conducted at Radio Muhammadiyah, Jl. Gedong Kuning No. 130b, Rejowinangun, Bantul Regency, Yogyakarta. The data collection technique used by researchers is using in-depth interview techniques. The analytical technique used in this research is data reduction to sort out the main data, then presenting the data by describing it to make it easier for researchers to understand the data that has been obtained, then drawing conclusions on the data that has been obtained (Annisa, 2021).

3. Result and Discussion

3.1. RadioMu Profile

The radio owned by Muhammadiyah is named RadioMu (Radio Muhammadiyah). RadioMu is a streaming-based preaching radio station under the leadership of the Muhammadiyah Central Leadership MPI (Majlis Pustaka dan Informatika). This radio was founded because of the need for da'wah and for wider dissemination of Muhammadiyah organization information, by relying on online streaming channels. RadioMu broadcasts lectures organized by Muhammadiyah (Istiqamah, 2017).

RadioMu, namely Muhammadiyah Streaming Radio, has been running since early 2012 with various dynamics and various programs presented to listeners. After developing into Radio RadioMu with different listener segmentation, the broadcast content was aligned with the target listeners according to the Radio's vision. The ideals that RadioMu has always promoted are to contribute to the mission of the organization through the air.

For five years RadioMu has been running and greeting its listeners, for five years RadioMu's existence has begun to become a special attraction with the emergence of one of the results of the

47th Muhammadiyah Congress in Makassar, which recommended to the Muhammadiyah Central Leadership to pay attention to the development of da'wah media in the form of radio and television. Having a vision as the center of Muhammadiyah's voice on da'wah or the center of the voice of Muhammadiyah's da'wah, RadioMu strives to be at the forefront in presenting Muhammadiyah's da'wah broadcasts, especially those held by the Muhammadiyah Central Leadership. Being the center for the voice of Muhammadiyah preaching, RadioMu is of course always improving and improving its quality in various ways.

RadioMu has an ideal that it always carries, namely to be able to contribute to the da'wah of the organization through the air, so it is with great hope that this radio, which was previously a community radio which had a limited broadcast range of only around 5 km², but now uses a streaming broadcast system so that it can be reached by many people. Like mass media in general, RadioMu also aims to convey information and entertainment to the public, but unlike public radio, RadioMu focuses more on Islamic preaching programs and broadcasts.

RadioMu is also a da'wah radio station and also one of the media used by the Muhammadiyah da'wah organization, a large da'wah organization in Indonesia. This certainly has a big influence on the expansion of Islamic teachings to create a society that always obeys its commands and avoids its prohibitions. In the current era which is marked by the rapid progress of information technology, RadioMu, one of the Muhammadiyah organization's missionary vehicles, is taking advantage of this opportunity to expand Islamic propaganda.

The RadioMu secretariat office (Radio Muhammadiyah) is in the Muhammadiyah Central Leadership Building, as is the RadioMu broadcast studio located on the second floor of the Muhammadiyah Central Leadership Building Jln. KH. Ahmad Dahlan No. 103, Notoprajan, Ngampilan, Yogyakarta City, Special Region of Yogyakarta, postal code 55262, telephone (0274) 375025. Using social networks to get to know audiences is the right choice because these facilities are more widely used by the public, currently social media users are not only young people, parents and even small children are familiar with social media. The following are Radio Muhammadiyah's Twitter, Facebook and Instagram social media accounts.

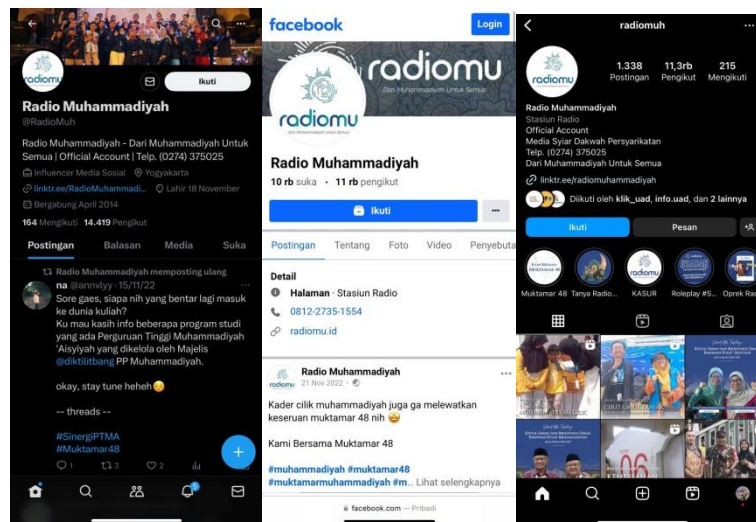


Fig. 1. Social media RadioMu Twitter, Facebook, dan Instagram

By using this social media, RadioMu can get to know its target audience, although if it uses streaming broadcasts, the audience is not very easy to identify according to the demographic scope of listeners, but with social media such as Twitter, Facebook and Instagram, it can be seen how many people are interested in RadioMu's broadcasts.

3.2. RadioMu Communication Style

Communication style is the way a person interacts verbally and verbally, to signal how the true meaning must be understood or understood to get a certain response or response in a certain

situation. Communication style is influenced by the situation faced. Each person will use a different communication style.

A broadcaster is a person who communicates either directly or indirectly to provide information, education, entertainment and as a close friend to the listening audience. A broadcaster must be able to familiarize himself with the listeners, so that it seems as if the announcer and listeners are in the same room and place, even though they are in other places separately. Therefore listeners have a strong attraction to broadcasters to listen to that program and not surf the waves of other radio stations. In terms of broadcaster skills, there are several things that an announcer must have, namely speaking quickly in conveying a message, clear pronunciation of words, correct intonation, and good vocals in delivery. Before the live broadcast (on air), the broadcaster is expected to prepare everything in preparation for the live broadcast. For example, breathing to produce "diaphragmatic sounds" is sounds that are formed from the abdominal cavity. This voice will be more powerful (powerful), rounder, clear and loud without having to shout (Syamsul, 2010).

Communication style consists of a group of communication behaviors that are used to obtain certain responses or answers in certain situations. The suitability of a communication style used also depends on the sender's intentions and the recipient's expectations. Seeing what communication styles exist, and being able to motivate listeners of Yogyakarta Muhammadiyah radio broadcasts among the public.

Dominant, dominant communicator in interaction. People like this tend to want to control their conversation. Dramatic, when communicating tends to be excessive, using things that contain figures of speech, metaphors, stories, fantasies and sound games. Animated Expressive, color in communication, such as eye contact, facial expressions, gestures and changes in body movements. Open, communication is open, there are no secrets so that a sense of confidence arises and two-way communication is formed. Argumentative, communicators tend to like to argue and are aggressive in their arguments. Relaxed, the communicator is able to be positive and supportive of others. Attentive, the communicator interacts with other people by being an active, empathetic and sensitive listener. Impression leaving, the ability of a communicator to form an impression on his listeners. Friendly, the communicator is friendly and polite when conveying a message to the recipient of the message. Precise, the right style in which the communicator asks to discuss something with precise and accurate content orally (Sudiwijaya & Arifianto, 2021).

In developing a communication strategy to achieve effective communication in accordance with its objectives, apart from getting to know the audience and establishing the content of the message, the methods used also have an influence. So that by using appropriate methods, the process of conveying Islamic da'wah messages can easily reach the intended target (Istiqamah, 2017). The method used by RadioMu can be clarified into two aspects, namely, according to its implementation and according to its content.

1) According to the method of implementation, RadioMu uses an on air streaming system in the studio and also has live streaming events directly at the event location, namely from outside the studio. The programs that are on air in the studio are daily programs such as Morning Spirit, Towards Dusk, and Casual Chat. Then for live streaming programs for the field team at the event location, such as Podcast programs. For those that are not routine programs, for example, RadioMu was asked directly by the Muhammadiyah institution to broadcast events such as when the Muhammadiyah central leadership held a grand recitation event at the mosque, or national events held at hold it somewhere else.

2) According to the form of content, RadioMu uses informative, educational and persuasive methods. There are programs that use informative methods, namely, the Ramadhan facts program, the role of Muhammadiyah youth, and early child marriage and its impacts, the Casual Chat program with the Muhammadiyah Central Leadership Council, as well as other Muhammadiyah figures according to the resource person's field of expertise.

Apart from that, RadioMu also uses persuasive and educative methods, persuasive methods such as the Towards Dusk Program, let's share together, urban community communication disaster preparedness in the URBAN NEXUS and contemporary programs. And for educational methods, most of RadioMu's programs use educational methods because RadioMu's aim as a broadcast media

for Muhammadiyah institutions is to convey Islamic education and da'wah. Programs that use educational methods are, Casual Chatting about the World of Education, programs for progressive Islamic women and the role of youth in millennial da'wah. Apart from the programs broadcast in the studio, there are also several programs broadcast live at the event location, for example recitation programs and national seminars.

However, it does not rule out the possibility that RadioMu will also bring in speakers from various circles according to the discussion portion of each program. As for source credibility, RadioMu invites speakers who are experts in fields that match the topic of discussion on the program at that time. For example, regarding topics related to the environment and disasters, RadioMu invites speakers from MDMC (Muhammadiyah Disaster Management Center), then regarding worship, aqidah, morals, and mu'amalah, RadioMu invites Majelis Tabligh, as for communities, RadioMu also invites various communities in Yogyakarta for example RBK (Community Reading House) in Jogja.

With RadioMu's great responsibility as the center for the voice of Muhammadiyah preaching, RadioMu strives to present da'wah programs that are interesting and enjoyable to listen to to various groups, from the younger generation to the older generation. RadioMu programs are also safe for children to listen to. According to the author's observations, the role of communicators at RadioMu is in accordance with their respective portions, and in accordance with RadioMu's vision, namely contributing to the mission of the organization through the air. With RadioMu, the Muhammadiyah organization's Islamic da'wah is more effective and easier to reach (Istiqamah, 2017).

The advantages obtained by using RadioMu are certainly not much different from its advantages as a streaming media that utilizes the internet network. Easily accessible via mobile phone, or via media platforms such as Twitter, Facebook or Instagram. Apart from being easily accessible through various methods, RadioMu can also be heard at any time because it broadcasts information, preaching and entertainment 24 hours non-stop. It can also be heard anywhere, for listeners in Yogyakarta, outside Yogyakarta from Aceh to Papua, even when abroad, listeners can still listen to RadioMu, as long as there is an internet connection.

The researcher's perspective on the communication style used by RadioMu is an open communication style, where the communication in the RadioMu podcast is open, there is no confidentiality so that the public has a sense of trust in the information presented. Next is the argumentative communication style, where the communication built on the RadioMu program is argumentative in discussing a topic. Then the communication style is friendly and precise, where the delivery of Islamic information is easily understood by the public but does not eliminate or reduce the quality of the knowledge conveyed.

3.3. Radio as a medium for da'wah

Radio as a medium for da'wah The rapid development of the times is spurring the level of science and technology, including communication technology which is a means of connecting one community to another. The sophistication of communication technology also influences aspects of people's lives. Da'wah as a religious activity is faced with the development and progress of communication technology which is increasingly sophisticated and developing, so it requires a medium to develop and advance the da'wah itself (Hidayah, 2012).

In da'wah activities, the presence of radio is very important in conveying da'wah material in the form of speeches or lectures. Radio aircraft can reach Mad'unya over long and widespread distances. Therefore, radio is an effective medium for conveying da'wah to all groups. This effectiveness and efficiency will also be better supported if the preacher is able to modify and package his preaching in a method that suits the situation and conditions. Radio programs are specifically programmed for da'wah events.

The program can use Islamic songs, studies taken from various yellow books, religious tausiyah and Islamic talk shows. So actually every radio program can be used as a medium for da'wah as long as the program still contains preaching messages and material with an Islamic nuance that is related to knowledge of the Islamic religion. However, preaching through mass media such as radio is not as easy as preaching carried out in mosques or forums such as studies. Meanwhile, there are

preachers who do not pay attention to whether their preaching is accepted by mad'u or not. Such a situation certainly cannot occur in preaching via radio.

The steps that must be followed in preaching via radio are (Syamsi, 2010) : (1) The condition of the people who will be the target of da'wah must first be understood. Because if people are classified according to their level of thought, they will be divided into three groups. First, people who think critically. Second, people are easily influenced. Third, faithful people. (2) Da'i who convey their preaching are required not to use long-winded words and give the impression of being rambling. (3) Da'wah carried out by radio does not merely talk about issues that are prohibited and permitted by religion. However, da'wah carried out via radio must also be able to see the horizon of the problem and bring broader insight. This choice certainly makes radio an effective medium for preaching. Relevant and able to accompany changing times. Ultimately, the media can be used as a means of developing Islamic da'wah.

Referring to Keith's (1987) opinion in his book entitled "Radio Programming, Consultancy and Formats" that there are five factors that determine the superiority of a radio station broadcast, namely: (1). Material or content that suits the listener's needs and is actual (2). Interactive and engaging event packaging (3). Creative guiding; involving famous stars (4). Placement of broadcast hours on the main broadcast hours; (5). Great listener participation interaction (Utoyo, 2021).

Mass media that absolutely must be used in the implementation of Islamic da'wah, which have high effectiveness, include radio. The advantages of radio as a medium for da'wah are (Aziz, 2004) : Direct in nature: To convey da'wah via radio, it doesn't have to go through a complex process like conveying da'wah material through the press or magazines, for example. By preparing a piece of paper, the preacher can directly deliver his message in front of the microphone. Radio broadcasts do not recognize distance and obstacles. Another factor that causes radio to be considered to have power is that radio broadcasts do not recognize distance and obstacles other than time, for radio broadcasts space is not a problem, no matter how far away the target is. Remote areas that are difficult to reach for preaching with other media can be addressed with this radio medium.

Broadcast radio has a strong appeal. This attraction is due to its lively nature thanks to the three elements it contains, namely: music, words and sound effects. Relatively low cost In many countries in the third world of Asia, Africa and Latin America, radio has generally become the main medium for both rich and poor. The only difference is the sophistication of the radio itself. Not hampered by the ability to read and write. Apart from the above advantages, radio also has other advantages. Radio broadcasts are not hampered by the audience's reading and writing abilities. In several Asian countries, the level of reading and writing ability of the population is more than 60%. These millions of people are not touched by other mass media except radio in their language.

3.4. Motivation of Listeners to Your Radio Broadcasts

A person's motive for listening to the radio is adjusted to what can be expected from this activity. This means that motives arise because there is a feeling of wanting to fulfill needs. There are four general categories of motives for consuming media¹, namely information motives, personal identity motives, social integration and interaction motives, and entertainment motives (Mc Quali, 2011).

Motives for information include seeking news about events occurring in the surrounding area, society and the world. However, the need for information for each individual is not the same. This is influenced by background, experience and education needs to determine what information an individual needs (Rahmat, 2014).

The personal identity motive is using media to find support for personal values. The motive for social integration and interaction is using media to strengthen social relations and community activities. Meanwhile, the entertainment motive is using media to escape from problems to obtain mental enjoyment. Media use will continue if the media is able to meet individual needs. On the other hand, if the media is unable to provide satisfaction to individuals, then the behavior of using the media will not be repeated.

3.5. Uses and Gratification Theory

Motive is an impulse from within an individual that arises because of the desire to fulfill that individual's needs. In Uses and Gratification, the motive is also called gratification seeking (GO).

The Uses and Gratifications theory was proposed by Jay G. Blumler, Elihu Katz, and Michael Gurevitch (Nurudin, 2011). This theory discusses the use of mass media by active audiences. The Uses and Gratification theory emphasizes a human approach in viewing mass media, meaning that humans have the authority to treat the media. There are many reasons for audiences to use media. They have the freedom to decide how (through which media) they use the media and how the media will impact them. So effective media is media that is able to meet the needs of the audience.

This theory was also developed by Philip Palmgreen where motive is an independent variable that influences media use. Apart from that, there is also the development of the concept, namely audience satisfaction after using the media. This concept of measuring satisfaction is called gratification sought (GS) and gratification obtained (GO) (Kriyantono, 2010). Gratification sought is the satisfaction that individuals seek or desire when consuming certain types of media. GS is a motive that encourages someone to consume media. Meanwhile, the gratification obtained is the real satisfaction that a person obtains after consuming certain types of media.

Activities or activities of interest are the listener's interest/motivation tendencies in filling their time outside of their main job. This is related to the listener's environmental factors which can influence selective attention and motivation as well as a frame of reference that influences perceptions of RadioMu programs. The motivation that people have for using RadioMu is to gain insight or knowledge about the Islamic religion. Not only knowledge and Islamic studies, but also the latest knowledge about Islam in the form of the latest news and the latest issues.

Today's society is vulnerable to exposure to hoax news or issues, so people will choose trusted information and education media, one of which is radio. So this is what motivates the public to enjoy or utilize RadioMu as a trusted Islamic media in providing valid information to the public. Da'wah will be accepted in the listener's ears if it is conveyed in simple and clear language so that the preaching is easy to understand. In this case, the quality of the da'wah provided by RadioMu certainly greatly influences people's motivation in enjoying or listening to da'wah broadcasts on RadioMu. With the explanation above, the presentation presented by the resource person will be easily remembered by listeners. so that it can bring about changes in their lives.

Da'wah material is a listener's choice for listening to preaching broadcasts. A study that selects preaching material according to community needs can attract the interest of listeners. Listeners' enthusiasm, in this case, listening to the entire content of the material and information, is one way to determine the audience's attention. By following the entire study from start to finish, it can be said that listener enthusiasm is high and it cannot be confirmed that listeners like or need broadcasts like this. Therefore, RadioMu always provides material that is easy to understand and actual material.

If we look at the effectiveness of radio media, it has many advantages compared to other mass media. There are several factors that cause this to happen, including (Yulia, 2010) :

Radio has direct power. To reach target listeners, the program content that will be delivered does not go through a complex process. Because in the past the media used was pamphlets which of course took quite a long time. But not with radio, every idea can be easily written on paper, then just read it in front of the radio as many times as possible, and the implementation will take place easily and quickly. The direct power of radio is also felt by the Indonesian people, both past and present. When compared with reports in newspapers, they must be prepared at length, typed, corrected, printed, published to agents, and then distributed to readers from agents. With radio media, it doesn't go through a lot of processing, every piece of news can be immediately broadcast and captured by listeners. Penetrating power the second factor is penetrating power, meaning it does not recognize distance and obstacles. Apart from time, distance is not a problem for broadcast radio. No matter how far the destination is, it can still be reached by broadcast radio.

Attraction The third factor is strong attraction. This attraction is a result of the lively nature of radio, thanks to the 3 elements found in radio, namely music, words and sound effects. Even small and cheap radios can provide entertainment, lighting and education. In its function as a means of information and education, broadcast radio can provide useful news or lectures. It can also be said that the "bone" of broadcast radio is music, people tune in to the radio mainly to listen to music. Listeners are very spoiled when enjoying broadcasts, because people can sit, stand, eat, drink, work or sleep.

4. Conclusion

From the description and analysis presented in the previous chapters, the following conclusions can be drawn:

RadioMu uses informative, educational and persuasive methods. There are programs that use informative methods, namely, the Ramadhan facts program, the role of Muhammadiyah youth, and early child marriage and its impacts, the Casual Chat program with the Muhammadiyah Central Leadership Council, as well as other Muhammadiyah figures according to the resource person's field of expertise. RadioMu uses educational methods because RadioMu's aim as a broadcasting medium for Muhammadiyah institutions is to convey Islamic education and da'wah. Programs that use educational methods are, Casual Chatting about the World of Education, programs for progressive Islamic women and the role of youth in millennial da'wah.

RadioMu also uses persuasive and educative methods, persuasive methods such as the Towards Dusk Program, let's share together, urban community communication disaster preparedness in the URBAN NEXUS and contemporary programs. The communication style used by RadioMu is an open communication style, where the communication in the RadioMu podcast is open, there is no confidentiality so that people have a sense of trust in the information presented. Next is the argumentative communication style, where the communication built on the RadioMu program is argumentative in discussing a topic. Then the communication style is friendly and precise, where the delivery of Islamic information is easily understood by the public but does not eliminate or reduce the quality of the knowledge conveyed.

Preaching using radio media can be very effective, because apart from not drawing, the radio can be listened to while doing other activities. That way, listeners do not experience boredom and boredom when listening to religious lectures being delivered and the goal of spreading Islam can be realized. The community's motivation for using RadioMu is to gain insight or knowledge about the Islamic religion. Not only knowledge and Islamic studies, but also the latest knowledge about Islam in the form of the latest news and the latest issues. RadioMu is a trusted Islamic media in providing valid information to the public. The quality of the preaching provided by RadioMu is easy for listeners to remember. so that it can bring about changes in their lives. RadioMu always provides material that is easy to understand and actual material.

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