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The brand loyalty of Radio Swaragama FM in maintaining the existence of Yogyakarta listeners

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ABSTRACT

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Today's broadcasting world, especially radio, is one of the media to convey information that is said to be almost lost in existence and less in demand because information and Communication technology continues to develop and people begin to switch to digital media which slowly replaces radio. An important role in the radio industry is how to maintain consumer loyalty in the market in order to remain competitive with competitors. This is what encourages the radio industry to utilize digital media as an effort to increase consumer loyalty in order to maintain the existence of its listeners. Swaragama FM is the best newcomer radio in Yogyakarta and the most listened to by listeners with the 2nd best market segmentation, namely teenagers aged 18 to adults 35 years and radio with the highest level of listener loyalty according to AC Survey in 2002. Researchers will describe "Brand Loyalty Radio Swaragama FM in maintaining the existence of Yogyakarta listeners" using qualitative descriptive research. This research technique uses interview, observation, and documentation techniques as well as literature study analysis that are interrelated with the problem to be studied. The interview technique consists of inclusion criteria, namely adolescents and adults from the age of 18 to 35 years. Based on the results of Swaragama FM radio brand loyalty analysis in maintaining the existence of Yogyakarta listeners, there are 3 indicators of customer loyalty, namely: 1. Repeat purchases where Swaragama FM radio listeners continue to make repeat purchases of radio products/services because they are able to brand radio through social media such as Instagram, TikTok, and Twitter by following the growing trend of TikTok content creation as an effort to attract audience interest, 2. Retention is and effort to retain and keep customers from swiching to competitors, for example evaluating Swaragama's performance through audience feedback, 3. Referalls is how radio listeners can recommend this brand to others, for example by holding games, quizzes, giveaways on social media. Therefore, the quality of service of a brand has a direct effect on the loyalty of Radio Swaragama FM consumers, which means that the higher the quality of the product or service, the higher the loyalty.

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1. Introduction

The Radio is one of the old mass media. Radio has become the first communication medium that is able to reach the public directly regardless of distance and time in accordance with the coverage permitted by the government. In the past, people had a high attraction to radio, because radio became a medium that was able to provide a lively atmosphere created by broadcasters, music and sound effects given (Efendi et al., 2023). However, over time and technology is getting faster, radio is now starting to be replaced and less desirable because digital media has been present. Now radio as a medium of information to the audience has almost lost its existence because information and communication technology continues to develop and switch to new media that slowly replace radio.

Especially now when internet technology is growing, information can be obtained easier and faster. No wonder many radio stations are no longer operating, no longer relevant and no longer used (Oyebuyi, 2018). To maintain the existence of radio, various radio industries must continue to compete with new media and continue to innovate utilizing new competitors, namely digital media, especially social media (Vartanova & Gladkova, 2019).

To maintain and loyalty of radio listeners, it is necessary to innovate the radio itself. In this case, it can be said that marketing communication has an important role in maintaining the credibility of listeners. The implementation of marketing communication strategies must be adjusted to current information developments, so that it is easier to adjust because it follows emerging trends (Rachmawati, 2021).As a radio broadcasting media, it must make a breakthrough to be able to compete by providing entertainment in the form of sound and segmentation of very smart programs which are certainly managed with an appropriate communication strategy in maintaining the existence of radio and the loyalty of its listeners in the face of intense competition (Putri, 2018). In maintaining brand loyalty, one of the famous radios in Yogyakarta, Swaragama FM, always provides the best service quality to maintain the existence of its listeners in the midst of the rise of technology, this is what makes this radio remain the top listeners (Rachmawati & Afifi, 2022).

In the past, people could only listen to radio through conventional radio or analog radio and could only be listened to at certain times and could not move places. Swaragama FM innovates to maintain brand loyalty from listeners by utilizing digital technology, namely starting radio streaming, raiding applications in smartphones such as vidio.com, noice, and spotify to expand the market and promote its radio through content on its social media. This relates to 3 concepts of customer loyalty approach in order to continue to be loyal to a brand, namely 1. Repeat purchase 2. Retention 3. Referrals (Setyaleksana et al., 2017). Based on the description above, it becomes one of the interesting cases to be examined in finding information on what kind of marketing communication strategy to maintain Radio Swaragama FM Jogja. So researchers need to study further about this strategy through a study entitled: "Brand Loyalty Radio Swaragama FM in Maintaining the Existence of Yogyakarta Listeners".

2. Method

The research being conducted by researchers is a type of descriptive research. Qualitative approach. The goal is to explain, describe and understand social events from the perspective of wanting to Subject/participant researched. The type of research raised is descriptive through a qualitative approach with a case study method. The objectives of qualitative descriptive research include describing, describing, explaining and answering in more detail the problems to be studied by researchers (Sugiyono, 2013). Location of the object of study at Wisma Kagama Kompleks Bulaksumur Blok G, Sagan, Caturtunggal, Depok, Sleman Regency, Special Region of Yogyakarta 55281.Research time of this study will be estimated to be carried out during June to July 2023. Data collection techniques uses interview, observation, and documentation techniques as well as literature study analysis that are interrelated with the problem to be studied. Dalam penilitan ini menggunakan data analysis techniques according to Miles and Huberman's analysis model is carried out in four stages Miles & Huberman (1992) in Rijali (2018) are data collection, data reduction and data presentation as well as conclusion drawing. And finally use data validation techniques (validation test). This research uses the tringulation method with data sources and compiles assumptions and understands surrounding phenomena through the perspective of participation. Tringulation of research data is obtained by checking back information obtained from various sources.

3. Result and Discussion

Researchers conducted interviews focusing on the theory of Brand Royalty, namely the extent to which the audience or consumers can commit and continue to repurchase goods or services for a brand. The results of this study were taken from data collection techniques such as interviews, observations, and documentation as well as literature studies (Desi & Helena, 2017). In addition, researchers also make direct observations, namely by observation such as seeing interactions made by Swaragama FM radio to its audience through social media and radio streaming platforms and documenting in the form of images obtained directly in the field or web radio Swaragama FM. Swaragama FM utilizes social

media Instagram, Tiktok, Twitter and Facebook as an effort to connect with listeners through the programs it creates. The efforts made are by continuing to make interesting broadcast programs, updating news every day according to what is viral. Through the broadcast programs provided, Swaragama FM creates content with market segmentation from teenagers to adults from the age of 18-35 years, the majority of which are students in Yogyakarta. For example, what is trending and liked is K-pop, then Swaragama FM programs and content follow how listener interests ranging from songs, broadcast themes, k-pop content on social media and so on.

Fig. 1. Swaragama FM Instagram Story

Source : @swaragamafm

Fig. 2. Twitter Swaragama FM

Source: @swaragamafm

Fig. 3. Top Listeners streaming Jogja

Source: www.jogjastreamers.com

Swaragama moved to digital also to make it easier for listeners to be able to listen, because in the past people only listened to radio only in the car, or at home but now it is more sophisticated can be listened to via cellphone and available in applications such as video.com, noice, or can be in jogjastreamers and can be directly in the Swaragama FM application, namely Swaragama.com Listeners feel that Swaragama has brand quality through the diversity of its shows and content. They not only play music from one genre, but offer a wide variety of music, as well as news shows, talk shows and interesting podcasts (Dewi et al., 2022). In addition, Swaragama FM radio is also very active on social media and listens to feedback from its listeners. Through its human resources, namely broadcasters who are qualified and friendly to listeners, it makes listeners feel valued as listeners and feel that listeners' opinions are really valued. It makes listeners feel emotionally connected to this radio station. According to listeners, this radio is also very active in its social media content plus often interacts with listeners and creates stronger bonds through special events, sharing prizes such as giveaways every day, for movie tickets if there are movies and artists promoted through its radio and exclusive content that will make listeners feel special and appreciated. When listeners feel comfortable and loyal to one brand, they will recommend that brand to others. This is what makes credibility and a positive image in the eyes of the public and makes the public loyal and want to buy products or services repeatedly.

3.1. Presenting the Result

In the study, it shows 3 concepts of Swaragama FM customer loyalty approach in maintaining the existence of listeners. In this approach, there are several factors that influence the repurchase of products or services and measure the extent to which consumers are loyal to a brand.

A. Repeat Purchase

Repeat Purchase is loyalty to the repurchase of products/services. Customers who make repeat purchases or continuously demonstrate their commitment to products within the company, so that the company can measure the value of customer satisfaction. In the concept of repeat purchases, there are several factors that affect repeat purchases, including: 1. Interesting Content: Swaragama FM is a radio station with interesting programs, relevant information, popular music, and other interesting

content tends to attract listeners to keep listening. 2. Emotional Connection: Many listeners feel that radio is the right friend when a person's condition feels joy or sorrow accompanied by a friendly and cheerful announcer and familiar with his listeners. 3. Promotions and Giveaways: With a marketing strategy through content on social media all listeners everywhere can be entertained and curious about what Swaragama FM has to offer. 4. Listener Interaction: through phone calls, text messages, social media, orcompetitions, and participation in external company events can create stronger bonds and increase the likelihood of repeat purchases. 5. Multi-Channel Marketing: Self-Variety FM promotion is available on various channels not only through conventional and analog radio. Swaragama FM has joined streamersjogja and various applications such as Vidio.com, Spotify, and Noice applications. 6. Broadcast Quality and Technology: Good radio broadcast quality and technology experiences, such as smooth and clear streaming, can give listeners a reason to continue using the service and contribute to repeat purchases. 7. Adjustment to Audience Taste: Programs tuned by Swaragana FM encourage young people now to listen to radio through social media or streaming platforms on their smartphones. Program innovation and diverse content cannot be separated from the wishes of listeners and up to date. 8. Feedback and Evaluation: In its interaction, Swaragama FM streams online by connecting its listeners through phone calls or now it can be through Instagram live broadcasts while broadcasting and opening direct messages to hear responses from listeners. 9. Loyalty Programs: Implementing loyalty programs, such as special discounts for loyal listeners, rewards, or exclusive access, can motivate listeners to stay connected and make repeat purchases.

Fig. 4. Swaragama FM Instagram Story

Source: @swaragamafm

B. Retention

Retention in customer loyalty indicators is a term used to describe the ability or action of maintaining or maintaining something over a longer period of time (Trinoviana, 2017). This involves marketing strategies, good customer service, and the development of long-term relationships with customers. In the concept of retention, there are several factors that affect customer resilience: (1) Content: the quality and variety of content broadcast by Swaragama FM radio through social media and various platforms and applications that are in great demand by the public can affect listener retention. Interesting, informative, and entertainment programs that match the listener's preferences tend to retain a larger audience. (2) Events and hosts: special events, interviews with familiar characters, or interactive events that engage listeners can increase retention. Charismatic and experienced broadcasters can also attract listeners to stay faithful to Swaragama FM. (3) Airtime: Swaragama FM's non-stop broadcasting time of 24 hours can be more attractive to certain audiences. Choosing airtime that fits a potential listener's schedule can help increase retention. (4) Music and playlists: Music played on Swaragama FM radio also has a huge impact on retention. Choosing a format of songs that are popular and suit the listener's tastes can keep the audience engaged in

maintaining their loyalty to this radio brand. (5) Promotion and Interaction with listeners: Swaragama FM programs that involve listeners, such as games, quizzes, or telephone connections with listeners such as those done through whatssapp, live Instagram or tiktok Swaragama FM can increase emotional bonds and invite audiences to continue listening. (6) Broadcast Quality: The technical qualities of the broadcast, such as the clarity of the sound and the lack of interference from Swaragama FM radio, also play a role in influencing retention. Poor broadcast quality can make listeners switch to other sources of entertainment. (7) Marketing and Branding: The strong marketing and branding efforts and activities of Swargama FM have so far helped to attract the attention of potential listeners and form a positive image about the radio station. (8) Technological developments: As technology progresses, Swaragama FM continues to improve its radio services and quality such as being reachable to listeners through online streaming or mobile applications can affect the way listeners access radio broadcasts. The availability of these platforms can also affect customer resilience. (9) Social and Cultural Trends: changes in social and cultural trends can also affect customer resilience. Swaragama FM is able to adapt its content and programs to current trends and issues tends to retain listeners.
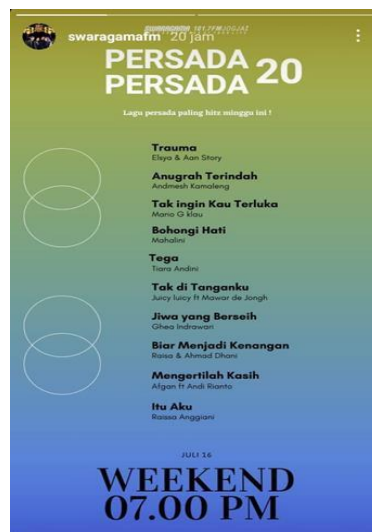

Fig. 5. Instagram Swaragama FM

Source: @swaragamafm

Fig. 6. Top Listener request songs

Source: @swaragamafm

C. Referalls

The indicator of loyatitas referalls is to refer to the total existence of the company. Customers in this situation are able and willing to recommend the company's products or services to the closest people around their environment. In a business context, references are considered valuable because they can lead to new customers or clients without the need for traditional advertising efforts. Positive referrals help build a business's trust and credibility, as potential customers are more likely to trust the opinions of people they know than advertisements.

Some points that can be part of the discussion regarding the reference strategy for Swaragama FM radio: (1) Quality Content Development: One of the key strategies is to create engaging and relevant content for listeners. This can include unique programs, interesting interviews, diverse content, and current news and music or entertainment segments that attract listeners. (2) Partnerships with Artists and Celebrities: Collaborate with artists, Instagram or tiktok celebrities in Yogyakarta and outside the region, as well as famous figures who can help increase the exposure of Swaragama FM radio.

They can be guests on programs, host special events, or participate in promotions. Many public figures have been invited by Swaragama FM to be speakers or promote their films or songs. They make radio as a media partner to promote products to be informed to audiences everywhere. (3) Social Media Marketing: Swaagama FM uses social media platforms like Instagram, TikTok and so on to promote content and radio shows that can help reach a wider audience. Engaging content and sharing information about the event can attract more listeners. (4) Invitation and Giveaway Program: Swaragama FM always holds invitation programs or gives prizes through radio broadcasts accommodated with listeners' phones or through Swaragama FM's social media. This can encourage listener participation. These factors can include quizzes, sweepstakes, or contests that interest listeners.

(5) Use of Podcasts and Online Streaming: Swaragama FM uses a podcast platform incorporated in the Spotify and Noice applications as well as an online streaming service, jogjastreamers, which can be accessed via the web www.jogjastreamers.com. This can help reach a more diverse and more global audience. It also allows listeners to listen back to their missed shows. (6) Radio Brand Development: For Swaragama FM is very important in building a strong brand identity and image. Brand image is related to attitudes in the form of beliefs and preferences towards a brand. This can include a recognizable logo, a memorable slogan, and a consistent visual style. (7) Data Analysis and Listener Feedback: So far collecting data and feedback from Swaragama FM radio listeners can help in understanding listener preferences and identifying areas for improvement by Swaragama FM radio technicians.

This can be done through surveys, polls, or through direct interaction and direct mesenger. (8) Live Broadcasting and Special Events: Swaragama FM often organizes live broadcasts of local events created specifically to attract listeners, as well as holding special events such as concerts or festivals organized directly by Swaragama FM management as well as collaborations with clients that can attract listeners' attention and increase interaction. (9) Technological Innovation: Adopting new technologies such as internet radio through widely used applications, online radio stations, such as being accessible through vidio.com or integration with popular streaming applications that can help keep up with trends and expand reach. (10) Cooperation with Local Businesses: Swaragama FM also collaborates with local businesses such as the Wardah brand, etc. to advertise or provide special offers to listeners to build a closer connection with the community.

Fig. 7. Instagram Swaragama FM

Source: @swaragamafm

3.2. Create a Discussion

Based on brand loyalty analysis, it can be concluded that Swaragama FM radio has succeeded in utilizing the development of digital technology and social media as a way to expand the radio industry market which is said to be mass media that is less desirable and almost lost its existence. In the market segmentation, Swaragama FM radio managed to attract listeners, the majority of whom were students and adults aged 18 to 35 years. In the concept of the Repeat Purchase approach, efforts made such as revolutionizing mass media that previously could only be enjoyed only at certain times and could not be taken anywhere. But now smartphone users can listen to radio anywhere and anytime according to consumer wishes.

Then when radio began to enter the internet network through online streaming, people began to receive radio and still continue to consume it until now Finally, radio is converted through applications that can be downloaded such as Spotify, Noice, video.com and others. With a variety of programs that are broadcast cannot be separated from the wishes of listeners, what news is viral and what listeners like is able to build good relationships and maintain customer loyalty to this radio brand. In the analysis of customer retention, the challenge radio faces competitors like social media is how to stay relevant and attract listeners in the digital age.

Innovation in content, such as podcasts and online streaming, as well as interacting with audiences through social media is needed to expand the range of interaction. Furthermore, from the efforts and programs provided by Swaragama FM, there must always be things or complaints that become evaluations for them from their listeners. All of that is useful in terms of retaining customers and keeping from switching to competitors. Based on the resilience of customers and the efforts made so that radio does not stop here and still continue to be in demand is something that must be done by a company, especially the broadcasting industry, especially radio, it is all done of course based on the needs of today's society. And everyone has personal needs that depend on individual characteristics, situations, and conditions of their customers.

The final analysis on the concept of referrals is a powerful and cost-effective way for businesses to acquire new customers and expand their customer base through the power of personalized recommendations. These recommendations are often made by individuals who have experienced or used the product or service themselves. Referrals can come from friends, family members, colleagues or satisfied customers. Many companies have referral programs or incentive schemes to encourage their existing customers to refer their friends and acquaintances. These programs may offer discounts, rewards, or other benefits to both the referrer and the person referred.

4. Conclusion

Brand loyalty in a radio brand in maintaining the existence of listeners can be strengthened by factors such as content quality, interaction with listeners, unique programs, and consistency in delivery. These factors have a huge role to play in building loyalty to a radio brand. Usually, listeners will remain loyal to radio stations that present interesting, varied content, and in accordance with their preferences. By maintaining the quality of content and fulfilling the wishes of listeners, radio stations are able to maintain and increase the number of their listeners. Hope for future research to re-examine more deeply identifying more effective strategies in building and maintaining customer loyalty and understanding how loyalty principles can be applied across various industries. Therefore, the quality of service of a brand has a direct effect on the loyalty of Radio Swaragama FM consumers, which means that the higher the quality of the product or service, the higher the loyalty.

5. Acknowledgement

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