

# The Existence of Bandung Private Radio through Survey of Generation Z Needs

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## Abstract

*Internet radio which is growing apace makes radio listeners easier to get access without being tied to limitation or radio frequencies due to its streaming or downloading access. But noises still exist when radio listeners access for a live broadcast. Based on that, radio realizes that their listener is generation Z (henceforth: gen Z) who relies on technology and internet usage. This era is declared by radio practitioners as a 2.0 radio era. It implies that listeners are able to choose their own broadcast material according to their desires and tastes. According to George Beall, there are some obvious differences between millennial and gen Z. One of them reveals that gen Z has less focused than millennials. Generation Z tends to be more easily distracted by something new. They rapidly switch one thing to another. Consequently, the producer is to provide something new regularly or they will feel bored and leave it. This research aimed to determine the generation Z listener's need for radio and the generation Z's motive for listening to the radio. Generation Z listeners were chosen because they tend to use technology and the internet. This research utilized a quantitative research method with a survey and interview approach. Based on data analysis, it is known that private radio in Bandung still exists enough to entertain and present the information needs of gen Z. It is revealed by seeing gen Z still likes to listen to radio is 60.86%. Therefore, gen Z's motives for listening to the radio are listening to the songs that are playing is 46.42%. The need for gen Z with events or programs in the form of charts/music is to accompany them to work on assignments is 36.42%.*

**Keywords:** Private radio, gen Z

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**Introduction**

The occurrence of new media (internet radio) presents a challenge in the mass media industry, especially radio in maintaining its existence. Radio existence is measured by how much the attention of the listener. Accordingly, the content and programs and announcer’s characteristic affect the intensity of the listener graph on a radio. J.B. Wahyudi (2008: 115) through his book, Broadcast Management Elements states that the public will not care about the twists and turns of broadcasting. There is only one attitude, namely "broadcast must be good" and able to meet their needs and desires about information and entertainment.

Based on that, radio realizes that their listener is generation Z (henceforth: gen Z) who relies on technology and internet usage. This era is declared by radio practitioners as 2.0 radio era. It implies that listeners are able to choose their own broadcast material according to their desires and tastes. The following results survey number of listeners and Radio listening duration of Nielsen are displayed as follows:

Group (Age/year)	Amount Listeners	Duration of listening Radio/Sunday
Generation Z (age 10-14)	19%	>15jam
Millennials (age 15-34)	38%	15 hours 37 minutes
Generation X (age 35-49)	28%	18 hours 7 weeks
Baby Boomers (age 50-65)	13%	17 hours 20 minutes
Silent Generation (age >65)	2%	16 hours 22 Minutes

Table 1: Number of listeners and the duration of listening to the Radio  
Source: Nielsen Radio Audience Measurement, 2016



Picture 1: Young people are more dominant  
Source: Nielsen Radio Audience Measurement, 2016

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Based on the aforementioned data, the researcher concludes that the radio still gains more attention from listeners in the millennial generation, yet they have less duration in listening to the radio. The result from Nielsen can be related to the way and behavior of listening to the radio. For instance, in a car, people can use their cellphone with streaming or using an application that is already available in the play store.

The chairman of Indonesian National Private Broadcast Radio Association (Persatuan Radio Siaran Swasta Nasional Indonesia, henceforth: PRSSNI) of DKI Jakarta, Rafiq, said that the way people listen to radio is different. Generation Y still listens to the radio in the car when going to work and back home. Meanwhile, generation X and millennials listen to the radio by streaming, mobile apps, or enter the radio website through their gadgets.

The way and behavior of listening need to observe. It is to find out suitable material or content for the radio listener. This is the industrialist's job to provide information for gen Z until gen X. The interview with the Bandung PRSSNI unveils that radio in Bandung requires data about listeners' needs in accordance with mass media function, organizes radio programs and maintains radio 's existence so as not to be eroded by the times. (Interview, 2018) there are 40 radios in Bandung that strictly compete in the mass media industry, competing to find markets and being adaptable with listeners' needs of information. However, the audience will change sooner or later.

A new generation is coming, new broadcast media are emerging, competition is getting sharper, while new programs and products offer a new lifestyle. Therefore, the audience may change. Likewise, it is necessary to conduct research related to "How does the existence of private radio in Bandung meet the information needs that are in accordance with Generation Z?" And the motives of Generation Z audiences in using radio. It is because the development of technology can change human behavior and life patterns.

Along with the development of technology, human also develops, for instance, gen Z. The research conducted by (Mahani & Nazlinda, 2015) about generation comparison theory reveals that generation Z is the technology generation. They start to explore the internet and web which go along with their age because they have not talked. Generation Z has been guided and encouraged by their parents using social networking sites for a little more. In other words, generation Z grew all over the world connecting with technology from the beginning. The radio also competes in attracting audiences to keep listening to the radio. Additionally, it is better to dig out who and how the audience or consumer has faced their characteristics, and how they will later process information obtained from the mass communication media.

Firstly, there is no truly loyal radio listener. They can easily switch the channels due to the ease of technology. Moreover, they can find another channel when they are bored with the same program. Subsequently, they can easily press the button to find the better channel when they get tired with the previous channel's broadcaster. Radio listeners tend to be more loyal to broadcaster than the radio itself. However, there are only some radios that have a strong and good image. Consequently, they can have their own loyal listeners.

Secondly, radio listeners' desire is to enjoy listening to the radio. You can try to find out the fact about what people usually seek on the radio. There will be two common answers; traffic jams information or music. In addition, radio listeners are only interested in light news/information. Thirdly, radio listeners have less focused, they just listen to the radio without paying attention to it.

### **Research Methods**

This research utilized a quantitative research method equipped with surveys and interviews. Quantitative research is a systematic scientific research of phenomenon parts and their relationships. The purpose of quantitative research is to develop and use mathematical models, theories and/or hypotheses that discuss natural, social, political and economic phenomena. Quantitative research is widely used to discuss a theory, to present facts or describe statistical data. An example of quantitative research is a field survey using a questionnaire. (5)

### **Sampling**

Samples taken in this research obtained 28 radios by taking an estimated 10%. The following calculation is shown below:

$$n = \frac{40}{1 + 40(0.1)^2}$$

$$n = \frac{40}{1 + 0.4}$$

$$n = \frac{40}{1.4}$$

n = 28,57 . it is converted into 28 radios.

Bandung is geographically divided into North Bandung, East Bandung, South Bandung, West Bandung, Cimahi. In this research, East Bandung, Bandung, and Cimahi were selected because they were considered to represent regional characteristics.

## **RESULTS AND DISCUSSION**

Based on the observation results which covers 230 respondents; Bandung (80 respondents), East Bandung (90 respondents), Cimahi (70 respondents). The number of respondents who listen to radio is about 140, while those who did not listen to the radio are 90 people. It can be said that Generation Z still likes to listen to the radio even in a short time. It can be seen in table 1

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NO	The duration of listening to the Radio	F	%
1	<10 minutes	20	10.20408
2	10-30 minutes	70	35.71429
3	30-60 minutes	37	18.87755
4	1-1.5 hours	8	4.081633
5	1.5-2 hours	2	1.020408
6	2-3 hours	2	1.020408
7	3-4 hours	0	0
8	>4 hours	1	0.510204
	AMOUNT	140	

**Tabel 1: The duration of listening to the Radio**

The time of generation Z listening to the radio at 15:00 - 19:00 is 32.14% and at 19:00 - 24:00 is 31.42%. Other findings from 06: 00-10: 00 by 25%. So that, gen Z tends to listen to the radio after their daily routines at school.

The types of shows/events and the preferred broadcast material are music, which has a high percentage compared to the others, for each getting 85.71% and 87.14%. Whereas, the type of listener's choice program, information/news and talk shows among the gen Z are less desirable. Music is still the most desirable by the generation of Z. They not only listen to the song, the lyrics of the song sang by the singer, but gen Z also wants to know about up-to-date music/entertainment information. It can be seen in Tables 2 and 3 below:

No	TYPES OF EVENTS	F	%
1	Music	120	85.71429
2	Choice of listener/request	8	5.714286
3	Information/News	7	5
4	Talk show/Chat	5	3.571429
	Amount	140	

**Table 2: Show/Event types**

No	Most liked broadcast material	f	%
1	Entertainment / Music	122	87.14286
2	Religious	3	2.142857
3	Health	1	0.714286
4	Gossip	1	0.714286
5	Education	4	2.857143
6	Sports	7	5
7	Culture	1	0.714286
8	Policy	0	0
9	Economic	0	0
10	Technology	1	0.714286
	Amount	140	

**Table 3: Broadcast materials**

Based on the findings in table 2, music gets a very dominant percentage in favorite show/event type. Likewise, the findings on the program that are most required by Gen Z are; song requests is 38.57%, music charts is 25.71%, information / news programs is 14.28%, humour / mystery / consultation / religious programs is 16.42%, confide/sharing is 3.57% and talk show is 1.42%. If added to the number of song requests and music charts which is a music category, it will be around 50%.

Additional findings based on the Gen Z listeners' behavior; (1) behavior in choosing a tool to listen to the radio, (2) behavior or habit of listening to the radio. First, generation z still listens to the radio using the default application of the mobile phone is 57.14% followed by using a tape/radio combo is 28.57% and other findings that direct access to the internet radio website is 13.57%. Second, the habitual activity on listening to the radio chosen by generation z is 64.28% at home, while in the car gets a fairly high percentage of half of the percentage at home is 31.42%. This relates to generation z mobility based on age grouping (10-21 years old).

Based on the aforementioned result, the development of information technology has an impact on how people listen to the radio. There is a tendency where respondents begin to access using the internet. Gen Z likes to listen to the radio without a lot of advertisements because what they need is listening to the songs that are playing. The data can be seen in table 4.

NO	The reasons to change the radio channel	%	Are ads and promos annoying enough?	F	%
1	The song is bad	12.85714	Yes	125	89.28571
2	The song is quite good	20	No	15	10.71429
3	The show is boring	19.28571			
4	The broadcaster talks too much	11.42857			
5	Too many advertisements	28.57143			
6	Unfavorite broadcaster	0.714286			
7	Unclear voice	7.142857			
	AMOUNT	100%			

**Table 4. The reason for Generation Z listening to the radio**

The motive for listening to the radio is related to the needs that the listener wants to get. Motives arise because there is a sense of desire to make ends meet. According to Dennis McQuail, there are four motives categories for consuming media in general; information motives, personal identity motives, social integration, and interaction motives, and entertainment motives. Entertainment motives are motives which include the need to break away from daily routines, pressures, and problems; a means of releasing emotions and the need for entertainment (Mc.Quail, 2002)

In this research, the results display the motives of fulfilling entertainment needs, namely listening to the songs being played get the attention of 46.42%. It can be seen in table 5:

NO	The motivation to listen to the radio (can be more than one answer)	F	%
1	Finding the information	16	11.42857
2	Knowing the latest news	10	7.142857
3	Listening to the song	65	46.42857
4	Social status	2	1.428571
5	Spending free time	5	3.571429
6	Entertaining and releasing stress	30	21.42857
7	Widening knowledge	5	3.571429
8	Others: ...	7	5
	AMOUNT	140	

**Tabel 5: The motives of listening to the radio**

## **CONCLUSION**

Based on the results of this research in the previous chapter, conclusions can be drawn as follows:

1. Radio has followed the development of information and technology to get more attention from listeners. Consequently, radio continues to exist throughout generations despite a decline in listeners. Private radio in Bandung still exists enough to entertain and present gen Z much information. The percentage of gen Z listens to radio is 60.86%.
2. The motive of the gen Z listening to the radio is listening to songs that are played is 46.42%. The generation z tends to choose music/entertainment.

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