

The Digital Transformation of Local Radio in Semarang

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The development of digital technology has significantly transformed media consumption patterns, where the internet and social media dominate over conventional media. This condition requires radio stations to transform in order to remain relevant in the digital era. Data from We Are Social & Kepios (2025) shows that internet users in Indonesia have reached 221 million people (79.5%), while the APJII (2025) survey reveals that only 14% of the population still regularly listens to radio. This shift poses a major challenge for local radio, particularly in engaging younger audiences. Radio stations in Semarang have responded by utilizing Instagram as a communication strategy. Radio Idola Semarang (@radioidolasmg) emphasizes news and information content, while Wadya Bala Prambors Semarang (@wadyabalasemarang) focuses on entertainment and interactive engagement with young audiences. This study aims to analyze the digital transformation strategies of both radio stations by applying Roger Fidler's Mediamorphosis theory. The research employs a case study with a qualitative approach through Instagram content analysis and literature review. The findings reveal, first, that Radio Idola highlights information-based strategies to maintain credibility. Second, Wadya Bala Prambors emphasizes interactive entertainment to engage younger audiences. Third, Instagram is proven effective in expanding audience reach and building two-way interaction. Fourth, despite challenges from global digital platforms, this transformation strengthens the brand image and existence of local radio stations.

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