



COMMUNICATION STYLE OF SRIWIJAYA 94.3 FM RADIO ANNOUNCERS: A CASE STUDY OF RELATIONSHIPS WITH LISTENERS

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Abstract :

This study examines the communication style of Sriwijaya 94.3 FM radio announcers and their role in building closeness with listeners amid the increasingly digital audio media landscape. Using a qualitative approach, data were collected through program observations, in-depth interviews with announcers and listeners, and analysis of social media documentation. The findings indicate that announcers employ a warm and empathetic communication style, rooted in local culture, and highly responsive to listener interactions and feedback. Consistent relationship-building through on-air rituals, public appreciation, and topic continuity strengthens parasocial bonds between announcers and listeners. This approach not only creates positive emotional experiences but also fosters audience loyalty toward the radio station. The study highlights the importance of humanistic and adaptive communication strategies for local radio in maintaining relevance and closeness with listeners in the digital era, while providing insights for developing more effective broadcasting practices.

Keywords: announcer communication style, local radio, listener relationships.

INTRODUCTION

The development of information and communication technology has brought significant changes in people's media consumption patterns. The presence of internet-based media such as YouTube, Spotify, and other streaming platforms offers ease of access and flexibility of time, so that many listeners, especially the younger generation, have switched from conventional media to digital media. However, radio still has a uniqueness that other digital media do not have, namely the emotional closeness created through the announcer's voice and direct interaction with listeners. Research on Radio Elgangga's broadcasting strategy shows that despite increasingly fierce competition from digital media, radio remains popular due to its adaptive communication strategy and its ability to build rapport with listeners through familiar and interactive language (Putro, 2025).

The communication style of broadcasters is an important component in maintaining listener interest. Research by Helmy Yahya and Mulkan Habibi on Dapur Remaja Radio 107.8 FM found that the communication style of broadcasters has a significant influence on listener interest, with a coefficient of determination R^2 of 0.710 (Yahya & Habibi, 2023). Another study by Reza Afif Kurniansyah and colleagues at Radio SAI 100 FM Lampung showed that the



announcer's communication style contributed 32.3% to the interest in the Cerita Cinta program (Kurniansyah 2025). Both studies confirm that the announcer's communication style is not just a way of speaking, but a factor that influences listener loyalty.

In addition to communication style, interpersonal relationships between broadcasters and listeners are also an important aspect in the world of radio broadcasting. Research by Margareta Mawar Saron and colleagues at LPPL Radio Swiba Karanganyar shows that interpersonal communication between broadcasters and listeners is effective through telephone and WhatsApp, despite technical obstacles such as telephone network disconnections (Saron 2022). Research by Sri Juniarta Simamora at RRI Medan also found that openness, empathy, supportive attitudes, and equality in interpersonal communication between broadcasters and listeners strengthen the psychological closeness of listeners to the radio (Simamora, 2025).

On the other hand, the image of the broadcaster also influences listener acceptance. A phenomenological study of radio announcers' dress style shows that the way announcers present themselves, both visually and vocally, can shape listeners' perceptions and influence the announcers' image of professionalism (Nuraini & Abineri, 2025). This indicates that announcers' communication style and self-image are interrelated in building long-term relationships with listeners.

Referring to these findings, this study focuses on the communication style of Radio Sriwijaya 94.3 FM broadcasters in Palembang and how this communication style shapes interpersonal relationships with listeners. This study is important because research on Radio Sriwijaya FM is still limited, even though this radio station plays a role in providing information and entertainment to the people of Palembang.

Literature Review

Broadcaster Communication Style

Communication style is a communicator's unique way of conveying messages through their choice of words, intonation, expressions, and nonverbal cues. In the context of radio broadcasting, communication style becomes the identity of the announcer and distinguishes one station from another. Research on Radio SAI 100 FM Lampung shows that a friendly and energetic communication style, characterized by the use of informal language, personal greetings, and lively voice intonation, has a strong influence on the listening interest of teenage listeners (Yahya & Habibi, 2023).

Research on Radio SAI 100 FM Lampung also shows that announcers who speak in a friendly, responsive, and enthusiastic style can increase listener engagement in interactive programs, such as song requests and listener confessions (Kurniansyah, 2025). On the other hand, research on the language style of broadcasters in entertainment radio programs shows that the selection of appropriate language style, humor, and intonation can maintain listeners' attention and enliven the broadcast atmosphere (Mudrikah, 2022).

Interpersonal Communication Between Broadcasters and Listeners

Interpersonal communication in the context of radio is unique because it takes place in a "parasocial" manner: listeners feel close to and familiar with the announcer, even though there is no face-to-face contact. Margareta Mawar Saron's research on Radio Swiba Karanganyar found that interpersonal communication via telephone and WhatsApp messages made it easier for listeners to convey messages to broadcasters and build close relationships, despite technical obstacles such as signal interruptions (Saron, 2022).

Sri Juniarta Simamora utilized Joseph DeVito's interpersonal communication theory to explain the relationship between broadcasters and listeners at RRI Medan. She found that openness, empathy, supportive attitudes, positive attitudes, and equality greatly determine the quality of interpersonal relationships (Simamora, 2025). Another study on the application of interpersonal communication in Islamic studies by broadcasters on Radio Dhirgantara Best Station also shows that good interpersonal communication can create comfort and closeness between broadcasters and audiences (Syifa, 2021).

Radio Broadcaster Strategies and Competencies

Radio announcers are not only required to have a good voice, but also communication strategies and interpersonal skills. M. Fadilah Hamdi's research on the communication strategies of DIS FM announcers reveals that the use of local language, management of twoway interaction, and selection of material appropriate to the segment are important factors in increasing listener interest (Hamdi, 2024). Another study on Radio Megaswara FM Sukra Indramayu shows that announcers' communication strategies, particularly in using a language style that suits the audience's character, contribute to the success of broadcast programs (Muzammil, 2024).

In addition to strategy, the broadcaster's communication skills are also important. Research on the interpersonal communication skills of radio broadcasters explains that broadcasters are required to understand the needs of listeners, master the broadcast material, and be able to adjust their communication style to the broadcast situation (Gunawibawa, 2020) as cited in several

radio studies). In general, the literature shows that broadcasters' communication style, communication strategies, and interpersonal skills play a major role in building strong relationships with listeners.

RESEARCH METHOD

This research uses a qualitative method with a case study approach. This approach was chosen because it allows researchers to examine the phenomenon of the communication style of Radio Sriwijaya 94.3 FM broadcasters in depth and contextually, as was done in broadcasting communication studies at Swiba Karanganyar and DIS FM, which also used a descriptive qualitative approach (Hamdi., 2024; Saron, 2022) .

The research objects are Radio Sriwijaya 94.3 FM broadcasters and active listeners who regularly interact in broadcast programs via telephone, WhatsApp messages, and social media. These objects were chosen because they are directly involved in the communication process that is the focus of the study, namely the

communication style of broadcasters and the interpersonal relationships that are created.

Data collection techniques included observation, in-depth interviews, and documentation. Observations were conducted in radio studios to directly observe the broadcasters' communication styles, including their manner of speaking, intonation, word choice, and how they responded to listeners. In-depth interviews were conducted with broadcasters, program managers, and several active listeners to ascertain their perceptions of the broadcasters' communication styles and the perceived closeness. These interview and observation techniques are in line with the methods used in research by RRI Medan, Swiba Karanganyar, and Dhirgantara Best Station, which rely on direct data collection from subjects and the broadcast context (Simamora, 2025; Saron, 2022; Syifa, 2021). Documentation in the form of broadcast recordings, screenshots of WhatsApp interactions, and social media archives were used as supporting data.

Based on the interview results, listeners of Radio Sriwijaya 94.3 FM admitted to feeling "close" and "familiar" with the broadcasters, even though they had never met them in person. Listeners described the announcers as friendly, willing to listen, and not patronizing. This indicates a strong interpersonal relationship, as explained by DeVito's interpersonal communication theory, which emphasizes the importance of openness and empathy in building relationships (Simamora, 2025).

The announcer also often responds positively to listeners' stories or confessions, whether through brief comments, simple advice, or prayers and good wishes. This practice is in line with the findings of research by RRI Medan, Swiba Karanganyar, and Dhirgantara Best Station, which show that the empathy and positive responses of broadcasters are important factors in creating a sense of comfort for listeners (Simamora, 2025; Saron, 2022; Syifa, 2021).

FINNDING AND DISCUSSION

The findings of this study reinforce previous studies that emphasize the importance of a friendly and energetic communication style in radio broadcasting. In the context of Radio Sriwijaya 94.3 FM, a familiar communication style emerges through the use of informal language, personal greetings, and expressions that are close to the local culture of the Palembang community. The results of the observation show that Radio Sriwijaya 94.3 FM broadcasters use a communication style that is very familiar to listeners. Announcers often use personal greetings, such as "Mang Cek and Bik Cek," and insert light humor that makes the broadcast feel relaxed. The use of the Palembang language and everyday language also adds to the cultural closeness between broadcasters and listeners, in line with the findings of DIS FM's research, which uses local languages to attract listeners' sympathy (Hamdi et al., 2024). This style has been proven to create a more fluid, warm, and friendly broadcast atmosphere so that listeners feel that they are not only objects of information but also part of the radio community. On several occasions, the announcer also uses light humor, local terms, and personal stories to foster a sense of closeness. This

is in line with the findings of Hamdi et al. (2024) and Nuraini & Abineri (2025), which confirm that friendly communication can increase listener engagement and strengthen their loyalty to the broadcast program.

In addition to verbal closeness, an energetic communication style characterized by variations in intonation, dynamic speech tempo, and lively vocal expressions is an important element in maintaining listeners' attention amid increasing digital media distractions. Broadcasters at Sriwijaya FM demonstrate consistency in maintaining their vocal energy throughout the program, especially in interactive and entertainment segments. These findings are in line with the results of research by Yahya & Habibi (2023) on Dapur Remaja FM and Kurniansyah et al. (2025) on SAI 100 FM, which states that delivering messages with high vocal energy can reduce listener boredom, maintain audience mood, and improve the overall quality of audio communication.

In the context of interpersonal relationships, this study found that the communication patterns established between broadcasters and listeners reflect the main principles of interpersonal communication theory, particularly the aspects of empathy, openness, and attention to the needs of the other party. Interactions via telephone, WhatsApp messages, and social media provide ample space for listeners to actively engage. Listeners feel heard and valued, especially when broadcasters respond to their messages personally and mention listeners' names directly on air. This practice reinforces the perception that listeners contribute to shaping the atmosphere of the program. This pattern is consistent with research by Saron (2022) on Swiba Karanganyar and Syifa (2021) on Dhirgantara Best Station, which shows that intense two-way communication plays a major role in building emotional bonds between broadcasters and audiences.

However, this study also notes a number of obstacles in the communication process, especially related to technical aspects. Telephone signal interference, occasional decline in audio quality, and limited broadcast duration are obstacles that affect the smooth interaction between broadcasters and listeners. At certain times, listeners' voice messages were unclear or interrupted, forcing broadcasters to repeat or delay the interaction process. These obstacles are classic challenges in radio broadcasting, as also reported by Saron et al. (2022) in their study. These technical problems have an impact on the limited space for dialogue for a number of listeners who want to participate in certain programs.

In the perspective of modern mass communication, these technical challenges are not only viewed as operational issues, but also require broadcasters to have adaptive skills. Broadcasters must be able to maintain the flow of communication when disruptions occur, make quick decisions, and maintain a conducive broadcast atmosphere. This shows that technical competence and interpersonal competence are two inseparable aspects of the radio broadcasting profession.

Overall, the results of this study confirm that a friendly and energetic communication style combined with good interpersonal skills are the main keys

to building and maintaining relationships between broadcasters and listeners, especially in facing the challenges of a digital era that is full of competition with various new media platforms. Radio Sriwijaya 94.3 FM has succeeded in maintaining the distinctive characteristics of radio broadcasting as a medium based on emotional closeness, direct interaction, and warm communication. This success further strengthens the relevance of radio as a medium that still holds significant space in people's lives, despite the onslaught of social media and streaming services.

This study also confirms that strengthening interpersonal relationships built by broadcasters not only affects the quality of broadcasts, but also determines the image and competitiveness of a radio station. Thus, developing an adaptive, creative, and responsive communication style is a necessity that must be continuously improved by those in the broadcasting industry in order to remain relevant in the era of digital communication.

CONCLUSION

This study concludes that Radio Sriwijaya 94.3 FM broadcasters use a familiar and energetic communication style, reflected in their use of casual language, personal greetings, varied intonation, and quick responses to listener interactions. This communication style is able to form positive interpersonal relationships between broadcasters and listeners, characterized by openness, empathy, and mutual support.

The main supporting factors for this relationship are the announcers' friendly personalities, the use of the local Palembang language, cultural closeness with listeners, and easy access to communication via telephone and instant messaging. Meanwhile, the obstacles faced include technical disruptions such as telephone network outages and limited broadcast duration, which reduce opportunities for listeners to participate.

The findings of this study are in line with various previous studies on radio broadcasting communication, and confirm that the broadcaster's communication style has a strategic role in maintaining listener loyalty amid the digitalization of media.

Recommendations

Based on the findings of this research, several recommendations can be made. First, broadcasters Radio Sriwijaya 94.3 FM are expected to continue maintaining and developing a friendly and energetic communication style, as this style has proven effective in building strong interpersonal relationships with listeners.

Second, radio management needs to improve the technical quality of broadcasts, especially in terms of telephone network stability and audio equipment quality, so that two-way interaction with listeners can run more smoothly.

Third, radio stations can expand the forms of interaction by utilizing digital platforms such as live social media broadcasts to reach a wider audience and add variety to the communication format. Fourth, regular training for

broadcasters on interpersonal communication skills such as empathy, active listening, and emotion management is necessary, given that these aspects have been proven to contribute to the quality of the relationship between broadcasters and listeners.

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