



## Communication Strategy Of Radio Republik Indonesia (RRI) Bengkulu In Retaining Listeners Through Youtube Content (A Study On Programa 1 Channel: Dialog Interaktif Pagi)

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**Abstract.** This study examines the communication strategy of Radio Republik Indonesia (RRI) Bengkulu in retaining listeners through YouTube content, focusing on Programa 1's "Dialog Interaktif Pagi." The research uses a descriptive qualitative approach to capture how a public broadcasting institution adapts to digital media consumption. Data were collected through observation, in-depth interviews with key informants (the Head of the Broadcasting Team and the program host), and documentation of broadcasting activities and YouTube content. The analysis is guided by Susan Tyler Eastman's framework, which highlights five strategic dimensions: compatibility, habit formation, control of audience flow, conservation of program resources, and mass appeal. Findings indicate that RRI Bengkulu aligns program topics and presentation styles with audience needs, maintains listening habits through consistent scheduling and recognizable program identity, and directs audience flow by integrating on-air and online promotion. The station also optimizes limited resources by repackaging broadcast materials into digital formats and strengthening teamwork in production planning. Finally, RRI Bengkulu enhances mass appeal by selecting accessible themes, encouraging audience participation, and using YouTube to expand reach beyond traditional radio listeners. Overall, these strategies help RRI Bengkulu sustain loyal audiences while attracting new viewers in the digital era, supporting the relevance and competitiveness of public radio broadcasting..

**Keywords:** *Communication Strategy, RRI Program, Listener Retention, YouTube Content.*

### INTRODUCTION

The development of digital technology has significantly transformed the landscape of mass communication and media consumption. Advances in internet access, mobile devices, and social media platforms have altered how audiences receive, interact with, and evaluate media content. Traditional mass media such as radio are no longer the sole sources of information and entertainment, as audiences increasingly turn to digital platforms that offer flexibility, interactivity, and on-demand access (McQuail, 2010). These changes pose serious challenges for radio institutions, particularly public broadcasting organizations, which must adapt their communication strategies to remain relevant in a highly competitive media environment. Radio has historically played a crucial role in disseminating information, providing entertainment, and supporting public discourse. As a public broadcasting institution, Radio Republik Indonesia (RRI) carries a mandate to serve the public interest by delivering educational, informative, and culturally relevant content. However, the rise of digital media has reshaped audience behavior, reducing reliance on conventional radio listening schedules and

encouraging media multitasking (Albarran, 2013). Audiences now expect content to be accessible across multiple platforms, including social media and video-sharing applications such as YouTube. As a result, radio organizations are required to rethink how their programs are produced, distributed, and promoted.

In response to these challenges, many radio stations have adopted media convergence strategies by integrating traditional broadcasting with digital platforms. Media convergence allows content to be repackaged and redistributed across different channels while maintaining consistent messaging and branding (Jenkins, 2006). For radio institutions, platforms such as YouTube offer opportunities to extend audience reach beyond geographic limitations and attract younger demographics who are more accustomed to audiovisual content. Through YouTube, radio programs can be presented in visual formats, archived for repeated viewing, and shared easily across social networks, increasing audience engagement and program visibility. RRI Bengkulu, as a regional public radio station, has implemented such convergence strategies by utilizing YouTube as an extension of its broadcasting activities. One of the prominent programs adapted to digital platforms is Programa 1's "Dialog Interaktif Pagi," an interactive morning talk show that discusses social, cultural, and public issues relevant to the local community. By uploading program segments to YouTube, RRI Bengkulu seeks to maintain its loyal listeners while simultaneously reaching new audiences who may not regularly listen to conventional radio broadcasts. This initiative reflects an institutional effort to respond proactively to changes in audience media consumption patterns.

Despite these efforts, transitioning from traditional radio broadcasting to digital platforms is not without challenges. Maintaining audience loyalty requires more than simply uploading content to YouTube; it demands a well-planned communication strategy that considers audience preferences, content relevance, presentation style, and platform-specific characteristics. According to Eastman, Ferguson, and Klein (2014), communication strategies in broadcasting must address factors such as compatibility between content and audience needs, habit formation through consistent programming, and control of audience flow across media platforms. Without these strategic considerations, digital adaptation may fail to sustain long-term audience engagement.

Audience retention has become a critical issue for media organizations in the digital era. Unlike traditional radio listeners, digital audiences have greater control over what they consume and can easily switch to alternative content if their expectations are not met (Napoli, 2011). This condition intensifies competition among media producers and emphasizes the importance of strategic content management. For public broadcasters like RRI, audience retention is closely tied to institutional credibility, public trust, and the fulfillment of public service obligations. Therefore, understanding how communication strategies are applied in digital contexts is essential for evaluating the effectiveness of media convergence initiatives. The communication strategy framework proposed by Susan Tyler Eastman provides a useful analytical lens for examining how broadcasting institutions manage their content and audiences. The framework highlights five key strategies: compatibility, habit formation, control of audience flow, conservation of program resources, and mass appeal. Compatibility refers to aligning content with audience interests and social contexts; habit formation emphasizes consistent scheduling and recognizable program identity; control of audience flow involves guiding audiences across different programs and platforms; conservation of program resources focuses on efficient use of production assets; and mass appeal seeks to attract broad audiences through accessible and engaging content (Eastman et al., 2014). These strategies are particularly relevant in the context of digital media integration.

In the case of RRI Bengkulu, the application of these strategies through YouTube content becomes an important area of study. By examining how "Dialog Interaktif Pagi" is packaged, promoted, and distributed digitally, this research seeks to understand how public radio can

adapt communication strategies to retain audiences in an evolving media environment. The interactive nature of the program, which encourages audience participation and discussion, aligns with the participatory culture of digital media, where users expect opportunities to engage and respond (Jenkins, 2006). This alignment potentially strengthens audience loyalty and enhances the relevance of public broadcasting.

Furthermore, this study is significant because it contributes to the broader discourse on public broadcasting sustainability in the digital era. While many studies have focused on commercial media adaptation, research on public radio strategies, particularly at the regional level, remains limited. Understanding how RRI Bengkulu navigates digital transformation provides insights into how public media institutions can balance technological innovation with public service values. The findings of this study are expected to offer practical implications for media practitioners and policymakers seeking to strengthen the role of public broadcasting amid rapid technological change. Overall, this research underscores the importance of strategic communication in ensuring the survival and relevance of radio institutions in the digital age. By analyzing the communication strategies employed by RRI Bengkulu through YouTube, this study highlights how traditional media can leverage digital platforms to retain audiences, expand reach, and fulfill their public service mission. In an era where media competition is increasingly intense and audience attention is fragmented, strategic adaptation is no longer optional but essential for the sustainability of public broadcasting.

## **LITERATURE REVIEW**

### **Communication and Communication Strategy**

Communication can be understood as a process in which a sender delivers a message to a receiver through a particular channel with the purpose of creating shared meaning and producing an effect or response. In media institutions, communication is not only about sending information but also about shaping how audiences interpret content and how they respond to it. For that reason, communication needs to be designed and managed through a strategy. A communication strategy refers to a systematic plan that directs communication activities to achieve specific goals, such as informing, persuading, building trust, or maintaining audience engagement. In broadcasting, strategy becomes crucial because the audience is diverse and media competition is intense; therefore, the media organization must carefully define its objectives, identify audience segments, craft appropriate messages, choose effective channels, and evaluate performance based on audience feedback and engagement outcomes.

### **Mass Communication and Broadcasting Media (Radio)**

Mass communication is the delivery of messages through media channels to a large, heterogeneous, and often anonymous audience. Broadcasting media such as radio plays an important role in providing information, education, and entertainment for society. Radio has distinctive characteristics: it is immediate, relatively low-cost, accessible in many situations, and capable of building intimacy through familiar voices and daily routines. Despite these advantages, radio faces challenges in the digital era because audiences are no longer bound to fixed schedules and may prefer platforms that provide visual content and on-demand access. This shift requires radio institutions to strengthen their communication approach and to expand program distribution beyond conventional broadcasting so that radio can remain relevant and continue to serve its audience effectively.

### **Media Convergence and Digital Transformation of Radio**

Media convergence refers to the integration of traditional media with digital technologies and platforms so that content can flow across multiple channels. In the context of radio, convergence occurs when radio programs are adapted and distributed through online platforms such as websites, social media, podcasts, and YouTube. This transformation is driven by changes in audience consumption patterns and the growing expectation that media content should be available anytime and anywhere. Convergence also enables radio institutions to repackage content, increase visibility, and strengthen interaction with audiences. For public broadcasters such as RRI, digital transformation is not only a technological adjustment but also a strategic response that helps maintain public service functions while competing with diverse digital content providers.

### **Audience Behavior and Listener Retention**

Audience behavior in the digital era tends to be more active and selective because audiences have many alternatives and can switch between content sources quickly. This condition makes audience retention a critical goal for broadcasting institutions. Listener retention refers to the ability of a media organization to maintain consistent audience engagement over time so that audiences continue to follow a program and remain loyal. Retention is influenced by the relevance of content, the consistency of program identity and scheduling, the quality of message delivery, and the audience's sense of involvement. In the case of radio programs distributed through YouTube, retention is also shaped by digital factors such as accessibility, content presentation, upload consistency, and interactive features that allow audiences to respond and participate. Therefore, retention becomes a key indicator of whether a communication strategy is effective in sustaining audience loyalty in a competitive digital environment.

### **Susan Tyler Eastman's Program Strategy Theory (Main Analytical Framework)**

This study applies Susan Tyler Eastman's program strategy framework to analyze how broadcasting programs maintain and expand their audiences. Eastman proposes five strategic dimensions that help explain program success. Compatibility refers to how well the program content matches audience needs, interests, and social context; when topics align with what audiences consider relevant, audiences are more likely to stay engaged. Habit Formation focuses on building regular audience routines through consistent scheduling, stable format, and recognizable program identity, which encourages repeated consumption. Control of Audience Flow relates to guiding audiences from one segment, program, or platform to another by using promotion, continuity, and cross-platform integration so the audience does not leave easily. Conservation of Program Resources emphasizes efficiency in production by optimizing staff, time, and content assets, including repurposing broadcast materials into digital outputs. Mass Appeal refers to broadening program attractiveness through accessible themes, simple language, and participatory approaches that allow many audience groups to connect with the content. These five strategies are relevant to RRI Bengkulu because they explain how a radio institution can sustain loyalty while expanding reach through YouTube.

### **YouTube as a Digital Platform for Broadcasting Content**

YouTube is a video-sharing platform that enables media organizations to distribute content widely and to reach audiences beyond geographic limitations. For radio programs, YouTube provides an opportunity to present content in audiovisual form, archive discussions for repeated viewing, and increase discoverability through search and recommendation features. YouTube also encourages interaction through comments, likes, subscriptions, and sharing, which can strengthen audience engagement and perceived closeness with the broadcaster.

However, YouTube also introduces challenges such as high competition, audience attention fragmentation, and the need for consistent content quality and presentation. As a result, radio institutions using YouTube must implement strategic communication practices that align content with audience needs, maintain program identity, and integrate promotion across platforms to support listener retention.

## **METHODS**

This study employs a qualitative research design with a descriptive approach to explore how Radio Republik Indonesia (RRI) Bengkulu implements communication strategies to retain its audience through YouTube content, particularly in the Programa 1 program “Dialog Interaktif Pagi.” A descriptive qualitative method is appropriate because the research aims to understand processes, practices, and meanings in their real context rather than to test hypotheses or measure variables statistically. The study is conducted at RRI Bengkulu, with attention to the production and distribution of the program across platforms, including how the broadcast is adapted, packaged, and promoted for YouTube. The object of the study is the communication strategy used by the institution to maintain listener loyalty and engagement in the digital era, while the unit of analysis includes planning decisions, content presentation, cross-platform promotion, and audience interaction related to the program.

The research uses both primary and secondary data sources. Primary data are obtained from key informants who are directly involved in managing and delivering the program, specifically the Head of the Broadcasting Team and the program host, because they possess firsthand knowledge of program planning, execution, and digital distribution practices. Secondary data are collected from documentation such as broadcast schedules, program archives, YouTube uploads, descriptions, titles, and audience interaction records (for example, comments and engagement indicators) that help illustrate how the strategy is implemented and how audiences respond. Data are collected through observation, in-depth interviews, and documentation. Observation allows the researcher to understand the workflow of content production and how decisions are made in practice, while in-depth interviews provide detailed explanations of strategic considerations, challenges, and goals related to retaining audiences through YouTube. Documentation strengthens the findings by providing concrete evidence of content management and audience engagement on the platform. Using these three techniques also supports triangulation, which improves the credibility of the findings by comparing information from different sources.

Data analysis is conducted through an interactive process of data reduction, data display, and conclusion drawing. Data reduction involves selecting and focusing information from interviews, observations, and documents that are relevant to the research objectives. The reduced data are then organized and displayed thematically using Susan Tyler Eastman’s program strategy framework as the main analytical guide, which includes compatibility, habit formation, control of audience flow, conservation of program resources, and mass appeal. Finally, conclusions are drawn by interpreting the patterns found in each theme and explaining how these strategies contribute to listener retention through YouTube. To ensure trustworthiness, the study applies triangulation across techniques and sources, and where feasible, the researcher may confirm key interpretations with informants to reduce misunderstanding. Ethical considerations are also applied by obtaining informed consent from participants, ensuring voluntary participation, and using the collected data responsibly for academic purposes while maintaining confidentiality when needed.

## **RESULTS**

The results of this study show that RRI Bengkulu applies a set of communication strategies to retain listeners by integrating conventional radio broadcasting with YouTube distribution, particularly through Programa 1's "Dialog Interaktif Pagi." Overall, the findings indicate that the station's digital presence is not treated as a separate activity from radio, but as an extension that strengthens program visibility, reinforces audience attachment, and expands reach beyond traditional listeners. Based on Susan Tyler Eastman's program strategy framework, the strategies observed in this research can be explained through five interconnected dimensions: compatibility, habit formation, control of audience flow, conservation of program resources, and mass appeal. Together, these dimensions illustrate how RRI Bengkulu manages its program content and audience relationship in the digital era.

First, the strategy of compatibility is reflected in the way the program aligns its topics and communication style with the needs and interests of the local audience. The content of "Dialog Interaktif Pagi" is designed around issues that are relevant to daily community life and public concerns, which helps the program remain meaningful and useful to listeners. The program's interactive format also strengthens compatibility because it allows the audience to participate directly, giving the impression that the program is responsive rather than purely one-way. In the YouTube context, the compatibility strategy is also expressed through content selection, where segments uploaded online prioritize discussions that are considered timely, socially relevant, and attractive for digital audiences who prefer practical and discussion-based information. This alignment increases the likelihood that audiences will continue following the program both on-air and online.

Second, habit formation is supported through consistency in program identity and scheduling. The research indicates that "Dialog Interaktif Pagi" maintains a recognizable format, host style, and program structure, which makes it easier for audiences to identify and remember. Consistent scheduling helps audiences develop routines, and this routine supports loyalty because audiences anticipate the program as part of their daily activity. Through YouTube, habit formation is strengthened by making program content accessible beyond the live broadcast time. Audiences who miss the radio broadcast can return to the content later, which reduces the risk of losing engagement due to schedule conflicts. In this way, YouTube functions as a supporting mechanism for routine-building by providing continuity of access.

Third, control of audience flow is implemented through cross-platform promotion and linking between radio and YouTube. The findings show that RRI Bengkulu encourages the radio audience to access YouTube content for replay, additional engagement, or continued discussion, while YouTube viewers are also directed to recognize the station's identity and follow the radio program. This strategy aims to prevent audience drop-off by guiding them across platforms, keeping them within the program's communication environment. In addition, the interactive nature of the program supports audience flow because participation encourages audiences to stay engaged longer, especially when they anticipate responses or follow-up discussions. Therefore, control of audience flow is not only achieved through promotional messages but also through the program's structure that sustains audience attention.

Fourth, conservation of program resources is evident in how RRI Bengkulu repurposes broadcast materials into digital outputs. Instead of producing entirely new content for YouTube, the station optimizes existing program resources by recording, editing, and uploading radio discussions to the platform. This approach enables efficient content production while maintaining quality and consistency. The station also relies on coordination among team members to manage production tasks, including preparing topics, facilitating guest speakers, and ensuring that the content is suitable for both radio and YouTube. By maximizing available resources, RRI Bengkulu can sustain digital distribution without creating excessive additional workload or budget burden, making the strategy sustainable over time.

Finally, the mass appeal strategy is shown through efforts to broaden the attractiveness of the program for a wide audience base. The program uses themes that are accessible and commonly relevant, which allows diverse audience groups to connect with the content. Participation is also encouraged, which makes audiences feel included and valued, strengthening emotional engagement and widening the program's appeal. On YouTube, mass appeal is enhanced by the platform's potential to reach audiences beyond the station's conventional geographic coverage. As YouTube content can be shared easily and discovered through recommendations, the program gains opportunities to attract new viewers who may not have been traditional radio listeners. This indicates that mass appeal works not only through content choices but also through the platform's distribution advantages. In summary, the results demonstrate that RRI Bengkulu's communication strategy for listener retention through YouTube is multidimensional and aligns strongly with Eastman's framework. Compatibility ensures that content remains relevant to audience needs, habit formation maintains loyalty through consistency and accessibility, control of audience flow keeps audiences connected across platforms, conservation of program resources sustains production efficiency, and mass appeal expands reach and inclusiveness. These strategies collectively support RRI Bengkulu in retaining loyal listeners while adapting to digital media trends and shifting audience behavior.

## **DISCUSSION**

The discussion of this study focuses on interpreting the findings in relation to Susan Tyler Eastman's program strategy framework and the broader context of digital transformation in radio broadcasting. Overall, the results suggest that RRI Bengkulu's use of YouTube is not merely a technological shift, but a strategic communication response to changes in audience behavior. As audiences increasingly expect flexible access and interactive experiences, public radio institutions need to ensure that their program strategies remain effective across platforms. The findings demonstrate that the five strategic dimensions—compatibility, habit formation, control of audience flow, conservation of program resources, and mass appeal—are not applied separately, but operate together to strengthen listener retention in a convergent media environment.

Compatibility appears as a foundational element because program relevance is the first condition for retention. The findings indicate that "Dialog Interaktif Pagi" emphasizes topics that reflect community needs and public concerns. This supports the idea that audiences continue to follow a program when they perceive it as useful, timely, and aligned with their everyday realities. In Eastman's perspective, compatibility ensures that program content fits the audience's interests and the cultural context, increasing the likelihood of continued consumption. In the digital context, compatibility becomes even more crucial because YouTube audiences are exposed to endless alternative content, and relevance becomes a key factor in preventing audience migration. Therefore, RRI Bengkulu's focus on local and socially meaningful issues can be interpreted as a strategic attempt to create content value that distinguishes the program from competing digital offerings.

Habit formation strengthens retention by turning audience engagement into routine. The findings show that the program maintains consistent identity, format, and scheduling, which helps audiences recognize the program and develop habitual listening patterns. This aligns with Eastman's argument that consistency is essential in building predictable audience behavior. The role of YouTube expands this strategy by reducing the limitations of time and place; audiences who miss the live broadcast can still access the content later. This indicates that habit formation in the digital era does not depend only on fixed scheduling but also on continuous availability. In this way, YouTube supports retention by providing an "on-demand habit," where audiences can

maintain program attachment through repeated access even when traditional routines are disrupted.

Control of audience flow is particularly significant in a multi-platform environment. The findings suggest that RRI Bengkulu uses cross-platform promotion to guide audiences between radio broadcasts and YouTube uploads. This reflects Eastman's idea that broadcasters must manage audience movement so they remain within the program's ecosystem rather than leaving for competitors. In the digital era, the challenge of audience flow becomes more complex because switching costs are extremely low: a viewer can move to another video instantly. The discussion therefore highlights that RRI Bengkulu's efforts to link radio and YouTube are an attempt to reduce audience drop-off by creating continuity. Moreover, the interactive format of the program contributes to audience flow by sustaining attention and encouraging audiences to stay engaged because participation creates a sense of personal involvement and expectation of response.

Conservation of program resources can be interpreted as a sustainability strategy in digital convergence. The findings show that RRI Bengkulu maximizes existing broadcast content by repackaging it for YouTube rather than creating entirely new productions. This supports Eastman's view that efficient resource management is crucial for program continuity, especially when institutions face limitations in budget, staff, and production capacity. In many public broadcasting contexts, resource constraints are common, so repurposing content becomes a rational strategy that allows digital expansion without excessive costs. This discussion suggests that resource conservation is not simply an operational matter, but part of a strategic communication effort, because sustainability of production ensures that the program can maintain consistent presence, which is necessary for retention.

Mass appeal is closely related to RRI Bengkulu's role as a public broadcaster, as public media typically aims to reach broad segments of society. The findings indicate that the program uses accessible themes and encourages audience participation, making the content inclusive and relevant to diverse groups. This aligns with Eastman's concept that broadcasters need to design programs that attract wider audiences, especially when retention depends on continuous engagement. On YouTube, mass appeal is further enhanced by the platform's distribution features, such as easy sharing and algorithmic discovery, which can expose the program to viewers outside the station's conventional geographic coverage. This implies that the program's mass appeal strategy works both through content design and through platform advantages, allowing RRI Bengkulu to potentially expand its audience base beyond traditional listeners.

In summary, the findings reinforce the relevance of Eastman's program strategy framework for analyzing listener retention in the digital era. RRI Bengkulu's integration of radio broadcasting with YouTube content demonstrates how traditional media can adapt strategically to shifting consumption patterns. Compatibility ensures content relevance, habit formation supports loyalty through consistency and availability, control of audience flow maintains cross-platform engagement, conservation of resources supports sustainable production, and mass appeal broadens reach and inclusiveness. The discussion suggests that listener retention today depends not only on program quality within one medium, but also on the ability to maintain a coherent program identity and audience relationship across multiple platforms.

## **CONCLUSION**

Communication strategy to retain listeners by integrating conventional radio broadcasting with YouTube distribution, particularly through Programa 1's "Dialog Interaktif Pagi." The findings confirm that YouTube functions as an extension of radio communication rather than a separate activity, helping the program maintain audience attachment while expanding reach in response to shifting media consumption patterns. Through the lens of Susan Tyler Eastman's program strategy framework, the study shows that RRI Bengkulu's retention efforts are

supported by five interconnected strategies that collectively strengthen audience loyalty and program sustainability in the digital era.

First, the program demonstrates compatibility by selecting themes and discussion topics that align with local audience needs and public concerns, and by maintaining an interactive communication style that makes the program feel relevant and responsive. Second, habit formation is strengthened through consistent program identity, format, and scheduling, while YouTube increases accessibility by allowing audiences to revisit content beyond the live broadcast time. Third, control of audience flow is achieved through cross-platform promotion and continuity between radio and YouTube, which guides audiences to remain within the program's ecosystem rather than shifting to competing content. Fourth, conservation of program resources is evident through efficient production practices, particularly by repurposing broadcast materials into digital content, enabling sustainable outputs without excessive additional costs. Finally, mass appeal is supported through accessible themes and audience participation, and further enhanced by YouTube's distribution potential that enables the program to reach wider audiences beyond traditional geographic and demographic boundaries. Overall, the study concludes that the combination of content relevance, consistency, cross-platform integration, resource efficiency, and broad attractiveness enables RRI Bengkulu to retain loyal listeners while adapting to digital media trends. These findings imply that public radio institutions can remain competitive and socially relevant by strategically using digital platforms to reinforce program identity, increase engagement, and extend public service communication in an evolving media environment.

## **LIMITATION**

This study has several limitations that should be considered when interpreting the findings. First, the research is limited to a single case study, namely the communication strategy of Radio Republik Indonesia (RRI) Bengkulu in the Programa 1 program "Dialog Interaktif Pagi." As a result, the findings reflect the specific context, organizational culture, and operational practices of one regional public radio station and cannot be generalized to all radio institutions or broadcasting programs. Different regions, program formats, or organizational structures may apply different strategies or experience different challenges in utilizing digital platforms such as YouTube. Second, the study relies primarily on qualitative data obtained from a limited number of key informants who are directly involved in program production and management. Although these informants provide valuable and in-depth insights, the findings may be influenced by their perspectives and interpretations. The study does not include direct interviews with audience members or viewers, which limits the ability to fully capture audience perceptions, motivations, and satisfaction levels related to the program and its YouTube content.

Third, the analysis focuses on communication strategies rather than measurable performance indicators. Audience engagement on YouTube is examined mainly through descriptive observation of content and interaction patterns, without systematic quantitative analysis of metrics such as view counts, watch time, or subscriber growth over a long period. Therefore, the study cannot determine the exact level of effectiveness of each strategy in numerical terms or establish causal relationships between strategy implementation and audience retention outcomes. Finally, the study is constrained by time and platform dynamics. Digital media platforms, including YouTube, are continuously evolving in terms of algorithms, features, and audience behavior. The findings reflect conditions during the period of data collection and may not fully represent future developments or changes in digital broadcasting practices. Despite these limitations, the study provides valuable insights into how a public radio institution strategically integrates traditional broadcasting with digital platforms to retain audiences in the digital era.

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