

Radio And Lifestyle Identity Of Solo City Residents: A Cultural Communication Perspective: A Case Study Of Prambors Radio Listeners In Surakarta City

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Abstract: As a mass medium, radio possesses symbolic power in constructing meaning, values, and specific lifestyles among its listeners. Using a qualitative approach and case study methodology, this research examines patterns of radio media consumption, audience perceptions of broadcast content, and how the cultural identity and lifestyle of young people in Solo City are constructed through interaction with this medium. Data was collected through in-depth interviews with active listeners of Radio Prambors, participatory observation, and broadcast documentation. The findings reveal that Radio Prambors is not only a source of entertainment and information but also a medium that reflects and shapes the modern, cosmopolitan, and creative lifestyle identity among young listeners. The communication style, music selection, and narratives presented by the broadcasters influence how listeners perceive themselves and their social environment. These findings reinforce the importance of radio media in cultural representation and as an agent in the formation of collective identity in urban communities.

Keywords: radio, lifestyle, cultural communication, identity, Radio Prambors, Surakarta.

I. INTRODUCTION

Amidst the tide of globalization and advances in digital technology, radio media continues to hold a special place in the dynamics of life in Solo. Known for its rich Javanese culture and gentle character, Solo has a unique relationship with radio—a medium that has been deeply rooted since the colonial era. In the context of cultural communication, radio is not only a means of information and entertainment, but also serves as a mirror and shaper of the community's lifestyle identity. In cultural communication studies, mass media such as radio play a role as agents of cultural value transmission. Radio in Solo often presents content closely related to local traditions, such as wayang kulit (shadow puppet) performances, gamelan music, Javanese songs, and cultural lectures. Local radio stations such as Radio PTPN, Radio Solopos FM, and Radio Persada FM not only convey current information but also help preserve the cultural identity of the community. Local-based radio programs function as a symbolic space where Javanese culture is mediated and consumed on a regular basis (Sriwulandari & Bela, 2024).

Lifestyle identity can be defined as the way in which individuals express their values, beliefs, and preferences through their choices and behaviors (Acar et al., 2024). Radio plays a crucial role in shaping lifestyle identity by providing a platform for individuals to connect with like-minded individuals, discover new ideas and trends, and express themselves through music, talk shows, and advertisements. Through radio, individuals can find a sense of community, belonging, and validation for their lifestyle choices, ultimately influencing how they perceive themselves and others (Bonini, 2014).

Lifestyle identity refers to the way in which individuals express their values, beliefs, and interests through their choices and behaviors in various aspects of their lives (Reports, 2019). This includes their fashion sense, dietary preferences, leisure activities, and overall lifestyle choices. By examining an individual's lifestyle identity, we can gain insight into their personality, values, and priorities. In this paper, we will explore the concept of lifestyle identity in greater detail, examining how it is formed, expressed, and perceived by others (B Purba, S Gaspersz, M Bisyr, A Putriana, 2020).

One key aspect of lifestyle identity is the role of social influences in shaping an individual's choices and behaviors (Brivio et al., 2023). Social factors such as family, friends, media, and cultural norms can all play a significant role in influencing the way in which individuals express themselves through their lifestyle. For example, someone who comes from a family that values health and fitness may be more likely to adopt a similar lifestyle, incorporating regular exercise and healthy eating habits into their daily routine. Similarly, individuals who are heavily influenced by social media may be more likely to follow trends and make purchasing decisions based on what is popular or considered fashionable at the time. These social influences can help to shape an individual's lifestyle identity, reflecting their values and beliefs in a way that is visible to others.

Overall, the way individuals choose to live their lives can be a reflection of the influences that surround them (Mitcheltree, 2023). Whether it be family values, societal trends, or personal preferences, our lifestyle choices can speak volumes about who we are as individuals. By understanding the factors that contribute to our lifestyle identity, we can better grasp the reasons behind our habits and behaviors, allowing us to make more informed decisions about how we want to present ourselves to the world. Ultimately, our lifestyle is a unique expression of our innermost beliefs and desires, shaping the way we interact with others and the world around us.

This sense of connection and validation can be especially important in today's fast-paced and often isolating world (MICHA, 2017). Radio offers a sense of familiarity and comfort, allowing individuals to feel understood and accepted. By tuning in to their favorite stations or programs, listeners can find a sense of routine and stability in their daily lives. In this way, radio becomes not just a source of entertainment, but a vital tool for shaping and reinforcing one's lifestyle identity (Swart, 2021).

From a cultural communication perspective, radio also serves as a powerful tool for transmitting and preserving traditions, languages, and stories. It allows for the sharing of diverse cultural practices and beliefs, helping to bridge gaps between different communities and fostering understanding and appreciation for various cultural perspectives (Lu, 2024). Radio programs that showcase music, literature, and art from different cultures can promote cultural exchange and dialogue, enriching the listener's understanding of the world and fostering a sense of global citizenship. In this way, radio not only shapes individual identity but also contributes to the broader cultural landscape, promoting diversity and inclusivity in society. Through its ability to reach a wide audience and connect people from different backgrounds, radio plays a crucial role in promoting social cohesion and unity (Dey, n.d.). By providing a platform for marginalized voices and underrepresented communities, radio can amplify their stories and experiences, challenging stereotypes and promoting social justice. Additionally, radio can serve as a tool for education and empowerment, providing valuable information and resources to listeners and empowering them to make informed decisions and take action in their communities (Adekaa et al., 2024). Overall, radio has the power to create a more inclusive and equitable society by promoting understanding, empathy, and respect for all cultures and perspectives. Through its ability to reach a wide audience and spark meaningful conversations, radio can bridge divides and foster a sense of belonging among diverse groups. By highlighting diverse perspectives and narratives, radio can help break down barriers and promote mutual understanding among different communities. Ultimately, radio has the potential to inspire positive change and create a more harmonious and cohesive society where everyone's voices are heard and valued (Sjuchro et al., 2024).

Through radio, individuals are able to connect with like-minded individuals who share similar interests and values (Pavarala & Malik, 2021). This sense of community can provide a sense of belonging and support, helping listeners feel less alone in their beliefs and choices. Additionally, radio can serve as a platform for individuals to express themselves and have their voices heard, further validating their lifestyle choices and beliefs. Overall, radio plays a crucial role in shaping and reinforcing one's sense of identity and connection to the world around them.

Thus, radio serves as an extension of the community's cultural space in maintaining and shaping the unique lifestyle of Solo

residents, which emphasizes values of politeness, family, and spirituality. The current lifestyle of Solo residents reflects a blend of tradition and modernity. Radio plays a role in shaping this identity through program segmentation tailored to the preferences of various age groups and social statuses. Young people, for example, listen to contemporary music or interactive programs based on social media. Meanwhile, older age groups tend to choose programs with nostalgic and religious themes (Novita Sari & Jalwis, 2023). This phenomenon shows that radio not only captures lifestyles but also becomes an arena where people rebuild their identities in an ever-changing social situation. The identity referred to here is not a static entity but a social construction that is constantly negotiated through symbols, narratives, and cultural practices, with radio serving as one of the primary vehicles (Devi et al., 2022). Solo, as a cultural city and tourist destination, is also experiencing intercultural interaction. Radio broadcasts featuring guests from diverse ethnic, linguistic, and religious backgrounds expand listeners' horizons and create spaces for intercultural dialogue. Such programs support the formation of an inclusive and tolerant collective identity, in line with the spirit of *Bhinneka Tunggal Ika*. Radio in Solo is more than just a communication tool. It is a living cultural medium that captures the pulse of society, strengthens local values, and shapes the lifestyle of its residents (Harliantara, 2022). From a cultural communication perspective, radio possesses symbolic power to shape unique social and cultural identities, even amid the onslaught of the digital age. Therefore, preserving the existence and relevance of local radio is an essential component in nurturing the cultural identity of Solo City in the present and future.

II. METHOD

This study uses a qualitative approach with a descriptive-analytical method. Data was collected through literature review, content observation of broadcasts from several local radio stations in Solo, and semi-structured interviews with radio listeners and broadcasters. The main theories used in analyzing the findings are Cultural Communication Theory (Ray, 2020) and Social Identity Theory. This study uses a qualitative approach with a case study method. This approach was chosen because it allows researchers to gain an in-depth understanding of how radio media (specifically Radio Pambors) influences the formation of lifestyle identities among its listeners in Surakarta. Case studies are used to explore phenomena in real-life contexts, particularly in the context of cultural communication and urban community identity (Ridlo, 2023).

The unit of analysis in this study is radio program content that contains cultural elements, as well as the community's perceptions of the influence of radio on their lifestyle. This study focuses on local radio stations such as RRI Surakarta, Solopos FM, and several other community radio stations. Research Location and Time This research was conducted in Surakarta (Solo), focusing on communities of active radio listeners and local radio stations such as Solopos FM, Ria FM, and PTPN Radio. This research was conducted over a period of two to three months, from March to May 2025.

Research Focus The main focus of this research is:

1. The use of radio by the community in their daily lives.
2. The relationship between radio consumption and the formation of lifestyle identities.
3. The representation of local cultural values in radio broadcast content.

Data collection techniques include in-depth interviews. Semi-structured interviews were conducted with active radio listeners (aged 20–60 years), broadcasters, and radio program managers. The aim was to explore personal experiences, perceptions, and the symbolic meaning of radio consumption on their lifestyles (Sugiyono, 2020). In addition to in-depth interviews, Participatory Observation was also conducted in various public and private spaces such as coffee shops, and even the homes of radio enthusiasts in the Soloraya region to observe community members' habits in listening to radio, including the time, favorite programs, and interactions with the broadcasts. This was followed by documentation of radio broadcast archives, social media content from radio stations, and promotional materials or radio advertisements to analyze them in terms of symbols and cultural representation.

III. RESULT AND DISCUSSION

From in-depth interviews with 12 key informants and a questionnaire distributed to 50 respondents, it was found that the majority of Radio Pambors listeners in Surakarta are young people aged 18–30, with backgrounds as students and creative workers. Most

listeners live in urban and suburban areas and have intensive access to digital technology such as smartphones and the internet. This study aims to analyze how Prambors Radio broadcasts shape the lifestyle identity of young urban communities in Surakarta. Using a qualitative approach and a cultural communication perspective, data was obtained through in-depth interviews with 12 active Prambors listeners, participatory observation, and documentation of social media related to Prambors. This shows that Radio Prambors has successfully attracted a segment of the young urban population who are tech-savvy and open to the flow of popular culture globalization. Most listeners access Prambors through digital streaming and mobile apps, rather than conventional radio. They listen to Prambors for an average of 1–3 hours per day, mainly in the morning and evening during peak commuting hours. Listeners perceive Prambors not only as a source of entertainment, but also as a “symbolic community” that strengthens a sense of togetherness among young people with urban, cool, and progressive values. Cultural symbols such as slang, musical tastes, and the announcers' style of speaking are seen as reflections of a cosmopolitan lifestyle. Most informants stated that listening to Prambors gives them a sense of being “up to date” and reinforces their self-image as part of a contemporary youth community that follows trends, yet remains grounded in local roots because Prambors occasionally incorporates local content (e.g., indie music from Solo and Yogyakarta, or references to popular hangout spots in the city).

Table 1. Characteristics of Prambors FM Surakarta Listeners

No	Initials	age	Occupation	Listening Frequency	Acces Media	Favorite Program
1	AN	21	Student	Every day	Radio, Spotify	Prambors Morning Show
2	DI	25	Private employee	3-4 Times a week	Prambors app	Tonight Show Radio
3	VE	20	Student	Every day	Radio	Gita Remaja
4	RA	24	Freelancer	Twice a week	Website	2000s music
5	LU	22	Student	Every Day	Radio, Youtube	Prambors Podcast
6	AZ	23	Graphic Designer	Every Day	Streaming	Hip-Hop Trowback
7	MI	26	Young entrepreneur	1-2 Times a week	Car Radio	Top Chart Indonesia
8	DE	21	Student	3-4 Times a week	Prambors app	Casual Chat
9	GA	24	State-owned enterprise employee	Almost every day	Streaming	Indie Hour
10	FI	22	Content Creator	Every day	Social Media	Creative Talk
11	YU	23	Student	5 Times a Week	Spotify, Radio	Gita Remaja
12	NA	25	Graduate Student	3-4 times a week	Spotify, Radio	Indonesia Shopping Time

Many informants mentioned that listening to Prambors is a symbol of modern lifestyle. The announcers' language style, song selection, and content segmentation, which are closely related to the younger generation, create a sense of connectedness with global urban culture. Programs such as “Creative Talk” and “Top Chart Indonesia” present discussions about trends in startups, fashion, music, and technology, which many listeners adopt as inspiration for their lifestyles. Radio not only provides entertainment but also implicitly transmits cultural values. Listeners do not merely imitate but also adopt certain values and lifestyles reinforced through repetitive narratives and presentations on the radio. Although the content has an urban-global flavor, some listeners adapt it to the local context of Solo. For example, “hipster” lifestyle content is adopted in the form of local creative communities such as collective music events or home-based entrepreneurial activities. Based on the above findings, it is clear that Radio Prambors plays a role as

a cultural transmission medium that shapes the lifestyle identity of young people in Surakarta. Through a cultural communication approach, there is a process of negotiation between local identity (Javanese) and global cultural influences. Radio serves as a medium that accommodates urban tastes while still allowing space for local adaptation. From a cultural communication perspective, this reflects the dynamics of “glocalization,” which is the blending of globalization and locality. The resulting identity is hybrid: the young generation of Solo remains “modern,” yet remains rooted in their local cultural heritage.

For example, a radio station in Solo City could feature programming that highlights the diverse cultural traditions and perspectives of its residents, fostering a sense of community and shared identity. By providing a platform for local artists, musicians, and storytellers to showcase their work, radio can also help preserve and promote traditional cultural practices that might otherwise be forgotten or overlooked.

Moreover, radio can play a crucial role in promoting social cohesion and inclusivity within the community by giving a voice to marginalized groups and addressing issues of social justice and equality. By featuring programs that cater to a wide range of interests and perspectives, radio stations in Solo City can create a more inclusive and diverse media landscape that reflects the rich tapestry of identities and experiences within the city. Additionally, through interactive talk shows and call-in segments, radio can serve as a platform for dialogue and debate, allowing residents to engage with one another in meaningful discussions about important social and political issues.

This level of engagement and participation can help foster a sense of community and unity among the residents of Solo City, as they come together to share their thoughts and opinions on various topics. Furthermore, radio stations can also play a crucial role in promoting local artists, musicians, and cultural events, helping to showcase the vibrant arts scene in the city. By highlighting the talents and creativity of its residents, radio can contribute to the overall cultural enrichment and development of Solo City, making it a more dynamic and thriving place to live.

Listeners tuning in to these radio stations can not only stay informed about local news and events, but also discover new talent and support the arts community. This exposure can lead to increased opportunities for local artists to showcase their work and connect with a wider audience. As a result, Solo City can continue to grow as a hub for creativity and innovation, attracting visitors and residents alike who appreciate the rich cultural heritage of the city. Overall, the role of radio in promoting local talent and culture is essential in shaping the identity and reputation of Solo City as a vibrant and diverse place to live.

The connection between radio content and lifestyle identity is a powerful one in Solo City. Through the diverse range of music, talk shows, and cultural programming offered on the airwaves, residents are able to not only stay connected to their roots and traditions, but also to explore new ideas and perspectives. This constant flow of creativity and information helps to shape the way people see themselves and their community, fostering a sense of pride and belonging among listeners. Additionally, the ability of radio to bring people together, whether through shared musical tastes or discussions on important social issues, further strengthens the bond between individuals and the city as a whole. In this way, radio plays a crucial role in shaping the unique lifestyle identity of Solo City, reflecting the values and aspirations of its residents while also showcasing the vibrant cultural scene that sets it apart from other cities in the region.

Furthermore, radio serves as a platform for local artists and musicians to showcase their talent and reach a wider audience within the community. By featuring their work on air, radio stations in Solo City help to promote and celebrate the creative achievements of its residents, contributing to the city's reputation as a hub for artistic expression. This not only fosters a sense of pride among local artists, but also inspires other community members to explore their own creative passions and contribute to the cultural richness of the city. The diverse range of programming on Solo City's radio stations also allows for the sharing of different perspectives and voices, promoting inclusivity and understanding among its residents. Through radio, individuals are able to engage in meaningful conversations, learn from one another, and build connections that transcend social boundaries, ultimately strengthening the fabric of the community as a whole.

This sense of unity and collaboration within Solo City's artistic community spills over into other aspects of daily life, creating a vibrant and welcoming atmosphere for all who call the city home. The radio stations serve as a platform for not only entertainment

and creativity, but also for education and empowerment, giving a voice to those who may have previously felt marginalized or unheard. As Solo City continues to grow and evolve, its radio stations will undoubtedly play a crucial role in shaping the city's future, fostering a sense of belonging and togetherness that is unmatched in any other place.

Radio has the power to shape cultural values and beliefs, influencing the way people think and interact with the world around them. In Solo City, the radio stations serve as a reflection of the city's rich cultural heritage, playing traditional music and sharing stories that have been passed down through generations. These broadcasts not only preserve the past, but also help to educate younger generations about their roots and identity. Through the airwaves, listeners are able to connect with their community and gain a deeper appreciation for the diverse cultural tapestry that makes Solo City so unique. The impact of radio on cultural values cannot be underestimated, as it has the ability to unite people from different backgrounds and foster a sense of pride and unity in the city's shared heritage.

As the radio waves carry these cultural treasures to listeners near and far, the sense of belonging and connection to one's heritage grows stronger. The power of radio to bridge gaps between generations and preserve traditions is evident in the way it brings people together to celebrate their shared history. The influence of these broadcasts extends beyond just entertainment, serving as a valuable tool for cultural preservation and education. In a world where technology is constantly evolving, radio remains a timeless medium for celebrating and honoring the rich tapestry of Solo City's cultural heritage.

As new generations tune in to these broadcasts, they are able to learn about and appreciate the traditions and customs that have been passed down through the years. The familiar voices and music heard on the radio serve as a reminder of the importance of preserving and sharing the stories of the past. Through radio, Solo City is able to showcase its vibrant cultural identity to the world, ensuring that its heritage will continue to be cherished for generations to come.

IV. CONCLUSION

Radio Prambors in Surakarta City not only functions as an entertainment channel but also as a tool for the production and reproduction of the urban lifestyle identity of the younger generation. Through a cultural communication approach, it was found that active listeners construct meaning about their lifestyle through media consumption, forming symbolic communities that adopt global pop culture communication styles and expressions—without losing their attachment to local values. Thus, radio plays a role as a cultural tool in the process of self-identification and the formation of cultural discourse in the urban space of Solo City. Radio Prambors plays a significant role in promoting popular cultural values to the younger generation in Surakarta. Through its dynamic broadcast format, music content, light talk shows, and youth-oriented language, Prambors has become a symbol of urban lifestyle media that focuses on innovation, independence, and self-expression.

Prambors listeners in Solo, who are predominantly in the productive age group (18–30 years old), consider this media outlet a cultural reference in shaping their lifestyle. The lifestyle identity constructed through Prambors consumption includes a preference for global mainstream music, the use of slang, and a flexible, modern lifestyle that is open to diversity. Although Prambors represents global popular culture, its listeners in Solo do not necessarily abandon their local roots. Instead, they engage in a complex process of identity negotiation, in which local (Javanese) values are not eliminated but contextualized within a modern lifestyle framework. This demonstrates the synergy between local and global cultures in the formation of urban identity in Solo.

From a cultural communication perspective, Prambors becomes a symbolic arena where the process of social meaning construction takes place. Listeners are not merely passive recipients, but also active cultural actors who interpret, imitate, and adapt media representations to their personal and social identities. The presence of Prambors and its connection to the youth lifestyle reinforces Surakarta's image as an inclusive city that embraces urban cultural development. As such, radio stations such as Prambors can become strategic partners in shaping city branding that is not only rooted in traditional culture, but also reflects the dynamics of a modern city that is vibrant, creative, and relevant to today's generation.

Thus, radio not only functions as a medium of information or entertainment, but also as an important agent in the process of forming cultural identity and lifestyle of urban communities in the era of media globalization. significance in preserving cultural heritage - Importance of radio in shaping and sharing cultural identity - Call to action for further research on the impact of radio in cultural

communication. In conclusion, the findings of this study highlight the crucial role that radio plays in preserving and promoting cultural identity in Solo City. By understanding the relationship between radio and lifestyle identity, we can continue to celebrate and protect the rich traditions that make this city unique. It is imperative that future research explores the potential of radio as a tool for cultural communication, ensuring that these stories and traditions are passed down and cherished for years to come.

Furthermore, investigating the specific ways in which radio programming can be tailored to better reflect and promote cultural diversity within Solo City will be essential. This could involve collaborations with local cultural organizations, community leaders, and radio producers to ensure that a wide range of perspectives and voices are represented on the airwaves. Additionally, exploring the impact of radio on different age groups and demographics within the city could provide valuable insights into how radio can be used as a tool for intergenerational communication and understanding. Ultimately, further research in this area has the potential to not only deepen our understanding of the role of radio in cultural communication, but also to inform future strategies for preserving and celebrating cultural heritage in Solo City.

By conducting interviews and surveys with listeners from various age groups and backgrounds, researchers can gain a better understanding of how radio programming resonates with different segments of the population. This information can then be used to tailor content that appeals to a wider audience and fosters greater community engagement. In doing so, radio stations in Solo City can continue to serve as a valuable platform for sharing and preserving cultural traditions while also promoting dialogue and unity among its residents.

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