



## Digital Activism in Radio Broadcasting: The Impact of Social Media on Radio Management and Identity

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**Abstract**— Social media has significantly changed the scene of radio broadcasts in Indonesia. This study examines how digital activism via social media influences the management tactics and identity building of Indonesian radio stations. A multiple case study technique was qualitatively employed in this study. Data were gathered through in-depth interviews, observations, and social media content analyses. Data patterns and key themes were identified using thematic analysis techniques. The validity and dependability of the research findings were guaranteed through triangulation of sources and techniques. The findings indicate that social media has altered how radio stations schedule and control broadcast material. Social media has opened new avenues for real-time engagement between listeners and broadcasters. Radio stations are increasingly dependent on digital platforms to create and enhance their brand identity. While digital activism presents difficulties in online reputation management, it also creates fresh opportunities for radio stations to participate in social concerns. The findings of this study are anticipated to offer new perspectives on the radio broadcasting sector in the digital age.

**Keywords**—Digital activism; radio broadcasting; social media; radio management; radio identity; listener interaction; strategy.

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### I. INTRODUCTION

The radio had to change by including social media in its broadcasts. Many radio stations now run official accounts on several social media sites to interact with their audiences. Although social media presents fresh possibilities for listener interaction, radio stations have to consider the various demands and tastes of listeners when creating a digital strategy. In the contemporary media environment, the inclusion of social media in radio broadcasting marks a major shift in how radio stations engage with listeners and share materials. Interestingly, although social media can be a powerful means of reaching underprivileged groups, some issues must be considered. Studies have revealed that underprivileged areas have little inclination to employ social media for disaster management; task challenges harm their desire to utilise these channels (Ramakrishnan et al. 2022).

Radio stations must be present on social media platforms to create personal branding. Their social media updates, as well as their broadcasts, engage with listeners. Furthermore, elements, such as the platform's biography quality, post frequency, and account verification status, affect the efficacy

of personal branding (Cocco et al., 2023). Social media's personal branding can help broadcasters. This allows them to contact new listener groups, market material, and strengthen their ties with listeners (Su et al., 2020).

Social media now allows the expansion of radio broadcast materials. For instance, Instagram and YouTube can host interview segments or behind-the-scene films. These channels allow radio stations to distribute behind-the-scenes materials, interview videos, and other extra resources to improve their listening experience (Szeto et al., 2021). Video clips from studio sessions or artist interviews, for instance, can be posted on Instagram or YouTube to offer visual material to accompany audio broadcasts (Mardhatilah et al., 2023; Sui et al., 2022). These audiovisual stimuli on social media can enable customers to connect with radio programming via several sensory channels and improve their experiences.

Social media allows broadcasters to engage directly with listeners by reading song requests or comments from social media during the broadcast. In live commercial broadcasts, interactivity is a key element that affects product attractiveness and audience-buying intention (Chang et al., 2023). Social media tools let users actively shape a content

producer's brand "brand", called "participatory branding" (Meisner & Ledbetter, 2020). This establishes a relational context in which branding activities include both producers and consumers.

In addition to audio, radio stations use live-streaming capabilities of social media to visually transmit shows. Live streaming allows for the simultaneous integration of several layers of communication, enabling personal, group, and mass communication (Wohn and Freeman, 2020). Radio stations wishing to include visual components in their broadcasts but still seeking direct audience engagement may find this strategy very appropriate.

To reach a larger audience, radio program campaigns and promotions are now frequently conducted via social media. Digital content marketing (DCM) using social media has been successful in boosting brand interaction among consumers (Odoom, 2023). Consumer brand involvement is positively related to DCM campaigns that emphasise informational, entertainment, commercial, and pleasant emotional aspects. Social media influencers can also help DCM to be more effective. Content produced by companies on social media shows a notable positive correlation with social media activity and online purchasing behaviour (Ali-Alsaadi et al., 2023). This indicates the influence of social media on consumer behaviour.

Content from podcast episodes goes well with radio shows that it may be shared via social media sites. With different consumption reasons and listener behaviours, podcasts have become a medium apart from the radio. Although still connected to radio legacy, podcasts provide more flexibility and customisation in terms of audio-material creation and consumption. Its capacity to be delivered across several digital channels, including social media, has increased the reach and accessibility of podcast episodes, thus complementing and replacing conventional radio broadcasts (Chan-Olmsted and Wang 2020).

Social media data and analytics offers the radio a chance to better understand audience preferences. Through social media data analysis, the radio can track listener behaviour and activity patterns, find important places in their lives, and grasp public feelings and opinions (Ebrahimpour et al., 2020; Sufi, 2023).

Working with social media influencers is a creative way of increasing the reach of radio listeners. Collaboration between social media influencers and radio stations can be a good way to reach more people. Social media influencers can affect their followers' decisions and behaviours, including media consumption (Odoom, 2023). In particular, younger generations, who may be less exposed to conventional media, can help promote radio content and draw new listeners.

Radio must fight against podcasts and music streaming services, gaining popularity on social media. Digital technology evolution has altered the audio media scene, pushing the radio to fight with music streaming services, and podcasts have become increasingly popular on social media. Podcasts have the benefit of being an on-demand audio platform that allows users to access material anytime (Crofts et al., 2005; Chan-Olmsted & Wang, 2020).

Digital social media marketing has emerged as a fresh source of income for radio businesses. Digital marketing and social media have transformed how companies, including

radio stations, connect with and reach their audience. The expansion of Internet and social media use has altered customer behaviour and the way businesses operate, providing notable possibilities by reducing costs, increasing brand recognition, and increasing sales (Dwivedi et al., 2020). For radio stations, this offers a fresh path for income creation outside the conventional advertising approach.

The difficulty for the radio to be relevant when individuals spend more time on social media remains great. On the other hand, radio has the opportunity to benefit from social media's participatory character as well. Broadcast companies can conduct studies examining the correlation between social media tactics and changes in people's views or behaviours, share findings with like-minded organisations, and exchange knowledge from social media listening. Social media channels can help by changing the natural reach of broadcast companies, creating customised listening and credibility tools, and enhancing cooperation to support trustworthy content. Radio can remain relevant in the social media era by providing a more interactive and personalised experience for its listeners by smartly using digital technologies and social media.

An integrated content strategy between broadcast radio and social media is important because it may provide an interesting experience for listeners. Inconsistent brand narratives can test consumer expectations, draw greater attention, and initiate more complicated mental processes. This may result in a better narrative delivery or tale immersion. Storytelling's key components—character, setting, and plot—can be used to create conflict and drive involvement (Houghton 2021). Social media integration as a developing storytelling network significantly influences collective efficacy, a sense of neighbourhood belonging, and civic involvement. News on social media can both influence and convey integrated community storytelling network effects on community involvement offline and online (Choi et al., 2021). This implies that a more complete and efficient narrative method may result from integrating the radio and social media methods.

Given this background, the problem formulated in this study is how digital activism via social media influences the management and identity of Indonesian radio stations. This study aimed to examine how Internet activism affects the management strategy and identity creation of Indonesian radio stations. The findings of this study offer new ideas for the broadcasting sector in the digital age.

#### *A. Activism in the Digital Age*

Digital activism refers to the application of digital technologies to social change and advocacy. In this regard, firsthand knowledge of digital activism, particularly regarding radio broadcasting, is scant. Nevertheless, the larger debate on digital activism offers some pertinent insights: digital activism has demonstrated great promise in promoting civic activity and political engagement across several media channels. Although not directly addressing radio, this implies that digital technologies could improve radio activism. Digital activism plans have been emphasised as being significantly influenced by social media (Özturan & Grinstein, 2024; Mindel et al., 2022).

Interestingly, studies have revealed that online and offline activism are frequently related and intertwined, instead of distinct domains (Greijdanus et al., 2020). Digital activism initiatives, therefore, can enhance conventional radio broadcasting activism, perhaps fostering synergy between the two channels. Ultimately, while the setting lacks particular instances of digital activism in radio broadcasting, the ideas of digital activism that have been addressed seem relevant in this field. Combining conventional radio broadcasting with social media, crowdsourcing, and data analytics (Mindel et al., 2024) could possibly open new opportunities for involvement and influence. To reach certain conclusions, more studies concentrating on digital activism and radio broadcasting are still needed. Still, more studies concentrating on digital activism and radio broadcasting would help clarify this.

#### *B. Digital Age Radio Broadcasting*

Radio transmission in the digital age presents new difficulties and possibilities for connecting with the public. Digital technology has revolutionised how consumers access and consume audio materials, thus pushing radio stations to change. The satellite digital radio service (SDARS) in the United States allows users to listen to the same radio station nationwide, including while driving.

Terrestrial broadcasters are also starting to use digital audio broadcasting technology for AM and FM bands. Interestingly, although many people perceive digital technology as endangering the existence of conventional radio, the reality is different in emerging nations. Digital technology, for instance, has enhanced the connection between radio reporters and listeners in Burkina Faso, thereby addressing security issues and generating new dangers. Digital technology is pushing the modernisation of conventional radio usage (Heywood et al., 2023). This indicates that the radio's response to digitisation can differ depending on the setting.

Although it requires creativity and adaptation, the digital world presents opportunities for radio to connect with listeners through novel approaches. To stay relevant, radio stations must use digital technology wisely while preserving their conventional capabilities in delivering aural content. Radio can face the difficulties of the digital age with audience-focused strategies and gradual innovation (Pérez-Seijo & Silva-Rodríguez, 2024).

#### *C. The Broadcasting Sector and Social Media*

Social media has transformed the relationship between radio stations and their listeners as well as their audience involvement measurements. Radio stations increasingly use social media and online platforms to interact with listeners. Today, many radio stations have begun live online broadcasts, provide certain program segments, and keep in touch and conversing with listeners via their web presence. They are creating mobile apps to boost listener involvement and are active on several social media sites, including Facebook, Twitter, LinkedIn, and YouTube.

Although not specifically mentioned, conventional measures, such as the number of followers, engagement rate, post reach, and user interaction, allow the assessment of the efficacy of social media interactions. Especially in places with modern ICT infrastructure and high Internet penetration rates,

social media channels are great instruments for reaching a large number of people.

Although no particular technique has been found to scientifically assess the efficacy of social media interactions, radio stations can use different measures on social media channels to gauge their performance. More exact and specific measuring techniques for the radio broadcasting sector must be created via further study.

#### *D. Broadcasting Industry Brand Identity*

Radio stations are finding brand identification increasingly crucial to stand out in an increasing number of cut-throat sectors. Although the material given does not directly mention radio stations, several talked about branding ideas might be relevant to the radio broadcasting sector. Good branding enables radio stations to create strong brand identities and foster audience loyalty. Brand awareness and trust, as indicated by a study of coffee shops in Indonesia, help foster brand loyalty (Meilani & Suryawan, 2020).

Radio stations can use comparable techniques to build listeners' brand awareness and trust. Interestingly, studies on emotional branding reveal that this approach might potentially create a danger of "doppelgänger" brand pictures or unfavourable images spreading in popular culture. Therefore, radio stations must be cautious in creating their brand identity to stay genuine and connect with their audiences. Radio stations can eventually stand out in crowded marketplaces by creating a strong brand identity through several channels, including social media and other marketing activities. Long-term brand loyalty is also influenced by an emphasis on fostering trust and a good listening experience.

## II. MATERIAL AND METHOD

This study adopted a qualitative approach using a multiple-case study technique. In-depth interviews, observations, and social media content analysis provided data. Thematic analysis methods were used to examine the data and identify patterns and themes. The validity and dependability of the results were confirmed by triangulating the sources and techniques.

## III. RESULT AND DISCUSSION

#### *A. Social Media's Effect on Radio Management Strategy*

Studies have revealed that social media greatly alters the way radio stations schedule and control broadcast materials. Radio stations currently use several Internet channels to reach more people and engage more with their listeners. Radio stations have begun live Internet streaming, providing some program bits, and maintaining communication and conversation with their listeners via the Internet. Furthermore, conventional radio stations have been asserting their presence on social media, such as Facebook, Twitter, LinkedIn, and YouTube, as well as exploring other mobile apps in an effort to interact with their audience. Interestingly, social media has changed radio from a medium that can only be heard to one that can be seen and heard. In particular, social media graphics have allowed viewers to look at broadcast operations and talent in real time and have boosted station involvement. Social media has changed the way radio stations engage with their listeners, broaden the reach of their materials, and

redefine the radio as a medium overall. To remain relevant and connected to their listeners in the digital age, radio stations today have to consider a cross-platform approach comprising social media presence, internet streaming, and traditional transmission.

Social media has had a major impact on radio-management techniques. Social media is breaking through conventional borders, such as tidal waves and pushing radio stations to remain relevant and linked to their listeners.

TABLE I  
SOCIAL MEDIA EFFECTS ON RADIO MANAGEMENT STRATEGY

Features	The narrative	
	Previously	At this time
Change from One-way Broadcast to Two-way Interaction	Radio is a one-way broadcast channel. The material offered was passively consumed by listeners.	Social media allow listeners to engage directly with radio stations and broadcasters through comments, notes, surveys, and live Q&A sessions. This fosters more community loyalty. Radio stations can engage in real time with listeners via services such as Twitter Spaces, Facebook Live, or Instagram Live.
Growing Audience Reach	Geography and signal strength define the radio coverage.	Through live streaming and digital materials shared across several platforms, social media eliminates geographical limits and allows radio stations to reach a larger audience, even worldwide. This creates opportunities to attract new listeners beyond the conventional broadcast areas.
More Accurate Content Personalization and Target Audience	Radio programs are often general to reach as many people as possible.	Social media offers valuable data and analytics regarding listener preferences, demographics and interests. Radio stations can leverage this information to tailor content, promotions and advertising to be more relevant to specific audience segments. For example, targeted social media campaigns can reach listeners with specific musical interests or specific geographic locations.
More Accurate Target Audience and Content Personalization	To reach as many individuals as possible, radio shows tend to be common.	Social media provide useful statistics and information on listener preferences, demographics, and hobbies. Radio stations can use these data to customise advertising, promotions, and materials to be more pertinent to particular audience segments. Targeted social media marketing, for instance, can connect with listeners in certain geographic areas or certain musical preferences.
More Efficient and Affordable Promotion	Radio promotions usually depend on paid advertising in other media such as television, newspapers, or billboards.	Social media offer a more efficient and powerful way to advertise broadcaster profiles, events, and programming. Engaging material posted via social media can go viral, naturally reaching a far larger audience.
Quick and Instant Feedback	Listeners' feedback is sometimes slow	Social media offers a quick feedback mechanism. Radio stations can quickly learn how

Features	The narrative	
	Previously	At this time
	and indirect, either by mail or phone.	people respond to music, programs, or advertisements. This allows them to react to the demands of the audience and quickly change.
Creating Community and Listener Loyalty	Radio stations and their listeners typically have transactional relationships.	Social media provide radio stations with the opportunity to create a closer community with their listeners. Radio stations can foster ownership and loyalty among listeners through consistent contact, presentation of interesting material, and feedback responses.
Combining Visual and Audio Material	The radio is all about auditory material.	Social media provides radio stations with a chance to enhance their listening experience with visual materials, including behind-the-scenes movies, event images, and eye-catching graphics. On social media channels dominated by visual components, this can boost interaction and make radio content more attractive.

Source: Researcher Analysis

Although social media has numerous possibilities, radio stations face certain difficulties, as indicated in Table 2.

TABLE II  
PROBLEMS ENCOUNTERED

Features	The description
Stronger Rivalry	Running several social media channels and creating interesting material calls for resources and a well-thought-out approach.
Strict Content Control	Running several social media channels and creating interesting material calls for resources and a well-thought-out approach.
The Evolving Social Media Algorithm	Changes in the algorithms of social media sites can influence organic reach.
Dealing with Unfavourable Comments	Radio stations should react professionally to unfavourable feedback and criticism using sound techniques.

Source: Researcher Analysis

The results indicate that social media has revolutionised the way radio stations plan and manage broadcast content. Social media is no longer an add-on but has become an integral part of modern radio management strategies. Radio stations that can harness the interactive power, wide reach, and personalisation capabilities of social media will gain a competitive advantage in building loyal audiences, increasing engagement, and ensuring relevance to this digital age. Adaptation and innovation are key to surviving and thriving in an ever-changing media landscape.

The findings show that social media has transformed how radio stations schedule and control broadcast material. Modern radio management techniques now include social media as a core component, rather than an add-on. Radio stations that can use the interactive power, broad reach, and customisation features of social media have a competitive edge in creating loyal listeners, boosting involvement, and

guaranteeing relevance in this digital era. Surviving and succeeding in a constantly changing media environment depend on adaptation and creativity.

#### Changes in Listener Interaction Alterations in Listener Interaction

Social media have opened new avenues for real-time communication between listeners and broadcasters. Social media has significantly changed the way listeners and broadcasters connect. Interactions used to be restricted to sporadic phone calls or labourious letters; now, the borders are nearly undetectable.

Imagine a broadcaster able to obtain instant feedback on a new song via a Twitter poll or Instagram Live comment area. Listeners believe that they have become more involved in and take more care of the radio community. They can send song requests right away, pose enquiries straight to the broadcaster, or perhaps tell their stories and experiences which could be read or talked about in the air.

TABLE III  
SOCIAL MEDIA CHANNELS

Features	Description
Streaming lives on YouTube, TikTok, Facebook, and Instagram.	Help broadcasters directly engage with viewers via video format, respond to enquiries, or simply provide behind-the-scenes experiences.
Comments	A dynamic conversation forum is generated when a post is posted, which enables listeners to contribute ideas and provide comments to the presenter.
Quizzes and polls—Twitter Polls, Instagram Stories	A fast and enjoyable way to involve listeners in song choice, conversation subjects, or just for fun.
Question and Answer Session	Allows viewers to pose questions directly to the broadcaster or guest stars.
Share function	Allow listeners to quickly share radio material with their network of friends, thereby increasing the reach of the station.

Source: Researcher Interpretation

Apart from strengthening the bond between presenters and listeners, this real-time engagement offers radio stations an insightful analysis of the tastes and interests of their audiences. These data may help improve the strategy and materials of the next program.

In particular, social media has opened new avenues for real-time communication between broadcasters and listeners via live streaming services. Many studies have demonstrated the notable influence of this function: social live streaming services allow real-time connection between video content producers (streamers) and consumers, thus fostering a climate for new engagement behaviours and monetisation structures (Giertz et al., 2021). This function allows live two-way conversations, whereby streamers can immediately answer viewers' queries and remarks. On the other hand, real-time communication also brings new difficulties. Content producers must balance their communication emphasis between the material and the community to drive the best audience involvement. While a focus on materials can promote contributions, community-oriented communication usually boosts viewership (Giertz et al., 2021). Social live-streaming platforms have generally transformed broadcaster-listener interactions, producing a more dynamic and intimate experience. However, to maximise audience involvement in this synchronous social media environment, more

sophisticated communication techniques from content producers are required (Giertz et al., 2021; You et al., 2023).

#### B. Digital Age Radio Identity Transformation

Radio stations are increasingly dependent on digital platforms to create and enhance their brand identity. Social media sites and other digital channels have become new venues for creating and enhancing radio station brand identification in this digital era. To remain relevant and connected with audiences under great competition, a strong online presence is not optional, but rather a requirement (Cheng, 2020). Through the calculated use of digital media, radio stations can create a strong and interesting brand image.

TABLE IV  
IMAGE BUILDING STRATEGY

Features	The word "description"
Consistency in Visuals and Narrative	They ensure that the logo, hues, tone of voice, and digital platform communication style match their desired brand identity they wish to create. This leaves the viewer with an unforgettable impression. For instance, a radio station aimed at young listeners would post dynamic graphics and a more relaxed language on social media.
Sharing of Exclusive Content	Digital platforms allow radio stations to provide materials that are not seen in conventional on-air broadcasts. This material might include exclusive podcasts, music videos, behind-the-scenes impressions, complete guest star interviews, or other types of interactive content. This unique material strengthens the image of the station as an interesting source of information and entertainment, and helps listeners appreciate it.
Constructing an Online Community	Radio stations offer listeners room to engage with one another, as well as with broadcasters via social media channels, discussion boards, or comment tools. This feeling of community enhances brand loyalty and helps consumers become part of something larger.
Event and Activity Promotion	Digital channels are now successful in advertising off-air and on-air activities run by radio stations. The broad reach of social media allows radio stations to connect with more people and drive more involvement.
Make the Listener Experience Unique	Radio stations can better understand listener preferences by studying interaction data on digital platforms, which will help them tailor content and promotional offers. This customisation makes listeners feel more valuable and helps them to connect emotionally with the company.
Working with Other Communities and Influencers	Radio stations frequently work with Internet groups or individuals that fit their target demographics. These partnerships help the brand reach new areas for listeners and extend their reach.

Source: Researcher's Analysis

Radio stations not only enhance their brand identification but also create closer and more meaningful connections with their listeners by smartly using digital channels. In an ever-changing media environment, a strong Internet presence is a significant asset.

Radio stations are increasingly dependent on digital channels to create and enhance their brand identity. There are several clear indicators of this development. Radio stations have increased their presence on several Internet sites, run live broadcasts online, provide some program segments, and keep in touch with listeners via digital means. They also aggressively use social media sites such as Facebook, Twitter,

LinkedIn, and YouTube, and create mobile applications to reach their audience. Radio stations may build a consistent digital brand and remain relevant in the digital era by using this multiplatform strategy. Interestingly, the move to digital platforms is not specific to radio stations but rather part of a larger trend affecting all sectors. Generally, brands build digital identities to maintain consumer awareness and remain successful in today's technology-driven economies (Denga et al., 2023). Given the increasing amount of time customers spend on digital platforms, this digital transition has created fresh difficulties and possibilities in brand management, particularly in preserving online presence. The findings indicate that radio stations' use of digital platforms to create brand identity fits the general digital transition in the media and marketing. Radio stations may communicate with their listeners more effectively by using different online channels, adjusting to evolving consumer behaviour, and enhancing their brand presence in the digital environment. As digital media consumption continues to rise, this approach is essential for radio stations to stay relevant and competitive.

### C. Digital Activism: Opportunities and Challenges for Radio

While digital activism offers radio stations new ways to interact with social concerns, it also creates difficulties for online reputation control. Digital activism signals an exciting and difficult new chapter for radio stations in terms of their interactions with social concerns.

TABLE V  
DIGITAL ACTIVISM POSSIBILITIES FOR RADIO

Features	The description
Awareness and Sound Amplification	Radio may use its digital platform to highlight the perspectives of marginalised communities and inform the public of significant concerns, such as the environment, human rights, gender equality, and mental health. The broad reach of social media allows these messages to proliferate more quickly and reach a more varied audience.
Mobilizing Support and Action	Digital platforms allow radio stations to generate support for petitions, donations or involvement in social activities. Social media sharing and call-to-action tools have been quite successful in motivating listeners to become actively engaged in causes that they value.
Promoting Conversation and Dialogue	Social media may be a safe and inclusive space to talk about multifaceted social concerns from various perspectives. Radio stations can provide expert Q&A, highlight many points of view, and inspire listeners to positively share their views.
Collaborations with Social Organizations	Digital platforms enable radio stations to work with social movements or nonprofit groups. They might jointly advocate for a certain cause, organise fundraising activities, or disseminate knowledge about pertinent projects and programs.
Creating a Relevant and Positive Image	Engagement in social concerns that are important to the public can improve the favourable image of the radio station as a caring and socially responsible organisation. Furthermore, it may make the station more pertinent to listeners, particularly the younger population that is growing more worried about world problems.

Source: Researcher's Analysis

Although there are notable possibilities, digital activism also poses great difficulties for running a radio station's online image.

TABLE VI  
ISSUES IN ONLINE REPUTATION MANAGEMENT

Features	The description
Possible Polarization and Controversy	Standing up for delicate social concerns can alienate people and create debate. Radio stations must be cautious in expressing their opinions and ensuring that they are done respectfully, honouring many points of view.
Cancel Culture and Counterattack	Radio stations might suffer negative public reactions if they are seen as inauthentic, disrespectful, or distorting social issue-related information; they may even go through a cancelled culture.
Negative Feedback and Comment Control	Digital platforms are sometimes overflowing with comments and feedback, many of which are unfavourable. Thus, radio stations must create efficient plans to track, react to, and control unpleasant remarks or hate speech resulting from their involvement in social concerns.
Claims of Woke-Washing or Virtue Signaling	Radio stations must ensure that their participation in social concerns is real and not merely a commercial tool to draw notice. Charges of woke-washing or virtue signalling could harm their standing with a discerning audience.
The strain of having a position on every concern	Radio stations could feel compelled in the social media era to speak out on every social concern that arises. However, trying to participate in too many problems without sufficient knowledge or resources can backfire.
False information and disinformation	Radio stations must ensure that the information they provide regarding social concerns is correct and trustworthy. Disseminating false material or disinformation could harm their reputation and possibly affect the causes of their attempts to assist.

Source: Researcher's View

Radio stations must create a thorough online reputation management plan to properly handle these prospects and obstacles.

TABLE VII  
ONLINE REPUTATION MANAGEMENT STRATEGIES

Features	The word "description"
Establishing the Problem Center	Choose social concerns that reflect the ideals of the brand and consumers.
Do thorough study	Make sure you fully grasp the problem to be assigned.
Carefully and responsibly delivering messages	Acknowledges the complexity of the problem, uses inclusive language, and steers clear generalisations.
Creating Real Relationships	Work with respected social groups with a proven track record.
Be open and responsible	They were open to criticism and ready-to-acknowledge errors.
Teach Teams to Smartly Interact	Make sure every staff member is well versed with social concern communication policies.
Actively Monitor and Respond to Comments and Criticism	Hear and react to remarks and criticism in a positive manner

Source: Researcher Analysis

Digital activism may be a powerful tool for radio stations to improve society and build their brands, if approached thoughtfully and responsibly. Avoiding possible dangers depends on deliberate and calculated online reputation management (Castells 2023).

While digital activism has created difficulties in online reputation management, it has also created opportunities for radio stations to participate in social concerns. With new technologies such as satellite digital audio radio services (SDARS) enabling consumers to receive the same radio station over a large geographic area, radio broadcasting has changed in the digital era. This greater reach allows the radio to involve a larger audience in social concerns. At the same time, digital tools like social media channels provide radio stations with fresh opportunities to engage listeners and spread activist ideas (Tappert et al., 2024). However, the digital world presents certain challenges. Online harassment and abuse disproportionately affect underprivileged people, impeding inclusive involvement (Galpin, 2022). To maintain a good online reputation, radio stations must negotiate these challenges carefully. There are also concerns that the digital gap could lead social movements to prefer middle-class interests to those of underprivileged communities. Ultimately, although digital activism opens up fresh possibilities for the involvement of radio stations, they must be mindful of their online presence and strive to close the digital gap. Community radio concepts that prioritise local involvement can help balance digital possibilities with inclusiveness. All things considered, the growth of radio in the digital era calls for thoughtful evaluation of the advantages of increasing reach, as well as the possible drawbacks of being online (Goodson 2022).

#### IV. CONCLUSION

Social media has become a vital component fundamentally altering the scene of radio management. In this digital era, radio stations that can adapt and use social media power will have an advantage in reaching, involving, and maintaining listeners. Social media has changed the relationship between radio stations and their listeners from a passive one-way communication model to an active, real-time, and tailored two-way conversation. This change empowers listeners to be active participants in radio experience, develop relationships, and boost involvement. Radio stations that effectively use this opportunity will be able to strengthen relationships, foster loyalty, and provide more interesting and pertinent radio experiences for their listeners.

Driven by the spread of social media and other Internet technologies, the digital era has fundamentally changed the identity of the radio. Radio stations are changing from linear audio content providers to more complicated, interactive, visual, and online media organisations, thereby greatly influencing how they are seen and engaged with their listeners. From conventional audio media to richer, interactive, and connected Internet media entities, the digital era has pushed radio identity evolution. Radio stations that deftly negotiate this change will be able to create brands that are stronger, more relevant, and closer to consumers in the constantly changing digital sphere.

Digital activism offers both opportunities and difficulties for radio stations. On one hand, it opens up notable

possibilities to increase their role beyond entertainment and information, thereby enabling them to participate in social concerns that are important to their audience, increase awareness, rally support, and create a relevant and caring brand image. Conversely, this involvement brings important questions about online reputation management, possible audience polarisation, backlash danger, and the need for authenticity and caution. While digital activism presents radio stations with interesting ways to increase their positive impact, its effectiveness is mostly dependent on the stations' capacity to handle the risks and obstacles that come with it properly and responsibly. While safeguarding brand reputation, authentic, educated, and strategic participation is essential to maximise the possibilities of digital activism.

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