

# AUDIENCE ANALYSIS OF RADIO IKIM AND ZAYAN FM

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## *Abstract*

Radio is one of the mediums of communication that presents a variety of information, info and entertainment. There are dozens of radios in Malaysia that have different ways of presenting elements and information. This study examined the extent to which students at Universiti Sains Islam Malaysia listened to Radio Ikim and Zayan Fm, identified decision-making patterns and factors that caused students to listen to Radio Ikim and Zayan fm. The study found that most students at Universiti Sains Islam Malaysia have listened to Radio Ikim and Zayan but are not inclined to listen to it every day.

## *Keywords:*

Radio, IKIM Fm, Zayyan Fm

## **INTRODUCTION**

Radio appeals to everyone and is available to all. Based on the human voice, radio is a uniquely personal medium, invoking a listener's imagination to fill in mental images around the broadcast sounds. Its mobility and variety of offerings have made it the most popular medium history. To most adults, radio is as much a part of their as morning coffee and the ride to work. It is a companion that keep us informed about world and local events such as gives us a host of information, sport scores, provide us with the latest weather or traffic, not to mentions our favourite music, and asks for nothing in return.

An Islamic program which on-aired by the radio stations is one of the dignified effort that have

been done to send or sharing important messages of Islam. There are many slots that provided by several Islamic radios and other radios even in small quantity of information, but it still assumed as an effort. However, this program cannot compete to the other programs which are from the other radio that focusing on entertainment. Thus, it will be a numerous challenge to Islamic program to pay attention of listener's ears to them.

The Institute of Islamic Understanding Malaysia (IKIM) or known as Radio Ikim is the first Islamic radio station in Malaysia that operates 24 hours a day, was established on 18 February 1992 under the Companies Act 1965 with the aim of providing an accurate understanding of Islam through various programs and activities such as research, seminars, workshops, forums, consultations, training and publications. It was inaugurated on 3 July 1992 by Tun Dr Mahathir Mohamad, Former Prime Minister of Malaysia.

Zayan fm is a Malaysian Malay language radio station operated by Astro Radio Sdn. Bhd. The radio station went on air on 2 October 2017. Its frequencies were formerly used by The Star's former radio station, Red FM. With its weekly reach of 321K Malaysians (Astro.com), ZAYAN appeals to the modern Muslim community by serving them with contemporary content consisting of the latest fashion, technology, entertainment, and lifestyle news, all the while still holding true to the timeless creed of their faith.

Nowadays, there many types of Islamic programs broadcasted in radio stations with new perspective that the programmers want to show to the people. However, people were lack of interest to listen to Islamic programs especially youth generation. This is because they more interested in entertainment. From the result, we must increase the Islamic content that has in radio which is the types of programs can attract interest among youth generation. Thus, this research will provides an overview and differentiate two Islamic radio station which are Radio Ikim and Zayan fm. Then, this research also analyse the frequency of students listened to Radio Ikim and Zayan fm. And lastly, is about pattern of decision making and factors for those influence the listener choose between Radio Ikim and Zayan fm.

The research is about radio programmed; on searching the frequency students listen to Radio Ikim and Zayan fm while figured out why the students tend to listen certain Islamic programmes in the Islamic radio and to identify patterns of decision making and the factors for those influence the listeners choose Radio Ikim and Zayan fm.

## METHODS

This research is using mix method. This method will using questionnaire that spread to the sample population among students from Universiti Sains Islam Malaysia (USIM). The data will be analyse utilizing the sample collected from the questionnaire that had been answered by the respondent.

## RESULTS AND DISCUSSION

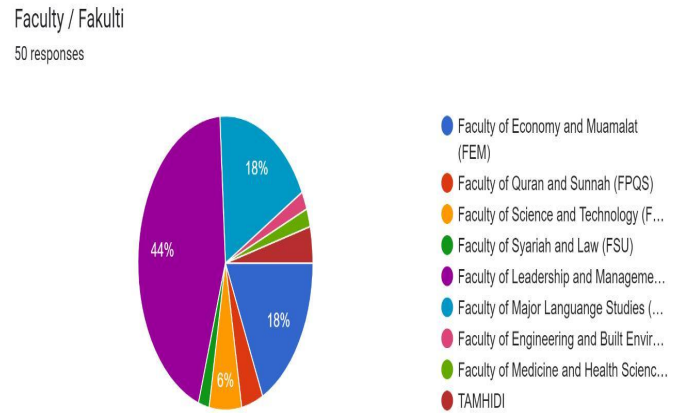


Figure 1: Faculty

Figure 1 shows the percentage of the number of respondents consisting of different faculties. The respondents from the Faculty of Leadership and Management (FKP) recorded the highest respondent of 44%, equivalent to 22 students out of 50 students. The Faculty of Economic and Muamalat (FEM) and Faculty of Major Language Study (FPBU) recorded a similar percentage of 18% equivalent to 9 students. 3 students from the Faculty of Science and Technology (FST) equivalent to 6% also participated in the questionnaire distributed by the researchers.

Next section will explain the purpose of the respondent listening to Islamic radio broadcasts.

What is the purpose you listen to the Islamic radio: radio Islam?

50 responses

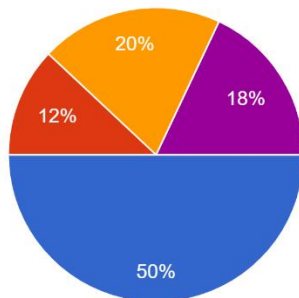


Figure 2: The purpose of listening to Islamic radio.

Searching for the information and knowledge is the highest percentage in Figure 2 for Islamic radio listening. A percentage of 50% of the equivalent of 25 respondents have listened to the radio which aims to find information and knowledge. This is said because, through several programs organized by Radio Ikim and Zayan fm, the partnership can not only be used in learning, but also used for our daily lives. For example, sharing about fashion in Zayan fm. Through this partnership, not only can we learn about how to fashion in Islam, but also know the advantages of cover the *aurat*. Next, respondents who choose the answer to soul when there is a problem also get a high percentage of 20% equivalent to 10 respondents. This is said because, Radio Ikim and Zayan fm provide slots that can help for example, recitation of al-Quran, *Usrah Nurani*, *Bicara Hati*, etc. A total of 9 respondents, 18% who listened to the radio were for entertainment. This is said because, the respondents listen to the songs or antics of the radio presenter as entertainment to themselves. Finally, a total of 6 respondents, 12% who listened to the radio only to listen to songs. It is likely that the respondent was interested in only songs played on Radio Ikim and Zayan fm and

was interested in listening to other programs on other radio frequencies.

### Patterns Of Decision Making and The Factors For Those Influence The Listeners Choose Radio Ikim And Zayan Fm

Here are the factors influence the listener to choose Radio Ikim and Zayyan FM.

- Islamic program can influence you to do good thing.
- Islamic programs have a positive impact on human life.
- Islamic programs have more information and knowledge.
- I think I can influence people who are close to me about radio should be heard.
- Provide a clear understanding of the laws of religion.
- Islamic radio has less listener because of less attractive.
- Can help relieve stress.
- They love listen to this radio

Patterns of decision making and the factors for those influence the listeners choose Radio Ikim and Zayan fm. For the first question related to Islamic program can influence you to do good thing, a total 84% agreed with this recommendation. This is said to be because, most of the programs in Radio Ikim and Zayan fm are program of knowledge based on Islamic shariah.

As for the question Islamic programs have a positive impact on human life. This is because there are several programs available on Radio Ikim and Zayan fm that can have a positive effect on listeners. For example, segment at night Zayan fm, which is the program *Kongsi Luahan Hati*

A total of 34 respondents (68%) agreed with the statement that this Islamic radio broadcast provides a clear understanding of the laws of

religion. This is explained because, there are various segments on Radio Ikim and Zayan fm related to Islam, such as Raudah Jiwa, Islam Agamaku, Usrah Nurani, etc. That unravel and explain the laws of religion.

The respondents also agreed with the fact that Radio Ikim and Zayan fm can help relieve stress for reaching the mean level of 4.5. A total of 33 respondents (66%) strongly agreed followed by 11 respondents (22%) who agreed with this statement. This is said because of the various segments that are available in Radio Ikim and Zayan fm which can be said to be a segment capable of treating the liver such as Mutiara Kata, Kongsu Luahan, Motivation and so on.

Finally, for the statement 'I love to listen song in Islamic radio', recorded various opinions. Strongly agreed, the highest percentage was 54% (27 respondents) followed by 20% (10 respondents). This is said because the song played on Radio Ikim and Zayan fm is a divine song (nashid). Since most of the respondents are from religious school backgrounds, it must have been mixed with nashid songs. However, a total of 10 respondents (20%) were neutral with this statement. But there are also those who strongly disagree, 4% (2 respondents) followed by strongly disagree of 2% (a respondent). It is likely that respondents who disagree with this statement do not like the genre of the song and prefer the genre of hip hop, hits, ballad, and so on.

## **WEAKNESSES AND SUGGESTION OF RADIO IKIM AND ZAYYAN FM**

The following is an analysis of interviews conducted on 3 students of Universiti Sains Islam Malaysia regarding the weaknesses and suggestions of Radio Ikim and Zayan fm.

### **Question 1:**

What are the weaknesses in Radio Ikim and Zayan fm?

The findings of the interview study of question 1 showed that all three informants stated that the music played did not follow the current times and that the programs broadcast were heavy. This statement is evidenced by their following opinions:

"The music played is not in the current trend and there are too many programs involving talk that only involve radio presenters and invited guests only." (*Inf. Iv1. 24.1.2023. 10 a.m.*)

"Music genres are not a trend choice." (*Inf. Iv2. 24.1.2023. 5 p.m.*)

"Music played on radio shows is less suited to the times and the programs held are also mostly heavy and loaded for the community especially young people." (*Inf. Iv3. 24.1.2023. 5.30 p.m.*)

### **Question 2:**

For you, what improvements can Radio Ikim and Zayan fm make in attracting listeners.

With the interview study question 2 showed all three informants had different opinions. For example, need an improvement in the interview segment or other segment.

However, all three informants have the same opinion, which is how the presenter interacts with the times. This statement can be proved through the following conversations:

"It's a more interesting segment like other radios, for example a game between radio listeners and radio listeners." (*Inf. Iv1. 24.1.23. 10a.m*)  
"Many promotions like on tv and billboard" (*Inf. Iv2. 24.1.2023. 5 p.m.*)

"The improvements that can be made may be that Ikim and Zayyan can change the delivery that was adopted from the past and worked out new according to the tastes of the people of today. Spiritual delivery is necessary but delivery should be done casually and simply

without boring the audience especially young people.” (Inf. Iv3. 24.1.2023. 5.30 p.m).

## CONCLUSIONS

In conclusion, the researchers found that radio is one of the sources for students of the Islamic Science University used in learning. This is said to be because through the study, most of the respondents are students from the Faculty of Leadership and Management, most of whom cost the faculty to study using radio, for example communication, new media, faith and dakwah, and so on. From the findings of the questionnaire, respondents like to listen to Radio Ikim and Zayan fm because the programs that are provided are programs that provide a lot of information to them, both in terms of knowledge and positive effects.

Conclusions should include (1) the principles and generalisations inferred from the results, (2) any exceptions to, or problems with these principles and generalisations, (3) theoretical and/or practical implications of the work, and (4) conclusions drawn and recommendations.

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