

Study Of Islamic Education Adaptation Of The Radio Raka Swara Da'wah Broadcast Program In Maintaining Its Existence In The Digital Age

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Abstract

The development of the digital era has brought major changes in the way people access and consume media, which has had a significant impact on the sustainability of conventional media, including radio. Radio Raka Swara, as a local broadcasting station focusing on Islamic preaching content, has attempted to adapt to these dynamics in order to maintain its existence amid increasingly fierce competition from digital media. From the perspective of Islamic education studies, religious radio plays an important role as a means of non-formal education that can expand public access to Islamic knowledge and values. The purpose of this study is to identify and analyze the adaptation strategies employed by Radio Raka Swara in maintaining the sustainability of its religious programs while building audience trust. The research method used a descriptive qualitative approach through in-depth interviews, direct observation, and documentation study. The results show that Radio Raka Swara has successfully utilized various digital platforms such as YouTube, Instagram, TikTok, Spotify, and its own mobile application. The use of these platforms allows broadcasts to reach a wider audience, including international listeners, and to present da'wah content that is more visually appealing and interactive. Other strategies implemented include the use of traffic data for program evaluation, two-way interaction through live streaming features, and content adaptation to cross-generational characteristics. The implementation of these strategies is evident in the development of social media integration with radio broadcasts, training broadcasters to master digital broadcasting, and collaboration with online da'wah communities. Despite facing limitations in resources and promotional funds, Radio Raka Swara has proven that radio remains relevant if it transforms in line with technological developments and audience needs. Further research is recommended to examine the long-term impact of digitization on the da'wah consumption patterns of the younger generation, as well as to explore in greater depth sustainable business models that can truly support the financial independence of da'wah-based radio media in the modern digital era

Keywords: Program Adjustment; Digital Da'wah; Radio Raka Swara; Media Innovation; Digital Transformation.

Abstrak

Perkembangan era digital telah membawa perubahan besar dalam cara masyarakat mengakses dan mengonsumsi media, yang berdampak signifikan terhadap keberlangsungan media

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konvensional, termasuk radio. Radio Raka Swara sebagai stasiun penyiaran lokal dengan fokus pada konten dakwah Islam, berupaya melakukan adaptasi terhadap dinamika tersebut guna menjaga eksistensinya di tengah persaingan media digital yang semakin ketat. Dalam perspektif kajian pendidikan Islam, radio dakwah memiliki peran penting sebagai sarana pendidikan nonformal yang dapat memperluas akses masyarakat terhadap pengetahuan dan nilai-nilai Islam. Tujuan penelitian ini adalah untuk mengidentifikasi serta menganalisis strategi adaptasi yang dilakukan Radio Raka Swara dalam mempertahankan keberlanjutan program dakwah sekaligus membangun kepercayaan audiens. Metode penelitian menggunakan pendekatan kualitatif deskriptif melalui wawancara mendalam, observasi langsung, dan studi dokumentasi. Hasil penelitian menunjukkan bahwa Radio Raka Swara berhasil memanfaatkan berbagai platform digital seperti YouTube, Instagram, TikTok, Spotify, dan aplikasi mobile milik sendiri. Pemanfaatan platform tersebut memungkinkan siaran menjangkau audiens yang lebih luas, termasuk pendengar internasional, serta menyajikan konten dakwah yang lebih menarik secara visual dan interaktif. Strategi lain yang diterapkan mencakup pemanfaatan data trafik untuk evaluasi program, interaksi dua arah melalui fitur live streaming, serta penyesuaian konten dengan karakteristik lintas generasi. Implementasi strategi ini tampak pada pengembangan integrasi media sosial dengan siaran radio, pelatihan penyiar agar menguasai digital broadcasting, serta kolaborasi dengan komunitas dakwah daring. Meskipun menghadapi keterbatasan sumber daya dan dana promosi, Radio Raka Swara mampu membuktikan bahwa radio tetap relevan jika bertransformasi sesuai perkembangan teknologi dan kebutuhan audiens. Penelitian selanjutnya disarankan untuk mengkaji dampak jangka panjang digitalisasi terhadap pola konsumsi dakwah generasi muda, serta mengeksplorasi lebih dalam model bisnis berkelanjutan yang benar-benar dapat mendukung kemandirian finansial media radio berbasis dakwah di era digital modern.

Kata kunci : Penyesuaian Program Siaran; Dakwah Digital; Radio Raka Swara; Inovasi Media; Transformasi Digital.

I. Introduction

The development of information and communication technology in the digital era has fundamentally changed the media consumption patterns of society. Radio, which was once the main source of information and entertainment, now faces a major challenge in maintaining its existence. This is inseparable from the emergence of various digital platforms such as streaming, podcasts, and social media that present content on-demand and are more interactive, in line with the preferences of today's audience, especially the younger generation (Haryanti & Saragih, 2025; Tugu et al., 2025; Hidayat, 2022). In this context, Radio Raka Swara, as a local broadcast media, faces pressure to remain relevant amid the rapid pace of digitalization. The data collected shows a decline in audience interest in traditional radio programs, which are still one-way, less interactive, and not yet optimally integrated with digital platforms. On the other hand, the public tends to prefer digital-based religious content that is flexible, easily accessible, and tailored to their personal needs (Hidayat & Nuri, 2024; Jenkins, 2022). In response to this challenge, Radio Raka Swara has begun to implement various strategies to adapt its religious broadcasting programs in order to maintain its existence. These adaptations include the integration of digital technology in the form of online streaming broadcasts,

redistribution of content through podcasts, and the use of social media to build engagement with the audience. These efforts are not only aimed at expanding the reach of religious broadcasting, but also at maintaining the loyalty of listeners who are increasingly selective in choosing media consumption (McQuail, 2020; Fernández-Sande & Rodríguez-Pallares, 2022).

However, the adaptation process has not always been smooth. Based on research findings, some of the main obstacles encountered include limited human resources in terms of digital technology mastery, lack of promotional budgets, and ineffective program socialization strategies. In addition, the suboptimal quality of religious content production has also been highlighted, given that the current competition in digital content demands high aesthetic and technical standards (Zafar & Aleem, 2022; Anderson, 2021). The adaptation of broadcast programs is not only a technical issue but also a strategic aspect of media management. As explained by Dainga (2025), media adaptation requires comprehensive changes in content, format, and distribution to remain relevant to the digital culture of modern society.

In this case, Radio Raka Swara has the opportunity to make its religious broadcasting program a bridge for interactive and participatory spiritual communication amid the rapid growth of new media. This study aims to analyze how Radio Raka Swara's adaptation of digital religious broadcasting programs has enabled it to maintain its existence in the digital era. This focus is important given the urgency of transforming religious broadcasting media so that it does not lose its relevance in the eyes of the public. The novelty of this study lies in its focus on local religious radio stations that have undergone digital transformation and are based on Islamic media. This perspective enriches the study of digital dakwah, particularly in seeing the role of radio as a means of non-formal Islamic education that continues to exist amid the dominance of new media. Using a qualitative approach through in-depth interviews, observation, and documentation, this study attempts to describe the strategies, challenges, and impacts of this adaptation process on the sustainability of Radio Raka Swara's dakwah function.

II. Research Method

This study uses a descriptive qualitative approach to explore the adaptation strategies of digital religious broadcasting programs carried out by Radio Raka Swara. This approach was chosen because it is considered appropriate for examining complex, dynamic social phenomena that occur in a natural context, with the researcher acting as the main instrument (Moleong, 2022). The research location was purposively determined to be Radio Raka Swara, Sukabumi, West Java, given its relevance as a local radio station that actively broadcasts religious programs while adapting to the challenges of the digital era. The research was conducted from January to March 2025. The data used consisted of

primary and secondary data. Primary data was obtained through in-depth interviews with managers (MG), broadcasters (SM), and audiences (PG). Interviews were conducted in person with an average duration of 30 minutes for each informant. Secondary data consisted of broadcast archives, social media content, and internal documents supporting digital broadcasting strategies.

The data collection technique was triangulated, including participatory observation, in-depth interviews, and documentation studies. This triangulation aimed to enrich the data and test the validity of the research findings (Sugiyono, 2024). Data analysis was conducted interactively through the stages of data reduction, data presentation, and conclusion drawing/verification, which took place in parallel with the data collection process (Moleong, 2022). Data validity was tested using source and technique triangulation, as well as member checking, with reference to four criteria of trustworthiness: credibility, transferability, dependability, and confirmability (Sugiyono, 2024). With this procedure, the research results are expected to provide a comprehensive, valid, and accountable picture of Radio Raka Swara's adaptation strategy in facing the digital era.

III. Result and Discussion

Based on the results of observations, interviews, and documentation, the researchers found that to maintain its existence amid the dominance of digital media, Radio Raka Swara took the following concrete steps:

A. Use of Digital Platforms

Based on the researcher's findings, in facing the challenges of the digital era that have shifted the public's media consumption patterns, Radio Raka Swara has demonstrated significant adaptability through the use of various digital platforms. This transformation was carried out in response to the declining public interest in conventional radio broadcasts and the increasing tendency for the public to access religious content through digital media. This was acknowledged directly by MG, the program director of Radio Raka Swara, in an interview:

"This radio broadcast program is less popular with the public or listeners. Then the public is more likely to access religious broadcast content through digital platforms" (MG, 2025).

Therefore, Radio Raka Swara strategically utilizes various digital channels such as YouTube, Instagram, TikTok, Spotify, WhatsApp, and its official website, as well as developing applications based on Playstore and Appstore (Figure 1).



Figure 1. Radio Raka Swara's Digital Application

This innovation allows the radio station, which was previously only accessible through local frequencies, to now be listened to by audiences from various regions, even across countries, such as Malaysia and Saudi Arabia. In an interview with MG, he explained that:

"Our radio station is digital-based and can be listened to by anyone at any time, even in various regions and abroad" (MG, 2025).

Not only does it expand its reach, Radio Raka Swara also transforms its format by presenting broadcasts in audio-visual form. Through live streaming on platforms like TikTok, Instagram, and YouTube, this radio station creates a new, more interactive experience for listeners. SM explained in an interview:

"Our radio is also visual-based in that we can broadcast live on all existing digital platforms. We will also involve the audience themselves through questions that they can ask directly" (SM, 2025).

The format of the broadcasts is tailored to the needs of audiences from various generations, ranging from baby boomers, millennials, Gen Z, to Generation Alpha. Radio Raka Swara recognizes the importance of this cross-generational approach, stating that,

"Today, there are still baby boomers, millennials, Gen Z, and then there is Generation Alpha. So we have to be able to reach all generations." (SM, 2025)

One of Radio Raka Swara's main strengths in using digital platforms is its ability to utilize real-time traffic data. Unlike conventional radio, the streaming system used allows the radio station to access listener statistics directly and accurately. As MG explained in an interview:

"With streaming, it's clear that when they access it through the Playstore or Appstore, the traffic will come to us and we can evaluate it every week to see if it's " (MG, 2025).

For example, when the dawn preaching program shows an increase in interaction or a lot of questions from the audience, the broadcast duration can be extended so that the discussion can be completed.

"If there are many questions that have not been answered, we can extend the duration so that each question can be answered thoroughly. Because this is not just worldly knowledge, but knowledge for the hereafter," (MG, 2025).

In addition, Radio Raka Swara also builds brand strength through attractive and distinctive program names, making them easy to remember and stick in the minds of the audience. This branding approach is combined with relevant, creative content packaging that is still based on Islamic values.

"One of the things that sticks most with people is how we can create a brand image that is more recognizable. We create program names that make people interested, so that people are curious about what's inside," (MG, 2025).

During certain moments such as Ramadan, Radio Raka Swara even launched special programs such as "sahur programs" and "pre-fast breaking programs" which proved to attract more listeners. According to PG,

"The pre-fast breaking program has a large audience, because people wait for the time to break their fast while listening to the radio." (PG, 2025).

With all the strategies and innovations implemented, Radio Raka Swara has not only succeeded in maintaining its existence in the digital era, but also built a new model for inclusive, adaptive, and technology-based media for religious preaching. The uniqueness of Raka Swara lies in its approach, which not only broadcasts audio through applications, but also presents live streaming visuals in parallel on various platforms.

"We are the only streaming radio station in Sukabumi that broadcasts religious programming while simultaneously live streaming on TikTok, Instagram, and YouTube," (PG, 2025).

This transformation proves that traditional media such as radio can still compete and thrive if they can accurately read the changes of the times and the needs of their audience. Furthermore, the researcher concluded that Radio Raka Swara has successfully undergone a significant transformation in facing the challenges of the digital era by utilizing various digital platforms such as YouTube, Instagram, TikTok, Spotify, and mobile applications. Through this approach, Raka Swara has been able to expand its

audience reach overseas, present broadcasts in audio-visual formats, and tailor religious content to different generations. Other innovations include the use of real-time traffic data for program evaluation, strengthening branding through attractive program names, and launching special programs at important moments such as Ramadan. This digital strategy has made Raka Swara a pioneer in adaptive, interactive, and relevant streaming radio programs amid changes in people's media consumption patterns.

B. Live Streaming and Real-Time Interaction

Live streaming is a form of religious broadcasting conducted directly through various digital platforms such as Instagram Live, TikTok Live, Facebook Live, and YouTube. One of the main advantages of this method is its ability to create real-time interaction between broadcasters and audiences. With this feature, listeners are not only passive consumers but can actively comment, ask questions, or respond during the broadcast. This model strengthens emotional engagement while increasing the effectiveness of digital preaching. This is reflected in the practices of Radio Raka Suara, a digital-based radio station that has made various innovations to remain relevant in the digital era. In an interview, source MG stated:

"This radio is not only audio-based, but also visual-based in that we can live- s on all existing digital platforms. For example, we live on TikTok, live on Instagram, or live on YouTube. And we will also hold direct two-way interactions." (MG 2025).

This approach allows listeners to be directly involved in discussions and even contribute to the direction and content of the religious broadcasts. SM added:

"We will also involve the audience itself, involving the listeners themselves through questions that they can ask directly and we can answer directly. So this radio station not only provides information, but we can also share information and questions." (SM 2025).

Moreover, flexibility is an important aspect in the implementation of live streaming dakwah. Radio Raka Suara, for example, has the ability to adjust the duration of the broadcast based on audience engagement. If there are many unanswered questions, the broadcast duration will be extended. This was confirmed by MG:

"If the traffic is good, we can extend the duration a little... because we can't possibly answer questions about preaching halfway. We have to answer them thoroughly." (MG 2025)

In practice, live broadcasts also provide clear quantitative indicators of audience numbers. Platforms such as TikTok allow broadcasters to see the number of viewers directly during the broadcast. This is an effective evaluation tool for the broadcasting team, as stated by SM:

"When we are live on TikTok, we can see how many viewers we have. Indeed, our daily program at dawn doesn't have that many viewers, but we get more viewers when we make special programs during Ramadan, especially programs before breaking the fast." (SM 2015)

With innovations based on live streaming and real-time interaction, Radio Raka Suara has successfully transformed its approach to preaching from a one-way approach to a dialogical, dynamic approach that is more appealing to the digital generation. This model not only increases the relevance of the content, but also expands the reach of da'wah without being hindered by geographical or time constraints. The following is an image showing Radio Raka Suara using live streaming and social media to reach its audience.

Based on the research findings, it can be concluded that the use of live streaming with real-time interaction is an effective strategy to increase the relevance and reach of da'wah broadcasts in the digital era. Radio Raka Suara is a concrete example of the successful adaptation of da'wah media to technological developments, utilizing various digital platforms such as TikTok, Instagram, and YouTube to convey da'wah messages visually and interactively. Through the comment and live Q&A features, the audience is no longer just passive listeners, but are actively involved in ongoing religious discussions. This two-way interaction creates a more emotional, responsive, and close relationship between broadcasters and listeners. In addition, flexibility in setting broadcast duration and the ability to monitor the number of viewers in real time allows broadcasts to be more adaptive to the needs and interests of the audience. With this innovative approach, Radio Raka Suara has succeeded in transforming religious broadcasting into a more dialogical, dynamic, and inclusive medium, as well as strengthening its existence amid increasingly competitive digital media.

C. Implementation of The Raka Swara Mobile Application

The Raka Swara Mobile application is an Android and iOS-based platform specifically designed by the internal IT team, allowing users to listen to religious broadcasts via streaming, access lecture archives, and follow the daily religious broadcast schedule via their smartphones. The launch of this application is a strategic step for to integrate various Raka Swara services in one place. Key features include broadcast schedule notifications, a replay feature, and direct integration with WhatsApp for religious consultations. In response to the digital era, Radio Raka Suara has taken a major step forward by introducing the Raka Swara.

Mobile Application, an Android and iOS-based platform that allows listeners to access streaming religious broadcasts, access lecture archives, and follow live broadcast schedules from their smartphones. This step was taken as a form of adaptation to ensure Radio Raka remains relevant amid changes in the public's media consumption patterns. MG, one of Radio Raka's managers, explained that:

"From the beginning, the team realized that people now tend to be more comfortable accessing content through their devices. "Initially, we only relied on the website, but now we want people to be able to listen to broadcasts with just one click. So, we developed an app on the Playstore and Appstore," he said in an interview. (MG, 2025)

SM, the program director, added that:

"This application not only makes it easier for listeners, but also gives Radio Raka the ability to monitor user activity directly. "We can find out who is listening, from which country, and even what application they are using. This is a distinct advantage over conventional radio," he said. (SM, 2025)

More than just a tool for listening to broadcasts, this application is also connected to various social media platforms such as TikTok, Instagram, and YouTube. The religious content broadcast through the application is often repackaged to make it more interesting and reach the younger generation.

"Now our listeners are not only from Indonesia, but also from Malaysia and Saudi Arabia. The highest interaction is on TikTok and Instagram," continued SM.

Interestingly, the app also encourages two-way interaction. Listeners can send questions or feedback via WhatsApp, which are then directly addressed by the broadcaster or guest during the broadcast. This makes the religious broadcast feel more lively and personal, In the interview. SM emphasized that:

"The presence of this app is not just about following trends, but a serious effort to ensure that dakwah can continue to reach the hearts of people wherever they are. "We are the only streaming radio station in Sukabumi. Our broadcasts are no longer limited by frequency, but can be heard by anyone, anytime," he explained proudly. (SM, 2025)

With various features offered, it is clarified in the form of an image proving that Radio Raka Swara has a dedicated app accessible to listeners (Figure 2).



Figure 2. Raka Swara Radio Mobile Application

The Raka Swara Mobile App symbolizes the digital transformation of Radio Raka Suara. This innovation strengthens the existence of religious radio in the modern era, proving that traditional media can remain relevant if they adapt and innovate according to the needs of the times.

D. Innovation in Content Distribution and Promotion

Based on the researchers' findings from interviews and documentation, Radio Raka Suara has made various innovations in the distribution and promotion of religious content in order to maintain its existence in the digital era. One of the main strategies is to utilize short content formats such as reels or shorts, which are more likely to go viral and are more popular with the younger generation, especially Gen Z. This is a form of adaptation to changes in media consumption behavior, where people are now more interested in short, visual, and easily shareable content.

In an interview with MG, the Program Director of Radio Raka Suara, explained that:

"they actively share religious content through various digital platforms, such as TikTok, Instagram, Facebook, and YouTube, as a form of redistribution of recorded or live broadcasts."

In fact, TikTok and Instagram are cited as the media with the highest engagement because they allow direct interaction through live features: "

"For example, what social media platforms? Instagram, then Facebook, TikTok as well, and their YouTube channel too. The highest engagement is currently on TikTok. Same with Instagram. Because you can go live directly on TikTok."

To reinforce the research findings, the researchers present the following Table 1:

Table 1. Social Media and Listener Interaction Level

Social Media Platform	Content Type	Interaction Level	Description
Tiktok	Live, Shirt,	High	Comment, Likes and Active

	Video		Chat
Instagram	Feed, Stories, Reels	High	Many Responses from Listeners
Youtube	Full-Length Da'wah Videos	Moderate	As an Archive of Long Content
Facebook	Share and View	Low	Rerely Used for Active Interaction
Whatsapp	Personal Interaction	Moderate	Used for Direct Questions

In addition to content distribution, Radio Raka also implements an attractive and contemporary copywriting approach to reach young audiences. The broadcasting style, which is tailored to the characteristics of millennials, also contributes to the appeal of the content, as explained by MG:

"The broadcasters are all young people, so even when the program is a religious lecture with Ustaz, the atmosphere is carried along by the youthful style of the broadcasters... So the Ustaz also follows the millennial style."

Innovation is also evident in the use of interactive styles at certain moments, such as during Ramadan, where religious programs are not only one-way, but also involve two-way interaction with listeners through social media or WhatsApp:

"This is usually held every Holy Month of Ramadan, where there are interactive programs with Ustaz."

Table 2 presents data on promotional strategies and content innovation.

Table 2. Presents Data On Promotional Strategies And Content Innovation.

Program Name	Air Time	Format	Interaction
Kurma Raka	Before Maghrib (Ramadhan)	Tapping + Live	Interactive during Ramadhan
Patience	Pre-dawn meal (Ramadhan)	Live	Highly Interactive
Da'I Raka	Dawn and Evening (Daily)	Tapping	Passive
Dawn Lecture	Morning and Evening (Daily)	Tapping	Passive

The promotion strategy is also strengthened by collaboration between the production and creative teams in packaging the religious material to be interesting and easy to absorb, especially by adjusting the content theme based on feedback and trends from

social media and comparisons with programs from other radio stations, as stated in an interview by the marketing team:

"We also take from several references. This includes competitors' radio stations and references from social media."

Based on the above data, the researcher concludes that: Radio Raka Suara demonstrates that the success of distributing and promoting religious content in the digital era depends not only on the quality of the material, but also on creativity in delivery, collaboration between teams, and optimal use of digital technology. A multi-platform approach and adaptation of communication styles are key to remaining relevant amid increasingly fierce digital content competition. The data and tables above show that this innovative strategy has proven effective in reaching and retaining audiences, especially young people.

E. Data-Based Monitoring and Evaluation

Data-based monitoring and evaluation are crucial parts of Radio Raka Suara's digital da'wah program adaptation strategy. Evaluation is carried out through the collection of statistical data from various digital sources as well as direct feedback from the audience. This aims to improve content quality, broadcast effectiveness, and maintain public loyalty and trust in Radio Raka as an internet-based da'wah media. In an interview, MG explained that Radio Raka has an internal server system to monitor audience behavior. He stated:

"We have our own server, and usually when we are on air, there are several servers that show which countries are listening... as well as what media is used to access it, such as Google Chrome, the Raka Radio application, or other platforms such as Radio Garden and Online Radio Box." (MG, 2025)

In addition to monitoring access platforms, Radio Raka is also able to identify the percentage of active and passive listeners. This data forms the basis for evaluating the appeal of the religious programs broadcast (Table 3).

Table 3. Statistics on Listener Interaction with Radio Raka's Religious Programs

Indicator	Details/Percentage
Average Active Listeners	40-50 of Total Listeners
Most Popular Access Platform	Raka Radio app, Google Chrome, Tiktok, Radio Garden
Program with the Highest Ratings	Kurma Raka and Bersabar (During the Month of Ramadhan)
Highest Broadcast Schedule (non-Ramadhan)	Subuh Lecture and Dai Raka (5 Am and 5 Pm)
Most Interactive Social Media	Tiktok and Instagram
Non-digital Evaluation Methods	Direct Field Surveys to the Community

In terms of content, the most popular programs during Ramadan are Kurma Raka (Lectures Before Maghrib) and Bersabar (suhoor program), because they are broadcast at crucial times when Muslims are waiting to break their fast or eat suhoor. SM explained:

"During the holy month of Ramadan, the most popular programs are Bersabar and Kurma Raka. Because when Muslims are about to break their fast, they usually listen to the sermons first, and that's when the ratings are highest."

Based on the researchers' findings: Radio Raka Suara implements comprehensive monitoring and evaluation of its religious programs by integrating digital data analysis and field observations to ensure the success of its religious broadcasts amid the trend of digital streaming. Through an internal server system, they can track the origin of listeners, the media used to access the broadcast, and the level of audience engagement, with around 40-50% classified as active. Programs such as Kurma Raka and Bersabar are favorites during Ramadan because they are broadcast at strategic times, while Kuliah Subuh and Dai Raka are popular on normal days. Evaluations are also conducted through social media, especially TikTok and Instagram, which are the most responsive and interactive platforms. SM, the program director, said that in addition to digital data, input from the audience is also obtained through direct interaction in the field. This information is used by the creative team to tailor content to remain relevant and meet public needs. This data-driven approach is a crucial foundation for maintaining quality, sustainability, and audience trust in Radio Raka's digital da'wah. Figure 3 shows the data-driven evaluation monitoring implemented by Radio Raka Swara.



Figure 3. Evaluation and Monitoring Statistics

In maintaining its existence amid the development of digital communication technology, Radio Raka Swara actively integrates the use of various digital platforms as the main means of broadcasting da'wah. In addition to relying on FM frequencies, this station expands its broadcast coverage through online media such as official streaming sites, YouTube, TikTok, Instagram, and location-based applications such as Radio Garden. This multiplatform approach allows religious content to reach a wider and more diverse

audience, especially young people who are more accustomed to accessing content through social media and the internet. This step demonstrates the implementation of Faiza and Wardhani's (2024) theory of mediamorphosis, which states that the media is required to adapt to technological changes in order to remain relevant. In the context of media convergence as proposed by Jenkins (2020), the integration of old and new media proves that Raka Swara has successfully positioned itself amid changes in the communication landscape. Based on field findings, the use of digital platforms has helped this radio station reach listeners across regions, even overseas, such as in Malaysia and Saudi Arabia.

Furthermore, live broadcasts via TikTok, Instagram, and YouTube have become an interactive strategy that strengthens the relationship with listeners. In this format of “,” the audience can respond directly, ask questions, and participate in discussions in real-time. This broadcast model forms a two-way relationship that not only adds emotional closeness but also increases audience engagement in religious content. This approach is consistent with Jenkins' (2022) theory of participatory culture, which places the audience as active subjects in media production and consumption. This interactivity also reflects the characteristics of new media according to McQuail (2020), namely dialogical and participatory communication. Information from the field shows that live broadcasts often trigger a surge in listener participation and allow for flexibility in broadcast duration according to audience enthusiasm. Another important innovation made by Radio Raka Swara is the development of the "Raka Swara Mobile" application. This application makes it easier for users to access live broadcasts, send messages, and get the latest information about radio programs. Through this application, Raka Swara presents religious content that is easily accessible anytime and anywhere, in line with the current digital lifestyle of society. This reflects the principles of accessibility and mobility of new media as explained by Nugroho and Kom (2020), as well as the theory of on-demand media proposed by Dainga (2025), which emphasizes that modern audiences tend to choose their own time and place to access information. Based on interview information, this app has expanded the radio's reach to the Indonesian diaspora community, which was previously difficult to reach through conventional broadcasting.

In terms of content distribution and promotion, Radio Raka Swara does not only rely on linear broadcasting, but also reworks broadcast segments into visual content that is attractive for platforms such as TikTok and Instagram. This approach is carried out by considering social media trends and algorithms as well as the content consumption preferences of the younger generation.

This strategy is in line with the concept of media innovation and digital branding strategies proposed by Ferbita and Setianti (2020) and Isnaeni and Yucha (2025), which state that concise and creative visual formats are able to attract the attention of digital

audiences. Field findings show a significant increase in audience reach and interaction since promotional content began to be digitally optimized, indicating the success of the visual approach in maintaining radio's existence amid competition from digital entertainment platforms. Finally, a data-based monitoring and evaluation system is an integral part of Radio Raka Swara's adaptation strategy. Using digital technology, the production team can monitor various broadcast performance indicators, such as the number of listeners, their location, the type of device used, and the level of audience participation. This information is used as a basis for adjusting the format and theme of the broadcast to better suit the audience's preferences. This approach is in line with the IPPAR model (Maeskina et al., 2021), which uses data as the basis for designing effective communication strategies. In addition, Radjaguguk and Andriani (2025) emphasize that the success of digital media is largely determined by its ability to analyze and respond to audience behavior dynamically. With an integrated evaluation system, Radio Raka Swara is able to manage its broadcast content in a more responsive, contextual, and listener-needs-based manner.

The adaptation steps taken by Radio Raka Swara in its broadcast programs reflect how traditional media can evolve with the times. Through the use of various digital platforms, the presence of mobile applications, and live broadcasts that enable real-time interaction with listeners, Raka Swara shows that they are not only following trends but also understand how to build closer and more relevant relationships with today's audience. All these changes are very much in line with new media theory, which emphasizes the importance of digitization, participation, and connectivity in modern communication (Harahap & Harahap, 2023). Whereas radio communication used to be one-way, Radio Raka Swara has now transformed into an open dialogue space that allows listeners to get involved, provide input, and even shape the content of the broadcast. This is a tangible example of the shift in media from merely conveying messages to becoming a place for sharing and growing together with the audience.

This adaptation shows that successful preaching in the digital age is not only about technology, but also about building more human, intimate, and meaningful communication. Overall, the five strategies implemented by Radio Raka Swara demonstrate concrete forms of adaptation to changes in the digital media ecosystem. Through technological transformation, content innovation, and a data-oriented approach, Radio Raka Swara has succeeded in maintaining its sustainability and relevance as a responsive, open, and competitive Islamic media outlet in the midst of the ever-evolving digital era (Prasetya et al., 2025). The integration of new media principles is key to this process, including active audience engagement, flexible access, and the courage to experiment with new formats and broadcasting channels.

Radio Raka Swara's adaptation efforts in its broadcast program reflect its success in responding to the challenges of the digital age through the use of new media technology. In the context of Lev Manovich's new media theory, new media has distinctive characteristics such as interactivity, digitization, modularity, and wide access. All of these characteristics can be found in the digital strategy implemented by Radio Raka Swara (Ali, 2024). First, interactivity can be seen from the use of live streaming features on various platforms such as TikTok, YouTube, and Instagram. This feature enables two-way communication between broadcasters and audiences, where listeners can actively participate by providing comments and questions directly. This is in line with Jenkins' concept of participatory culture, where audiences are no longer mere recipients of information but are also involved in the communication process. Second, media convergence is applied through the combination of various types of audio, video, text, and visual content that are disseminated simultaneously on various digital channels (Firmansyah, 2025). Radio Raka Swara does not only rely on audio broadcasts, but also repackages *dakwah* content into short videos, podcasts, and other visual displays to make it more appealing to the digital generation.

Third, the strategy in terms of accessibility is realized through the launch of the Raka Swara Mobile application, which allows users to access content anytime and anywhere (Syamaidzar, 2025). This application makes it easier for listeners to access live broadcasts, view lecture archives, and interact through chat features, marking the transition from traditional media to a more flexible and personalized media service model. Fourth, Radio Raka Swara also applies a data-driven approach in the program evaluation and development process (Sitaniapessy et al., 2024). By monitoring listener traffic through internal servers, the team can determine the geographical origin of the audience, the platforms used, and the level of engagement. This reflects the character of new media based on algorithms and analytics, enabling the creation of programs that are more targeted and responsive to audience trends. Fifth, in terms of communication and the delivery of religious messages, Radio Raka Swara demonstrates an understanding of changes in media culture (Nismara, 2024; Vernanda, 2021). By choosing unique program names and collaborating with communicative young broadcasters, they have formed a media identity that is close to the character of millennials and Gen Z, in line with the concept of digital identity in the new media environment. Through these various strategies, Radio Raka Swara demonstrates that conventional *da'wah* media can remain relevant and thrive if it can adapt to technological advancements and shifts in societal media behavior. This adaptation proves that traditional media need not be left behind but can transform into a new, relevant, inclusive, and interactive medium.

IV. Conclusion

This study shows that Radio Raka Swara has successfully adapted to the dynamics of the digital era through various innovative strategies in religious broadcasting. The adaptations made include the use of visual-based live streaming technology on platforms such as TikTok, YouTube, and Instagram, which enable real-time two-way interaction with the audience. In addition, the use of a digital data-based evaluation system allows the broadcasting team to understand listener behavior and adjust content more accurately. The development of the Raka Swara Mobile application also strengthens accessibility and user experience in accessing religious broadcasting in a flexible and personalized manner. Not only that, the distribution of content in short video formats tailored to social media trends and the adjustment of programs to religious moments such as Ramadan and cross-generational audiences are important factors in maintaining the relevance and existence of this radio station. The success of Radio Raka Swara in combining elements of technology, creativity, and closeness to its audience is proof that conventional media such as radio still has great potential to survive and thrive amid the dominance of digital media. This finding also reinforces the understanding of the concept of new media and participatory culture, where the audience is no longer just a recipient of messages, but also an active part of the communication process of da'wah. Thus, Radio Raka Swara can be used as a model of how local media can transform into a relevant, inclusive, and sustainable digital da'wah medium.

Furthermore, the results of this study make an important contribution to Islamic education studies because they show how local religious radio stations can be transformed into adaptive, interactive, and relevant non-formal educational tools. The digital strategies implemented by Raka Swara can inspire religious media and Islamic educational institutions to develop modern technology-based religious outreach models. However, this study still has limitations because it only highlights one local radio station with a short research period, so it cannot be generalized widely. Therefore, further research is recommended to conduct comparative studies on several religious radio stations in various regions, assess the impact of digitalization on the Islamic literacy of the younger generation, and explore sustainable business models that can support the financial independence of digital religious media..

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