



## Radio's Role in Digital Information Dissemination

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### ABSTRACT

The rapid development of digital audio platforms has challenged conventional radio broadcasting. Previous studies have largely examined radio and podcasts separately. This study addresses this gap by examining how Motion Radio utilizes podcasts as a strategy for disseminating information in the digital era. This research adopts a qualitative case study approach. Data were collected through in-depth interviews with key informants, direct observation, and documentation of podcast content and production practices at Motion Radio. The unit of analysis includes content curation, production processes, and distribution strategies of radio-based podcasts. Data analysis was conducted using an interactive model comprising data reduction, data display, and conclusion drawing. The findings indicate that Motion Radio strategically curates selected on-air broadcast content, particularly informative and educational programs, into podcast formats to overcome the temporal limitations of radio broadcasting. Podcast production is integrated with live radio programming, enabling efficient content repurposing, although it remains constrained by limited human resources. Podcasts are positioned not merely as broadcast archives but as digital information channels aimed at expanding audience reach beyond conventional radio listeners.

In conclusion, the integration of radio broadcasting and podcasting demonstrates a functional transformation of radio within the digital audio ecosystem. This study contributes theoretically by strengthening discussions on media convergence and platformization in audio communication, and practically by providing insights for the radio industry in formulating sustainable digital strategies. Future research is recommended to conduct comparative studies across radio stations, quantitative analyses of podcast content, and audience behavior research in digital audio consumption.

**Keywords:** Radio, Information Dissemination, Digital Age.

## INTRODUCTION

Radio has long been recognized as one of the earliest forms of electronic mass media that plays a crucial role in disseminating information, education, and entertainment to the public (Kumar, 2024). Despite rapid technological advancements and the dominance of digital media platforms, radio continues to demonstrate resilience by adapting to changes in audience behavior and communication technologies (Kankam & Attuh, 2022). In the digital era, characterized by the convergence of media, the proliferation of the internet, and the rise of on-demand content, radio is no longer limited to conventional frequency-based broadcasting (Sujoko et al., 2023). Instead, it has expanded its reach through digital platforms, one of the most significant being podcasts. Podcasts as an extension of radio preserve the auditory essence of broadcasting while offering greater flexibility and longevity (Mbai, 2025). Globally, 22.1% of internet users aged 16 and above are reported to regularly listen to podcasts every week. Indonesia ranks as the country with the highest proportion, far exceeding the global average at 42.6% (Yonatan, 2025).

Media digitization has transformed the ways radio content is produced, distributed, and consumed (Ridwanullah & Bala, 2022). Digital platforms enable radio content to be stored, accessed repeatedly, and distributed across space and time (Harliantara et al., 2025). Podcasts, as a form of digitally based audio content, represent one of the primary manifestations of this process (Laor, 2022). This condition places radio within a structural challenge: maintaining its distinctive characteristics as an auditory medium while simultaneously adapting to the logic of digital platforms.

From the perspective of Uses and Gratifications theory, digital audio audiences are no longer passive; instead, they actively select media that can fulfill their informational needs. Podcast consumption reflects a shift in audience motivation from merely listening to real-time broadcasts toward audio experiences that are fully controlled by users. This change requires radio broadcasters to reassess audience behavior and design content strategies that align with these needs to remain competitive within the digital media ecosystem (Askar & Mellor, 2024).

The transition from radio to podcasting is also closely related to issues of digital content management. In a platformized environment, not all content holds equal value for redistribution. Radio stations must strategically curate content, particularly live broadcasts. Content curation becomes a crucial aspect in maintaining quality, relevance, and media identity, while also reinforcing the role of radio as a credible information disseminator amid the abundance of digital content (Linus, 2024).

A descriptive study on the existence of podcast programs at a commercial

radio station demonstrates how radio seeks to maintain its relevance by utilizing podcasts as a medium for delivering digital content to a broader audience in the internet era (Gogali & Tsabit, 2020). In addition, Pandusaputri et al. (2024) examine shifts in listening interest between traditional radio and podcasts among Generation Z, as well as the factors influencing these preferences, including the development of digital audio platforms that affect audio content distribution. This study provides empirical evidence of how digital audio consumption has shifted within younger audience segments. Another study by Gissani et al. (2024) investigates media convergence practices at Ardan Radio as a strategic adaptation to the challenges of media digitalization, emphasizing the importance of integrating various digital platforms to maintain radio's relevance in the era of convergence.

Although numerous studies have examined radio and podcasts, there has been no research that specifically analyzes how Motion Radio integrates podcasts as a medium for information dissemination. This study addresses that gap by presenting an in-depth analysis based on a case study of Motion Radio.

The urgency of this research is reinforced by the increasing consumption of digital audio media and the rapid growth of podcasts as part of the media industry. The shift in audience preferences toward on-demand audio content requires radio stations not only to be present on digital platforms but also to develop clear strategies for content management. Without appropriate curation and content management strategies, podcasts risk becoming merely passive archives rather than strategic instruments for information dissemination.

The novelty of this study lies in its in-depth analysis of podcast content curation strategies derived from live broadcasts at Motion Radio. This research views podcasts not merely as digital products but as part of a media convergence process that reflects changes in the radio communication model in the digital era. The theoretical contribution of this study is expected to enrich mass communication scholarship, particularly in relation to audio media convergence, digital content management, and audience behavior in digital audio consumption.

Accordingly, the research problem focuses on how Motion Radio manages the transition from conventional broadcasting to podcasting as a strategy for information dissemination in the digital era. More specifically, this study examines the challenges faced by Motion Radio in the process of content digitalization and the strategies employed to maintain its informative function.

This study aims to analyze how Motion Radio conducts the curation, production, and distribution of podcast content as a strategy for information dissemination in the digital era. This objective is formulated to provide a comprehensive understanding of the role of radio within the digital audio media ecosystem, while also offering theoretical and practical contributions to the

development of broadcasting media amid ongoing media convergence.

## RESEARCH METHODS

This study employs a qualitative approach with a descriptive case study design. The qualitative approach was chosen because the study aims to gain an in-depth understanding of the processes, strategies, and meanings underlying the use of podcasts by radio stations in disseminating information in the digital era. The case study design is used to intensively explore audio media convergence practices implemented by Motion Radio as a representation of a commercial radio station adapting to digital platforms.

The research was conducted at Motion Radio Jakarta as the study site, as this radio station actively develops podcasts derived from live radio broadcasts and consistently produces informative content. The research period took place from August to December 2022, beginning with preliminary observations of Motion Radio's broadcast and podcast content, followed by primary data collection through in-depth interviews.

Key informants in this study were selected using purposive sampling, namely individuals who possess knowledge, experience, and direct involvement in the production and management of Motion Radio's podcasts. The main informants consisted of Ferdinand Immanuel, Programming Officer & Producer of Motion Breakfast, and Denny Widiyanto, Production Staff of Motion Radio & Editor of Motion Radio Podcasts. These informants were selected based on their strategic roles in radio content curation, podcast production, and decision-making related to digital content distribution.

Data collection in this study was conducted using three main methods: in-depth interviews, observation, and documentation. Semi-structured in-depth interviews were carried out to explore information related to content curation strategies, podcast production processes, considerations in selecting broadcast materials, and challenges encountered in podcast management. Observation was conducted through direct examination of radio broadcasting practices and the management of Motion Radio's podcasts, including the types of content selected for republication. Documentation was used to complement the data in the form of podcast archives, broadcast schedules, content descriptions on digital platforms, and other supporting documents relevant to the study.

Data analysis employed the interactive analysis model proposed by Miles and Huberman, which consists of three main stages: data reduction, data display, and conclusion drawing/verification. During the data reduction stage, the researcher selected, focused, and simplified data obtained from interviews, observations, and documentation in accordance with the research focus. The data display stage involved organizing the data into thematic narratives to facilitate

understanding of the relationships among findings. The final stage involved concluding by formulating meanings and patterns from the data through repeated and consistent analysis.

To ensure data trustworthiness, this study applied triangulation techniques, specifically source triangulation and method triangulation. Source triangulation was conducted by comparing information obtained from different key informants, while method triangulation involved comparing data derived from interviews, observations, and documentation. Through these procedures, the data are expected to possess a high level of credibility and validity in depicting the role of radio in information dissemination through podcasts in the digital era.

## RESULTS AND DISCUSSION

The findings reveal that Motion Radio adopts a selective content curation strategy, prioritizing informative, educational, and socially relevant programs over purely entertainment-oriented broadcasts. Podcast content is primarily derived from recorded on-air programs and repackaged for digital distribution, demonstrating an integrated production model in which existing broadcast workflows are optimized to serve dual platforms. This approach reflects organizational efficiency in the absence of a dedicated podcast team, while simultaneously presenting managerial challenges related to limited human resources and time constraints.

Furthermore, podcasts are positioned as an extension of Motion Radio’s institutional identity as an information-oriented broadcaster. Rather than functioning solely as archival storage, podcasts are strategically utilized to reach digitally oriented audience segments who may not regularly engage with traditional radio. Overall, the table highlights how podcasting operates as both a technological adaptation and a strategic communication response within Motion Radio’s media convergence framework.

**Table 1.** Summary of Research Findings on Motion Radio’s Podcast Strategy

Findings Aspect	Description of Findings	Informant Interview Excerpts
Motivation for the Shift to Podcasting	Podcasts are used as a radio adaptation strategy in response to changes in digital audio media consumption patterns and to overcome the one-time, ephemeral nature of radio broadcasts.	“Podcasts become a solution because radio broadcasts only pass once. It’s a shame if informative content is heard only once, so we store it in podcast form.” (Motion Radio Producer)
Content Curation Strategy	Not all radio broadcasts are uploaded as podcasts. Motion Radio applies a selection process by prioritizing informative, educational, and long-term relevant content over	“What we usually select for podcasts are informative topics, such as health, careers, or public issues. Content that is purely for fun is usually not uploaded.”

	purely entertainment-based programs.	(Motion Radio Programming Officer)
Source of Podcast Content	Podcast content is largely derived from live (on-air) broadcasts that are recorded and repackaged, rather than from separately produced new content.	“Most Motion Radio podcasts come from on-air programs. So the talk shows we broadcast live are also prepared for podcasts.” (Motion Radio Podcast Editor)
Podcast Production Model	Podcast production is carried out in an integrated manner with radio broadcast production to maximize resource efficiency, without a dedicated podcast team.	“We don't have a dedicated podcast team yet, so on-air producers also handle podcasts. One workflow can serve two platforms.” (Motion Radio Producer)
Function of Podcasts as an Information Medium	Podcasts are positioned as an extension of radio's function in disseminating information, rather than merely as broadcast archives or entertainment content.	“Podcasts are not just archives; we intentionally position them as an information medium as well, in line with Motion Radio's image.” (Motion Radio Programming Officer)
Challenges in Podcast Management	Limited human resources and time are the main challenges affecting consistency in podcast production and development.	“The main challenge is clearly human resources, because podcasts don't have a dedicated team yet, so management is somewhat limited.” (Motion Radio Podcast Editor)
Purpose of Podcast Distribution	Podcasts are intended to reach digital audience segments who do not consistently listen to conventional radio broadcasts.	“Through podcasts, we want to reach not only radio listeners, but also audiences who are more digitally oriented.” (Motion Radio Producer)

Source: Research interview results

The first finding indicates that the development of podcasts by Motion Radio is driven by the need to overcome the limitations of radio broadcasts, which are ephemeral and cannot be replayed. Informants emphasized that much informative content considered valuable for listeners may be missed if it is only broadcast live. Therefore, podcasts are utilized as a means to extend content accessibility, allowing audiences to listen to the content again at different times.

The second finding relates to the podcast content curation strategy. Motion Radio does not upload all radio broadcast materials into podcast format; instead, it selectively curates specific content. Priority is given to informative, educational, and listener-relevant materials, such as topics on health, careers, public policy, and social issues. In contrast, light entertainment-oriented content tends not to be

converted into podcasts, as it is considered to have limited long-term utility.

The third finding shows that the primary source of Motion Radio's podcast content comes from live (on-air) broadcasts. Podcasts are not produced as entirely separate content, but rather as recordings and repackaged versions of talk shows or dialogues that have already been aired. This practice indicates that podcasts are positioned as an extension of radio broadcasts rather than as standalone media products.

The fourth finding concerns the podcast production model implemented by Motion Radio. Podcast production is carried out in an integrated manner with radio broadcast production, without a dedicated podcast team. Producers and on-air staff are jointly responsible for podcast management, allowing a single production process to serve two different platforms. This workflow is applied as a form of efficiency in the use of human resources and time.

The fifth finding demonstrates that Motion Radio positions podcasts as part of the radio's informative function. Podcasts are not viewed merely as broadcast archives, but as media deliberately used to convey information to digital listeners. Informants emphasized that podcast content remains aligned with Motion Radio's identity as a radio station that prioritizes inspirational and educational values.

The sixth finding reveals challenges in podcast management, particularly related to limited human resources. The absence of a dedicated podcast team causes the production and uploading processes to depend on the availability of on-air producers' time. This condition affects the consistency of podcast management and limits the development of more diverse podcast content.

The seventh finding relates to the purpose of Motion Radio's podcast distribution. Podcasts are utilized as a means to reach listeners beyond conventional radio audiences, particularly those who are more actively engaged with digital platforms. Through podcasts, Motion Radio seeks to expand its listener reach and ensure that informative broadcast content can be accessed by a broader audience segment.

### **Motivation for the Shift to Podcasting**

The first finding indicates that Motion Radio's use of podcasts originates from an institutional awareness of the fundamental limitations of conventional radio broadcasting, which can only be listened to once and is dependent on broadcast schedules. This condition causes much informative content to be potentially underutilized by audiences, particularly listeners who are unable to follow live broadcasts. Podcasts are therefore positioned as a strategic solution to extend the

lifespan of audio content, allowing it to be reaccessed by listeners according to their time preferences. In the context of Motion Radio, podcasts function as an extension of radio that remains rooted in the informative broadcasting function. This indicates that radio-based podcasts possess characteristics distinct from non-radio podcasts, particularly in terms of content orientation and communication objectives.

These results are consistent with the findings of Gogali & Tsabit (2020), who argue that radio utilizes podcasts as a means of maintaining its existence and relevance amid changes in digital media consumption patterns. The findings also reinforce the study by Andok (2025), which notes that podcasts enable radio to transform broadcast content into digital content that can be accessed repeatedly.

From a media convergence perspective, this practice reflects a process of integration between conventional broadcasting media and digital platforms. Radio does not abandon its auditory characteristics; rather, it extends them into digital formats that are more aligned with contemporary audience consumption patterns. Podcasts represent a form of convergence that allows radio to maintain its identity while expanding the reach of information distribution. This underscores that convergence is not merely a technological issue, but also a communication strategy in response to shifts in media culture.

Within the framework of digital audio media consumption, the presence of podcasts also illustrates a change in the relationship between media and audiences. Listeners are no longer positioned as passive recipients who must adjust to broadcast schedules, but instead exercise full control over when and how audio content is consumed. This condition requires radio to be more responsive to audience needs for flexibility and control in accessing information. In this regard, podcasts serve as a medium capable of addressing these needs without diminishing radio's role as a credible information provider.

This first finding further affirms that Motion Radio's utilization of podcasts is not merely a reactive response to trends, but a communication strategy oriented toward sustaining the informative function of radio. By using podcasts to overcome the temporality of broadcasts, radio is able to expand its role from a "listen-once" medium into an audio medium that can be accessed repeatedly and remains relevant within the dynamics of the digital media ecosystem.

### **Radio Podcast Content Curation Strategy**

The second finding indicates that Motion Radio implements a content curation strategy in determining which radio broadcast materials are converted into podcasts. Not all live broadcasts are re-uploaded to podcast platforms. Only content considered to have informative, educational value, and long-term relevance is selected. This practice emphasizes that podcasts are not positioned

as complete replicas of radio broadcasts, but rather as the result of an editorial selection process tailored to the characteristics and needs of digital audiences.

This finding can be explained through the perspective of digital content management, which highlights the importance of content selection, packaging, and distribution to maintain relevance amid the abundance of digital information. Motion Radio consciously prioritizes informative content over light entertainment, indicating the presence of a deliberate content management strategy. This practice demonstrates that radio has begun to adopt digital content management principles commonly applied in platform-based media.

From a Uses and Gratifications perspective, this curation strategy reflects radio's effort to align content with the motivations and needs of podcast audiences. Digital audio audiences tend to seek content that provides informational value. By selecting educational and relevant content, Motion Radio seeks to fulfill audiences' needs for information that can be accessed repeatedly, in line with digital audio media consumption patterns.

The results of this study are consistent with the findings of Gogali & Tsabit (2020), who argue that radio in the digital era must adapt its content to the characteristics of new media to remain relevant. Other studies from [Isaboke et al. \(2025\)](#) have found that radio podcasts function as extensions of conventional broadcasts. In other words, radio podcasts do not merely reproduce broadcasts, but reshape radio content identity to meet the expectations of digital audiences.

Thus, the discussion of the second finding confirms that content curation strategies are a key element in the integration of radio and podcasts. Curation serves as the meeting point between the logic of radio broadcasting and the logic of digital platforms, while also indicating a shift in the role of radio from merely providing entertainment to managing structured audio information. This finding strengthens the contribution of the study by positioning content curation as a strategic aspect in understanding the transformation of radio in the era of audio media convergence.

### **Source of Podcast Content**

The third finding shows that the primary source of Motion Radio's podcast content comes from live (on-air) broadcasts that are recorded and repackaged. Podcasts are not produced as entirely separate content, but rather as the result of integrating existing radio broadcast programs. This practice indicates that podcasts are positioned as an extension of radio broadcasting activities, rather than as an independent new medium.

From the perspective of media convergence theory, the integration of on-air broadcasts into podcasts reflects a process of convergence between conventional media and digital platforms at the level of content production. In this context, convergence occurs not only in distribution but also in the

production process and message packaging. Radio maintains its auditory broadcast format while adapting it to the on-demand characteristics of digital media. This demonstrates that podcasts serve as a medium through which radio can expand its distribution without abandoning its core identity as an audio medium.

This finding can also be understood through the concept of media digitization, whereby analog or linear content is transformed into digital formats that can be stored, managed, and redistributed. By recording on-air broadcasts and uploading them as podcasts, Motion Radio engages in a process of content digitization. This process not only extends the reach of content but also transforms the nature of radio broadcasts from being temporary to becoming permanent audio content that can be repeatedly accessed by audiences.

The results of this study are consistent with the findings of [Rime et al. \(2022\)](#), who state that radio podcasts generally originate from existing broadcast programs as part of radio's adaptation to digital media. A comparison with the study by [McGregor \(2022\)](#) highlights differences between radio podcasts and independent podcasts. Independent podcasts are typically designed from the outset as digital content, whereas Motion Radio's podcasts originate from radio broadcasts that have already undergone the broadcasting process. This distinction affects content structure, presentation style, and communication objectives. Radio podcasts tend to retain the dialogue and talk show formats characteristic of broadcasts, while simultaneously leveraging the advantages of digital platforms in terms of accessibility.

Overall, this finding confirms that Motion Radio's podcasts are the result of structural integration between radio broadcasts and digital media. This integration demonstrates that the transformation of radio in the digital era does not always require the creation of entirely new content. Instead, it can be achieved through the optimization of existing content. Thus, this finding makes an important contribution to understanding how radio utilizes digitization and media convergence to maintain its role as an information disseminator in the era of digital audio platforms.

### **Podcast Production Model**

The fourth finding indicates that podcast production at Motion Radio is carried out in an integrated manner with radio broadcast production, without a dedicated team specifically assigned to podcasts. Producers and the on-air team perform dual roles, managing live broadcasts while simultaneously handling podcast production. This production model reflects a strategy of organizational efficiency adopted by media institutions in responding to multiplatform demands amid limitations in human resources and time.

From the perspective of media convergence theory, this integrated

production model signifies convergence at the organizational and managerial levels. Convergence is not limited to the integration of technology or platforms, but also extends to work structures, role distribution, and media production workflows. As a traditional media institution, radio must adapt its working patterns to be able to produce content for more than one platform simultaneously. This finding demonstrates that Motion Radio applies institutional convergence by maximizing the functions of its existing teams.

This finding can also be explained through the digital content management approach, which emphasizes the importance of production efficiency and content repurposing. By using a single script and a single production process for both radio broadcasts and podcasts, Motion Radio implements a dual-use content production strategy. This approach enables the radio station to generate broader content outputs without significantly increasing resources.

The results of this study are consistent with the findings of [Ananda D et al. \(2025\)](#) and [Aprilia et al. \(2024\)](#), which state that in managing digital communication, human resources are a key factor for success. That study emphasizes that limitations in human resources can hinder the optimization of digital media if not balanced with appropriate management strategies. The present findings reinforce this argument by showing that the absence of a dedicated podcast team limits the space for innovation and the development of digital content at Motion Radio.

In addition, this finding shows that the integrated production model has the potential to create dependence on on-air broadcast routines. Podcasts tend to follow the patterns and formats of radio broadcasts, thereby limiting opportunities for exploring podcast-specific formats. This condition distinguishes radio podcasts from independent podcasts, which generally have greater freedom in production design and content formats.

Overall, this finding demonstrates that Motion Radio's podcast production reflects the dynamics of media organizations adapting in the digital era. The integrated production model serves as a practical solution to resource constraints. This finding contributes to an understanding of how radio manages its digital transformation not only through content innovation but also through adjustments in organizational structure and production management.

### **The Function of Podcasts as an Information Medium**

The fifth finding shows that Motion Radio positions podcasts not merely as broadcast archives, but as strategic instruments for disseminating information to digital audiences. Podcasts are understood as media intentionally used to deliver informative content aligned with Motion Radio's identity as an inspirational and educational radio station. This positioning underscores that podcasts have become an integral part of radio's communication function.

From the perspective of the radio-to-podcast communication model, radio

no longer relies solely on one-way transmission at a specific time. Instead, it manages messages so they can be accessed repeatedly through podcasts. This model demonstrates that podcasts function as an extended distribution channel that broadens the reach of radio messages to listeners.

From a Uses and Gratifications perspective, the use of podcasts as an information medium reflects radio's response to audience needs for flexibility and control in content consumption. Podcast audiences tend to select audio content that can be consumed according to their personal needs and interests. By producing informative podcasts, Motion Radio seeks to fulfill audiences' cognitive needs, such as acquiring information, insights, and understanding of social issues that are not always adequately met through conventional radio broadcasts.

The results of this study are consistent with the findings of [Pandusaputri et al. \(2024\)](#), which indicate that younger audiences are more attracted to informative digital audio content that can be accessed flexibly. This finding is also supported by [Gogali & Tsabit \(2020\)](#), who position podcasts as a form of radio adaptation to digital media.

Overall, this finding demonstrates that podcasts have become an integral part of Motion Radio's communication strategy. Podcasts function as an information dissemination medium that enables radio to maintain relevance, reach digital audiences, and sustain its informative role over time. This finding makes an academic contribution by emphasizing that the transformation of radio into podcasting is not merely a matter of platform shift, but a fundamental change in how radio manages and distributes information in the digital media era.

### **Challenges in Podcast Management**

The sixth finding reveals that one of the main challenges in managing Motion Radio's podcasts is the limitation of human resources. The absence of a dedicated podcast team causes the processes of production, editing, and content distribution to depend heavily on the availability of producers and the on-air team. This condition affects the consistency of podcast management and constrains the development of more varied and systematically planned digital audio content.

From a digital media management perspective, limited human resources constitute a structural factor that influences the success of media digital transformation. Media management requires clear role distribution, specific technical expertise, and well-organized workflows. This finding indicates that although Motion Radio has adopted podcasts as a digital distribution platform, its existing organizational structure has not yet fully adapted to the demands of sustainable digital media management. The results of this study are consistent with [Anggraeni et al. \(2025\)](#) and [Harliantara & Wahyuanto \(2025\)](#), who emphasize that human resource limitations are one of the main obstacles in managing digital communication within media organizations.

Furthermore, this finding highlights the tension between the demands of multiplatform production and the organizational capacity of radio stations. Producers are required to perform dual roles, which may lead to excessive workloads and reduce creative space for podcast content development. This condition demonstrates that radio's digital transformation is not solely technological in nature, but also requires organizational restructuring and investment in human resource development.

Overall, this finding confirms that limited human resources represent a critical challenge in managing radio podcasts. Without adequate organizational structures and human resource support, the use of podcasts risks failing to reach its full potential as a medium for information dissemination. This finding contributes academically by underscoring the importance of managerial and organizational aspects in the process of radio transformation in the digital media era.

### **Podcast Distribution Objectives**

The seventh finding indicates that podcasts are utilized by Motion Radio as a strategy to expand audience reach beyond conventional radio listeners. Podcasts enable Motion Radio to reach a more diverse digital audience, particularly listeners who are not bound by the time and location constraints of radio broadcasts.

Within the framework of media shift and convergence theories, this finding reflects a change in audio media consumption patterns from a schedule-based model to an on-demand model. Radio no longer relies solely on the loyalty of listeners who follow broadcasts in real time, but instead adapts to audiences who consume audio content flexibly through digital platforms. Podcasts thus become a strategic means for radio to remain present in the audience's daily routines.

This finding is also relevant to Uses and Gratifications Theory, particularly regarding audience needs for flexibility, personalization, and control in content selection. Podcast audiences tend to consume audio content based on their own interests and available time. By offering podcasts, Motion Radio seeks to meet these needs, thereby attracting new audiences that were previously unreachable through conventional radio broadcasting patterns.

The results of this study are consistent with the findings of Pandusaputri et al. (2024), which show that younger generations are more active in consuming audio content through digital platforms than through conventional radio. This finding also complements the results of Gogali & Tsabit (2020), who argue that podcasts serve as a means for radio to maintain relevance in the digital era.

Overall, this finding confirms that podcasts constitute an important strategy for Motion Radio in expanding audience reach and sustaining its existence in the digital audio media era. Podcasts enable radio to transcend the limitations of time, space, and traditional audience segmentation. Moreover, podcasts reinforce radio's role as an information disseminator amid the continuously evolving

dynamics of media consumption. This finding contributes academically by enriching the understanding of how radio utilizes podcasts as a strategy for distribution and audience expansion within the context of media convergence.

## CONCLUSION

This study aims to analyze how Motion Radio conducts the curation, production, and distribution of podcast content as a strategy for information dissemination in the digital era. The findings indicate that Motion Radio utilizes podcasts as a strategic extension of conventional radio broadcasting to overcome the temporal limitations of on-air transmissions. Podcasts function not only as broadcast archives but are positioned as information distribution media that allow radio content to be reaccessed, reach digital audiences, and expand radio communication both temporally and across audience segments.

Operationally, Motion Radio applies a curation strategy by selecting broadcast content that is informative, educational, and has long-term relevance to be produced in podcast format. Podcast production is carried out in an integrated manner with radio broadcasting, utilizing the same resources without establishing a dedicated podcast team. This model demonstrates organizational efficiency while simultaneously presenting challenges related to the consistency of podcast management and content development. Podcast distribution is used as a means to reach audiences beyond conventional radio listeners, particularly those who rely on digital audio platforms for information consumption.

Theoretically, this study contributes to media convergence scholarship by demonstrating that the integration of radio and podcasts occurs not only at the technological level but also within content curation practices, production models, and information distribution strategies. These findings extend understanding of audio media platformization, where radio does not merely exist on digital platforms but actively manages content according to on-demand consumption logic. In addition, this study enriches the application of Uses and Gratifications Theory in the digital audio context by illustrating how radio responds to audience needs for flexibility, repeat access, and informative content through podcasts. Thus, this research strengthens the positioning of podcasts as part of the evolving radio communication model in the digital era.

From a practical perspective, the findings provide important implications for the radio industry, particularly in digital content management. Radio stations should not only adopt podcasts as technological innovations but also develop clear curation and content management strategies to ensure that podcasts function optimally as information-dissemination media. The radio industry should also consider organizational restructuring and strengthening human resources to enable sustainable, consistent, and strategic podcast management. Podcasts hold

significant potential as instruments for maintaining relevance, expanding audiences, and reinforcing radio's informative function amid competition in the digital audio media landscape.

This study has limitations as it focuses on a single radio case study, limiting the generalizability of its findings. Therefore, future research may extend this study in several directions. First, quantitative podcast content analysis can be conducted to measure thematic patterns, duration, and the intensity of informative radio content. Second, comparative studies across radio stations can be undertaken to understand variations in radio–podcast integration strategies in different institutional contexts. Third, integrating social media analysis may reveal the relationship between podcast distribution and audience interaction on digital platforms. Fourth, audience studies (listener behavior research) are recommended to analyze the motivations, preferences, and consumption patterns of radio podcast listeners in greater depth. These research directions are expected to enrich digital audio communication scholarship and strengthen the empirical foundations for radio development in the era of media convergence.

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