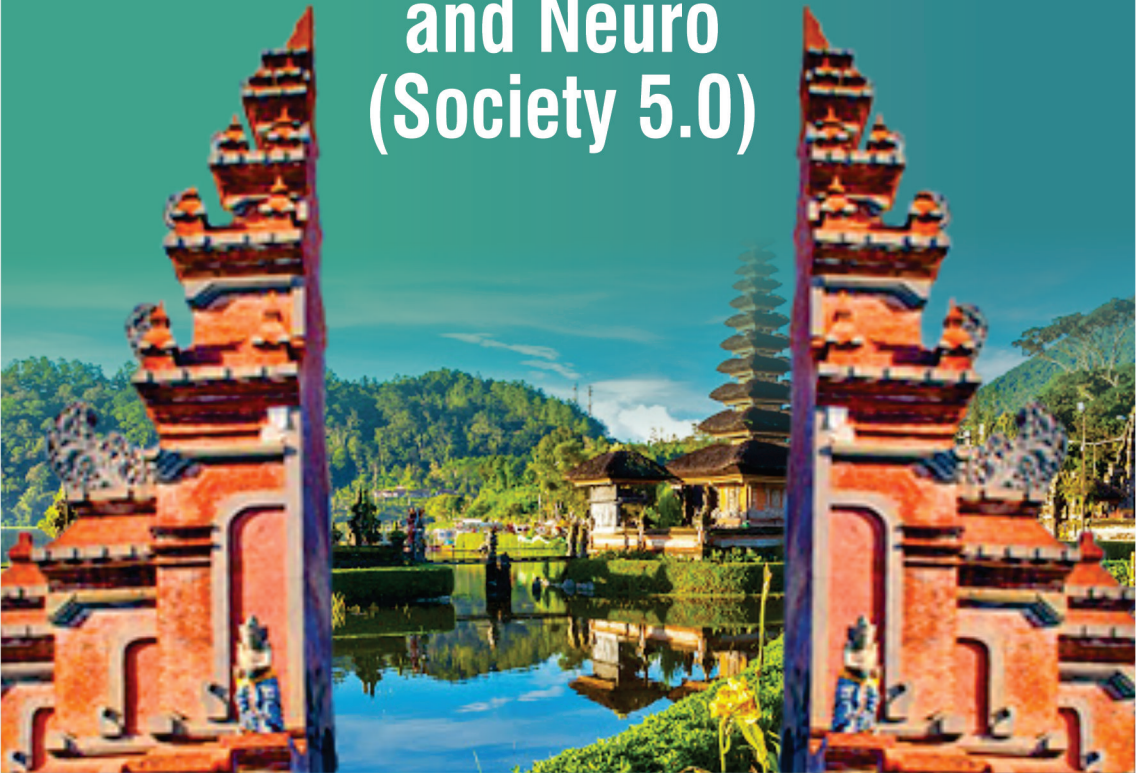




# Searching for the Next Level of **Human Communication:** Human, Social, and Neuro (Society 5.0)



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## **Written by :**

Mochammad Kresna Noer, Deborah Megan, Frischa Dilla Sonia, Pupung Arifin, Agoeng Noegroho, Nada Arina Romli, Witratri Anindhita, Devie Rahmawati, Martha Tri Lestari, AsepSuryana, Slamet Mulyana, Mien Hidayat, Roswita Oktavianti, Lusya Savitri Setyo Utami, Edi Santoso, Shinta Prastyanti, Cendera Rizky Anugrah Bangun, Helga Liliani, Intan Primadini, Andre Ikhsano, Yolanda Stellarosa, Niknik Mediyawati, Yolanda Stellarosa, Andre Ikhsano, Suciati, Nur Sofyan, Rino Febri, Riska Afrianti, Past Novel Larasaty, Suraya Mansur, Rajab Ritonga, Nurhayani Saragih, Novita Damayanti, Stevie Tri Lestari, Wang Nan, Soraya Fadhal, Mariah Safaanah, Melati Andria W, Yoyoh Hareyah, Yoyoh Wibowo, Helga Liliani Cakra Dewi, Kelly Lau Tin Ki, Jany Liang Jiaqi, Yannis Fu Jingyan, 王懂, Jefri Audi Wempi, Chrisdina, Monika Sri Yulianti, Prahastiwi Utari, Likha Sari Anggreni, Anna Agustina, Arif Nugroho, Ezmieralda Melissa, Zainuddin Muda Z. Monggilo, Agus Triyono, Manik Sunuantari, Mayda Putri Setyastuti, Nurul Ichsani, Muh. Farid, Ainun Jariah Yusuf, Muninggar Sri Saraswati, Naurissa Biasini, Diah Amelia, Bayu Dwi Nurwicaksono, Arianto, Tuti Bahfiarti, Diah Ayu Candraningrum, Fransiscalriani Roesmala Dewi, Bertha Sri Eko Murtiningsih, Hendar Putranto, Rosmawaty Hilderiah Pandjaitan, Irma Kusumawati, Maria Martina Widyastuti, Mario Nugroho Willyarto, Ulani Yunus, Bhernadetta Pravita Wahyuningtyas.

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Fajar Junaedi



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# MOTIVATION, INTEREST AND PARA SOCIAL INTERACTION OF TODAY'S RADIO YOUNG LISTENERS TO CREATE CUSTOMER SATISFACTION

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## Abstract

Digitalization has changing the concept of human life. It can bringing changes to one's lifestyle, especially in listening to radio broadcasts. Now there are many ways to enjoy radio broadcasts, from traditional radio listening, MP3 and podcasting systems, internet radio and satellite radio. Therefore, many national scale broadcasting radio stations are now starting to organize themselves, renew their operational service systems and of course, improve their business systems. Because, competition in the radio industry is now very strict where the players do not only come from the radio industry but also come from the music industry. This research wants to explore more about the position of radio in front of the current millennial generation, as consumers and radio listeners whom are being its target. The research questions are: Why do millennials still like to listen to radio broadcasts? What aspects that could attract and influence the millennials most so that they want to listen to the radio? This research conducted by using qualitative approach. This study explains the interest of the millennial generation in enjoying radio broadcasts, in terms of three aspects: impact of motivation, interpersonal attraction and parasocial interaction. The data



collection method used is conducting interviews with 165 young people in Jakarta aged 14 to 30 years who like to listen to the radio. Interviews were conducted in writing by distributing questionnaires through the Google form facility. In addition, interviews were also conducted with the managers of young people's radio stations in Jakarta, as part of data triangulation. As a result, it is known that the factor of the broadcaster's communication style is the most aspect that motivate the millennial to listen to the radio. It is because the announcer is considered as their personification. The more appropriate the topic of conversation and delivered attractively by favorite broadcasters, the higher the millennial desire to listen to the radio.

**Keywords:** *digitalization, interpersonal attraction, motivation, parasocial interaction, radio*