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Utilisation of Radio Suara Surabaya as a traffic information medium in Indonesia

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Abstract Radio media still play an important role as a source of public information, especially in conveying real-time traffic conditions. However, in today's digital era, the question arises as to how relevant the traffic congestion information conveyed by radio still is to the public. This study refers to the uses and gratifications theory, which emphasises that audiences choose media based on their ability to meet information needs. This study uses a quantitative approach with a survey method of 300 respondents, namely private vehicle users in Surabaya and its surroundings. The analysis focuses on the dimensions of accuracy, relevance, novelty of information, and listener loyalty. The results show that accurate, relevant, and up-to-date information about traffic conditions has a significant effect on continued listening. In addition, social interaction through the "Listener Reports" programme also strengthens audience loyalty to Radio Suara Surabaya. These findings confirm that radio remains relevant in meeting the information needs of the public in the digital age, especially in the context of traffic information.

Keywords: local radio; media studies; traffic information

INTRODUCTION

Traffic congestion is one of the complex problems faced by major cities in Indonesia. Surabaya, as the second largest metropolitan city after Jakarta, is one of the areas with high congestion intensity. The growth in the number of motor vehicles that is not proportional to road capacity, increased economic activity, and rapid urbanisation patterns contribute to traffic congestion on various main roads. Data from the Surabaya City Transportation Agency shows that the volume of vehicles during rush hour has increased significantly, disrupting people's mobility, lengthening travel times, and affecting the quality of life of the community(Saputra & Virgono, 2023). In this context, the public's need for accurate, fast, and real-time traffic information has become increasingly urgent, as such information can help road users make more efficient travel decisions.

One media outlet that consistently provides traffic information is Radio Suara Surabaya. This radio station has a reputation as a local media outlet that is responsive to the needs of the community, particularly through its interactive programme "*Laporan Pendengar*" (Listener Reports). This programme allows the community to participate directly in reporting traffic conditions at various points along the road. The information gathered from listeners is then processed and broadcast back in real time, creating a participatory information ecosystem. This communication model not only presents data but also creates a sense of community among road users, where the audience is not merely consumers of information but also producers of information

Although digital technology developments have given rise to various alternative platforms such as Google Maps, which provide algorithm-based traffic information, radio has maintained its relevance. The main difference lies in the social dimension: navigation applications tend to present neutral visual data, while radio offers social interaction between

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broadcasters and listeners. According to Sulistya & Wahyuni (2024), the speed and reliability of information provided directly by road users add value in the form of a sense of closeness, solidarity, and community involvement. Thus, the research question arises: to what extent does the traffic information conveyed by Radio Suara Surabaya still influence the audience's behaviour in making travel decisions amid the dominance of digital applications?

To answer this question, this study uses the Uses and Gratifications theoretical framework. This theory emphasises that audiences are active in choosing media according to their needs. In the context of traffic, audiences use media to fulfil functional needs, such as obtaining accurate information about traffic jams, determining alternative routes, saving travel time, and reducing stress while driving. In addition, McLuhan's Media Ecology theory is also relevant, as it highlights that each medium has unique characteristics that influence how information is received and interpreted. Radio, with its real-time audio format and interactivity, offers a different experience compared to algorithm-based or text-based digital media.

Previous studies have mostly discussed general audience satisfaction with radio media or emphasised entertainment motives alone, as reflected in research from Effendy et al., (2023) and W. T. Kurniawan et al.,(2022) . There is still a research gap in examining how the functional dimensions of traffic information, namely accuracy, relevance, novelty, and social interaction, influence audiences in the context of situational and urgent information needs. Some previous studies have also emphasised the aspect of listening satisfaction, but have not specifically highlighted the contribution of radio in assisting daily travel decisions, such as route selection or departure time. This indicates the need for a more focused study of the role of radio media in the context of urban traffic.

Based on this background, this study aims to analyse how Radio Suara Surabaya utilises traffic information to maintain its relevance amid digital media competition. The research focuses on four main dimensions: accuracy, relevance, novelty of information, and social interaction. By examining these factors, this study is expected to contribute theoretically to the development of mass communication science, particularly in the field of traditional media studies in the digital era. Practically, the results of this study can provide input for Radio Suara Surabaya managers to develop more adaptive and innovative broadcasting strategies, as well as for policymakers to see the potential of radio as an instrument to support traffic management in urban areas.

METHODOLOGY

This study uses a quantitative approach with the main objective of testing the influence of traffic information broadcast by Radio Suara Surabaya on audience loyalty, particularly in the context of traditional and digital media competition. The choice of a quantitative approach was based on the consideration that this study required the measurement of variables that were objective, systematic, and could be analysed using statistical methods. With this approach, researchers could obtain a measurable picture of the extent to which traffic information influenced audience behaviour, so that the results could be generalised to a wider population.

The type of research used is explanatory research, which aims to explain the causal relationship between variables. In this context, the independent variable is traffic information from Radio Suara Surabaya, which is measured through four main dimensions: accuracy, relevance, novelty of information, and social interaction. Meanwhile, the dependent variable is audience loyalty, which is reflected in their tendency to continue to rely on Radio Suara Surabaya's as a source of traffic information even though there are various other digital media alternatives. With an explanatory research design, this study seeks to explain the extent to which the dimensions of traffic information can influence audience loyalty in using radio media.

The research population consists of all active listeners of Radio Suara Surabaya who reside in Surabaya and its surrounding areas, such as Sidoarjo, Mojokerto, and Pasuruan. Based on internal data from the official Suara Surabaya website, the total population of listeners, mainly in the East Java region covered by Suara Surabaya, is 103,000 people. However, due to limitations in time, cost, and respondent accessibility, which began on 11/11/2024 and ended on 11/12/2024, this study ultimately collected data from 300 respondents. This number is still considered representative and adequate to describe the population, as it has exceeded the minimum sample size recommended in social research. The sampling technique used was accidental sampling, which is a non-probability sampling technique in which the researcher selects samples

based on whoever happens to be encountered and is considered suitable as a data source without any specific plan to obtain an accurate representation of the population. This technique is quick and cost-effective, but the results may not represent the entire population because not all members of the population have the same opportunity to be selected (Agus Ria Kumara, 2018). The criteria for respondents in this study were, first, private vehicle users, second, those who had listened to traffic information broadcast by Radio Suara Surabaya, and third, those who lived in Surabaya and its surrounding areas.

Data collection was conducted through an online questionnaire using the Google Forms platform. An online questionnaire was chosen because it is easy to distribute, time-efficient, and has a wider reach of respondents. The research questionnaire was designed with a five-point Likert scale, ranging from "strongly disagree" (score 1) to "strongly agree" (score 5). This instrument was used to measure respondents' perceptions of the accuracy, relevance, novelty, and social interaction in traffic information, as well as their loyalty to Radio Suara Surabaya. To ensure that only respondents who met the criteria filled out the questionnaire, the researchers added screening questions, such as those regarding private vehicle ownership and radio listening habits.

Before the questionnaire was distributed widely, the research instrument was tested for validity and reliability. The validity test was conducted using Pearson Product-Moment correlation analysis to determine the extent to which the questions were able to measure the intended construct. The instrument was declared valid if the significance value was less than 0.05. Next, a reliability test was conducted using Cronbach's Alpha technique to assess the internal consistency between the questions. The instrument was considered reliable if the Cronbach's Alpha value was greater than 0.6. The test results showed that all indicators used in this study were valid and reliable, so the instrument was suitable for use in collecting primary data.

After the data was collected, the analysis was carried out using SPSS 27 for Windows software. Data analysis was carried out in several stages. First, descriptive analysis was used to describe the profile of respondents and the tendency of their answers to each research indicator. Second, Pearson's correlation test was used to determine the relationship between traffic information broadcast by Radio Suara Surabaya and audience loyalty. Third, simple linear regression analysis was applied to measure the extent of the influence of independent variables on dependent variables. With these stages, the study is expected to provide an overview of the role of radio traffic information in maintaining audience relevance and loyalty in the digital era.

RESULTS AND DISCUSSION

The characteristics of the respondents in this study were examined in terms of gender and place of residence. Based on data collected from 300 respondents, the majority of respondents were female, with a percentage of 60.5 per cent, while male respondents accounted for 39.5 per cent. These findings indicate that Radio Suara Surabaya listeners, who are the source of traffic information , are not only dominated by male vehicle users but also receive considerable attention from women.

In terms of domicile, the research respondents were spread across five main areas, namely Surabaya, Mojokerto, Sidoarjo, Gresik, and Pasuruan. The largest percentage came from Mojokerto with 38.4 per cent, followed by Surabaya with 24.4 per cent, then Sidoarjo with 18.2 per cent, Gresik with 9.7 per cent, and Pasuruan with 9.3 per cent. This distribution shows that even though Radio Suara Surabaya's broadcasting centre is located in the city of Surabaya, its audience is quite extensive, reaching the surrounding areas. This confirms the role of radio as a local media with regional reach, as well as its relevance to the community in the Greater Surabaya metropolitan area.

Although many other digital platforms offer traffic information, Radio Suara Surabaya remains the primary choice for some listeners. This is due to the speed and social engagement in the delivery of information, where listeners can participate directly in providing traffic reports. Approximately 65% of respondents stated that they prefer to listen to the radio when stuck in traffic rather than using digital applications. The results of this study provide important insights for Radio Suara Surabaya in optimising its traffic information delivery strategy. By maintaining a two- way communication format and improving the quality of traffic reports, the radio station can strengthen its position as a reliable source of information amid competition with other digital

platforms. Researchers recommend that Radio Suara Surabaya continue to innovate in its programmes to attract more listeners, especially younger generations who are increasingly accustomed to digital media.

Research Instrument Test Results

The validity test was conducted to test the validity or validity of the questionnaire. It is considered valid if the statements in the questionnaire reveal what the questionnaire will measure. The validity test for each question of indicator X and indicator Y, when viewed from a significance value of <0.05, means that the instrument is not considered valid. If the significance value is >0.05, the instrument is considered valid.

A decision is considered valid if the questionnaire has a calculated r value > r table value. In this study, we will use a table with a value of 5% and a sample size of 30, so the table value is 0.361. Technically, the research instrument results are tested using SPSS 27 software for Windows.

Table 1. Validity Test Results for Variable X

Item Number	Significance Value	Calculate r value	Information
X1	0.000	0.868	Valid
X2	0.000	0.898	Valid
X3	0.000	0.774	Valid
X4	0.000	0.839	Valid

Source: Research Data Analysis Using SPSS 27 (2024)

Table 2. Results of the Validity Test of Variable Y

Item Number	Significance Value	Calculate r value	Information
Y1	0.000	0.789	Valid
Y2	0.000	0.555	Valid
Y3	0.000	0.752	Valid
Y4	0.000	0.633	Valid

Source: Research Data Analysis Using SPSS 27 (2024)

Based on Tables 1 and 2, it can be concluded from all the data presented above that all instruments are valid. The results are viewed from two aspects, namely r-count with r-table and significance value. In the variable X test table and variable Y test table, it has an r-count > r-table (0.789) with significance < 0.05. The reliability test is used to determine whether the data collection tool shows a level of accuracy, precision, stability or consistency in revealing certain symptoms of a group of individuals even when conducted at different times. It is considered reliable if the Cronbach's alpha value is greater than 0.6. Technically, the instrument results are tested using the SPSS 27 software facility for Windows. Reliability testing is used to determine whether a data collection tool demonstrates accuracy, precision, stability, or consistency in revealing certain symptoms of a group of individuals, even when conducted at different times.

According to(Sompie et al., (2024) Reliability testing is the level of consistency and stability of data or findings. Unreliable data cannot be processed further because it will produce biased conclusions. A measurement tool is considered reliable if the measurements show consistent results over time. A reliable instrument will produce trustworthy data. Reliable means trustworthy. The purpose of reliability is to understand that the instrument is trustworthy enough to be used as a data collection tool because it is good.

According to Indah Pratiwi et al., (2023) Reliability testing is used to measure the extent to which the measuring instrument used can be trusted in research, which means that if the measuring instrument is tested repeatedly, the results will be improved. According to Saputri et al., (2022) A questionnaire can be said to be reliable if the Cronbach's alpha value is greater than 0.6. The reliability test decision is determined by the following conditions: 1) If r-count > r-table = the question item is considered reliable 2) If r-count < r-table = the questionnaire item is considered unreliable.

Table 3: Reliability levels based on Alpha using SPSS software

Alpha	Reliability Level
0.00 - 0.20	Very Unreliable
0.20 - 0.40	Not Reliable
0.40 - 0.60	Less Reliable
0.60 - 0.80	Reliable
0.80 - 1.00	Highly Reliable

Source: SPSS 27 (2024)

Table 4. Reality Statistics of Variable X

Cronbach Alpha	Number of items
932	4

Source: Research Data Analysis Using SPSS 27 (2024)

Table 5. Reality Statistics of Variable Y

Cronbach Alpha	Number of items
795	4

Source: Research Data Analysis Using SPSS 27 (2024)

Based on Table 3 - 5, the Cronbach's Alpha results for variable X show a value of 0.932, while variable Y shows a value of 0.795. Both values are > 0.6, so it can be concluded that the variable statements tested are reliable.

Descriptive Analysis

Descriptive tests are used to analyse data by describing or characterising the collected data as it is, without intending to draw conclusions or make generalisations. In the following analysis to determine and describe the frequency of each questionnaire item, the researcher used 300 respondents in accordance with the sample size from the population used for the test. Descriptive analysis is a statement of the Likert scale given to respondents from score 1 to 5.

Table 6. Traffic Information Provided is Very Accurate

Measurement	Likert Scale	Frequency	Percentage	Valid Percentage	Cumulative Percentage
Valid	3	5	16.7	16.7	16.7
Valid	4	11	36.7	36.7	53.3
Valid	5	14	46.7	46.7	100
Valid	Total	30	100	100	

Source: Research Data Analysis Using SPSS 27 (2024)

Based on Table 6, with the statement that the traffic information provided by Radio Suara Surabaya is proven to be accurate, 16.7% of respondents agreed. Meanwhile, 36.7% strongly agreed with the statement, and 46.7% strongly disagreed with the statement. Based on Table 7, with the statement that the traffic information updates provided by Suara Surabaya are very fast, 6.7% of respondents disagreed with the statement. 13.3% of respondents agreed, while 33.3% of respondents strongly agreed with the statement. Finally, 46.7% of respondents strongly agreed with this statement.

Table 7. Radio Suara Surabaya's Traffic Information Updates Are Very Fast

Measurement Scale	Likert Scale	Frequency	Percentage	Valid Percentage	Cumulative Percentage
Valid	2	2	6.7	6.7	6.7
Valid	3	4	13.3	13.3	20.0
Valid	4	10	33.3	33.3	53.3
Valid	5	14	46.7	46.7	100
Valid	Total	30	100	100	

Source: Research Data Analysis Using SPSS 27 (2024)

Based on Table 8, with the statement that the traffic information provided is in line with what the public needs when travelling, 3.3% of respondents disagreed with this statement. 13.3%

of respondents agreed, while 36.7% of respondents strongly agreed with the statement. Finally, 46.7% of respondents strongly agreed with this statement. Based on Table 9, with the statement that the information provided by Suara Surabaya radio is very comprehensive, ranging from traffic congestion information to accident information, 3.3% of respondents disagreed with the statement. 30.0% of respondents agree, while 23.3% of respondents strongly agree with the statement. Finally, 43.3% of respondents strongly agree with this statement.

Table 8. Traffic Information Provided According to Needs

Measurement Scale	Likert Scale	Frequency	Percentage	Valid Percentage	Cumulative Percentage
Valid	2	1	3.3	3.3	3.3
Valid	3	4	13.3	13.3	16.7
Valid	4	11	36.7	36.7	53.3
Valid	5	14	46.7	46.7	100
Valid	Total	30	100	100	

Source: Research Data Analysis Using SPSS 27 (2024)

Table 9. The information provided by Radio Suara Surabaya is very comprehensive

Measurement	Likert Scale	Frequency	Percentage	Valid Percentage	Cumulative Percentage
Valid	2	1	3.3	3.3	3.3
Valid	3	9	30.0	30.0	33.3
Valid	4	7	23.3	23.3	56.7
Valid	5	13	43.3	43.3	100
Valid	All	30	100	100	

Source: Research Data Analysis Using SPSS 27 (2024)

Table 10. Very satisfied with the information provided by Radio Suara Surabaya

Measurement	Likert Scale	Frequency	Percentage	Valid Percentage	Cumulative Percentage
Valid	1	1	3.3	3.3	3.3
Valid	3	5	16.7	16.7	20.0
Valid	4	9	30.0	30.0	50.0
Valid	5	15	50.0	50.0	100
Valid	All	30	100	100	

Source: Research Data Analysis Using SPSS 27 (2024)

Based on Table 10, with the statement that they are satisfied with the traffic congestion information provided, 3.3% of respondents disagreed with the statement. 16.7% of respondents agreed, while 30.0% of respondents strongly agreed with the statement. Finally, 50.0% of respondents strongly agreed with this statement. Based on Table 11, regarding the statement that while on a routine journey, they listen to Radio Suara Surabaya to obtain traffic information, 3.3% of respondents strongly disagreed, while 10.0% of respondents disagreed with the statement. 33.3% of respondents agreed, while 26.7% of respondents strongly agreed with the statement. Finally, 26.7% of respondents strongly agreed with this statement.

Table 11. Regularly Listening to Radio Suara Surabaya to Obtain Traffic Congestion Information

Measurement	Likert Scale	Frequency	Percentage	Valid Percentage	Cumulative Percentage
Valid	1	1	3.3	3.3	3.3
Valid	2	3	10.0	10.0	13.3
Valid	3	10	33.3	33.3	46.7
Valid	4	8	26.7	26.7	73.3
Valid	5	8	26.7	26.7	100
Valid	All	30	100	100	

Source: Data Analysis Results Using SPSS 27 (2024)

Based on Table 12, with the statement that the traffic congestion information provided by Radio Suara Surabaya is correct and accurate, so they believe that Radio Suara Surabaya's information is reliable, 3.3% of respondents disagreed with the statement. 26.7% of respondents agree, while 20.0% of respondents strongly agree with the statement. Finally, 50.0% of

respondents strongly agree with this statement. Based on Table 13, with the statement that listening to traffic information from Radio Suara Surabaya can make them feel calm, 3.3% of respondents disagreed with this statement. 20.0% of respondents agreed, while 36.7% of respondents strongly agreed with the statement. Finally, 40.0% of respondents strongly agreed with this statement.

Table 12. Believe that Radio Suara Surabaya information is reliable

Measurement	Likert Scale	Frequency	Percentage	Valid Percentage	Cumulative Percentage
Valid	2	1	3.3	3.3	3.3
Valid	3	8	26.7	26.7	30.0
Valid	4	6	20.0	20.0	50.0
Valid	5	15	50.0	50.0	100
Valid	All	30	100	100	

Source: Research Data Analysis Using SPSS 27 (2024)

Table 13. Listening to Radio Suara Surabaya Information Can Calm You Down

Measurement	Likert Scale	Frequency	Percentage	Valid Percentage	Cumulative Percentage
Valid	3	5	16.7	16.7	16.7
Valid	4	11	36.7	36.7	53.3
Valid	5	14	46.7	46.7	100
Valid	Total	30	100	100	

Source: Research Data Analysis Using SPSS 27 (2024)

Correlation Test

According to Lind, Marchal, and Wathen, correlation analysis is a set of techniques for measuring the relationship between two variables, the basic idea of correlation analysis being to report the relationship between two variables. Variable X (horizontal line in the graph) and variable Y (vertical line in the graph) are non-linear, positive or negative relationships. (Yasril & Fatma, 2021) has clarified that correlation analysis is part of statistics which has 9 types, namely Pearson's product moment correlation (R), Ratio correlation (Y), Spearman's rank correlation or RHO (RS or P), Biserial correlation (RB), Biserial point correlation (RPB), Phi correlation (0), Tetrachoric correlation (RT), Contingency correlation (C), and Kendall's tau correlation (8).

Simply put, the correlation hypothesis is a method of analysing correlation coefficients that aims to determine the degree of closeness of the relationship between variables expressed by the correlation coefficient or studied and to determine whether the type of relationship can be positive or negative. The product-moment correlation technique is used to find relationships and prove hypotheses about the relationship between two variables when the data for both variables are in interval or ratio form. The basis for decision-making for this test is as follows:
If the significance value is < 0.05 = a correlation is present If the significance value is > 0.05 = no correlation is found. The significance value of the Traffic Information (X) and Listening Satisfaction (Y) variables is 0.01, which means 0.01 < 0.05, so variables X and Y have a relationship or correlation. The Pearson correlation between traffic information and listening satisfaction is 0.8, indicating a positive relationship between the two variables, meaning that the higher the level of satisfaction with listening to Suara Surabaya radio. It can be concluded that the higher the number of listeners and the time spent listening to Suara Surabaya radio, the more reliable the information received is, and the accuracy and speed of information updates are very good.

Simple Linear Regression Test

According to Alamsyah et al., (2024), simple regression is a probabilistic model that expresses a linear relationship between two variables, where one variable is considered to influence the other. The influencing variable is called the independent variable, and the influenced variable is called the dependent variable.

Simple linear regression analysis focuses on the linear relationship between one independent variable and one dependent variable. In this context, the independent variable (X) is the variable used to predict the dependent variable (Y). Simple linear regression analysis is used to test the effect of one independent variable on the dependent variable. Simple linear regression analysis attempts to find the regression line that best fits the available data. This

regression line is used to predict the value of the dependent variable (Y) based on the value of the independent variable (X). Decision making in simple linear regression testing can refer to two things, namely, first, comparing the definition value with the prolixity value, and second, comparing the t-count value with the t-table. In this study, one variable was used as an indicator, namely Traffic Information (X) and Surabaya Radio Listening Satisfaction (Y), which influence other variables. Therefore, this study used linear regression using SPSS 27 and MS Excel for Windows.

Table 14. ANOVA

Pattern		Sum Box	Df	Significant Field	F	Sig
1	Regression	202,950	1	202,950	82,098	<001
	Remaining	69,217	28	2,472		
	Total	272,167	29			

Source: SPSS 27 (2024)

A. Dependent Variable: Listening Satisfaction (Y)
B. Predictors: (Constant), Traffic Information

From Table 14, it can be seen that the calculated F value = 82.098 with a significance level of 0.01 < 0.05, which can be interpreted as the regression model can be used to predict the participation variable or, in other words, there is an influence of the Traffic Information variable (X) on the Listening Satisfaction variable (Y). Table 15 shows that the correlation or relationship (R) value is 0.864, indicating that there is a correlation or relationship between variable X and variable Y. From this output, the coefficient of determination (R Square) is 0.746, meaning that the influence of variable X (Traffic Information) on variable Y (Listening Satisfaction) is 74.6%.

Table 15. Model Summary

Pattern	R	R-squared	Adjusted R Field	Standard error of Approximate
1	864	746	737	1,572

Source: SPSS 27, 2024
A. Predictors: (Constant), Traffic Information

And the constant value (a) is 2.040, while the Traffic Information value (b) is 0.839, so the regression equation can be written as:

$Y = a + bX$

$Y = 2.040 + 0.839X$

The constant 2.040 means that the consistency value of the dependent variable (Listening Satisfaction) is 2.040. The regression coefficient X is 0.839, which states that for every 1% increase in the value of the independent variable (Traffic Information), the value of the dependent variable that the direction of the influence of variable X on Y is positive. With a significance value of 0.01 < 0.05 obtained from the coefficient table, it can be concluded that the independent variable (Traffic Information) has an effect on the dependent variable (Listening Satisfaction).

Discussion

The distribution of respondents' places of residence, which included Surabaya, Mojokerto, Sidoarjo, Gresik, and Pasuruan, showed that the influence of Radio Suara Surabaya exceeded the geographical boundaries of the city where the radio station operates. This can be interpreted from a media ecology perspective, in which the media not only functions as a conveyor of messages but also forms an information ecosystem that transcends administrative boundaries.

Radio creates a shared space for audiences from different cities to connect with each other through similar traffic experiences. The finding regarding the dominance of female respondents (60.5 per cent) also provides a new dimension to traffic media studies. Until now, traffic information has often been assumed to be more relevant to men as the main drivers. However, the results of this study indicate that women are also active consumers of traffic information, both as drivers and decision-makers in family mobility. This broadens the scope of the Uses and Gratifications theory, as it shows that media needs cannot be viewed homogeneously based on gender stereotypes, but rather vary according to the social roles of the audience in their daily lives.

This study proves that traffic information broadcast by Radio Suara Surabaya influences

audience loyalty through four main dimensions: accuracy, relevance, novelty of information, and social interaction. These findings show that radio still has the power to meet the information needs of the community, even though people are now increasingly accustomed to using algorithm-based digital applications. The relationship among these variables can be illustrated in the flowchart below, which describes how traffic information broadcast by Radio Suara Surabaya affects audience loyalty through four main dimensions (See Figure 1).

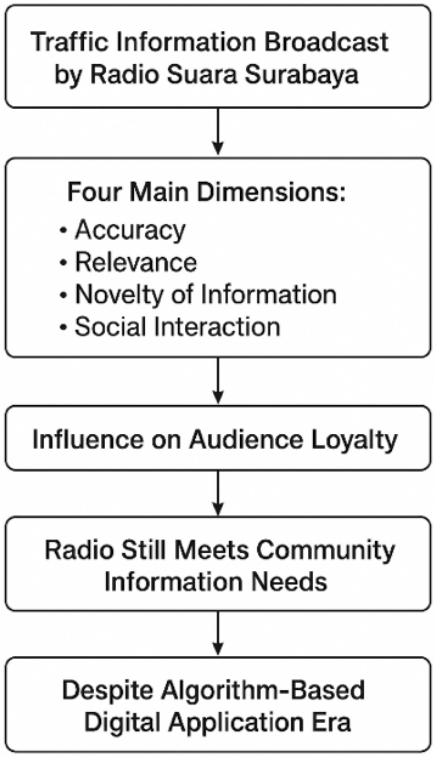

Figure 1. Flowchart of the Influence of Traffic Information Broadcast by Radio Suara Surabaya on Audience Loyalty
Source: Researcher's analysis (2025)

First, the dimension of accuracy has been proven to have a significant effect on audience loyalty. Information that is delivered in a timely manner and in accordance with the actual conditions in the field increases the audience's trust in Radio Suara Surabaya. These results support the Uses and Gratifications theory, which states that audiences will be loyal to media that are able to meet their information needs. This finding is also in line with the research, which emphasises the importance of credibility in building audience trust. Thus, the first hypothesis can be accepted because accuracy provides a sense of trust and the information obtained by the audience can provide certainty when mobilising in Surabaya and the surrounding buffer areas.

Second, the relevance of information has been proven to be an important factor in determining audience loyalty. Traffic information broadcast on the radio is considered relevant if it suits the audience's daily mobility needs, both in choosing alternative routes and in managing travel time. This supports the view of (W. T. Kurniawan et al., 2022) that the relevance of content determines the level of audience engagement with the media. This finding also reinforces the idea that audiences actively seek media that suits their personal situations. Thus, the second hypothesis can be accepted because audiences tend to choose the media that best suits their needs, especially when travelling, in order to obtain information related to traffic congestion points.

Third, the novelty of information plays a significant role in building loyalty. Information broadcast in real time allows audiences to immediately adjust their routes or travel strategies. From a media ecology perspective, the characteristic of radio that is able to deliver actual information directly distinguishes it from other media that tend to be text- or algorithm-based.

These findings are consistent with previous research by(Yaqin M.S, (2022), which emphasises the importance of information speed in the context of traffic media. Therefore, the third hypothesis can be accepted because audiences need media that can provide the latest information to help them make decisions when encountering information related to traffic congestion.

Fourth, social interaction through the "Listener Reports" programme has also been proven to influence audience loyalty. The participatory mechanism that allows listeners to report road conditions creates a sense of togetherness and solidarity among road users. This supports the findings of which state that the strength of radio in the digital era lies in its humanistic and interactive dimensions. The Uses and Gratifications perspective is also relevant here, as the audience is not only seeking information but also a need for social connection. Thus, the fourth hypothesis can be accepted because the audience is not only seeking information but also a need for social connection and a sense of belonging to the Suara Surabaya community.
With these results, this study makes an important contribution to the development of mass communication theory. Theoretically, this study reinforces the Uses and Gratifications framework by showing that the audience's need for media is not only informational but also social-communal. Practically, this study provides input for the management of Radio Suara Surabaya to maintain the quality of information and strengthen public participation, so that the radio remains relevant and trusted amid competition with digital media.

CONCLUSION

This study found that traffic information broadcast by Radio Suara Surabaya has a significant effect on audience loyalty. The four main dimensions studied, namely accuracy, relevance, novelty of information, and social interaction, were proven to play an important role in maintaining listener engagement with radio amid competition from digital media. These findings show that radio is not only a provider of traffic information, but also a space for public participation that provides social value and a sense of togetherness through the interactive programme "Laporan Pendengar" (Listener Reports).

From a theoretical perspective, the results of this study reinforce the Uses and Gratifications theory by confirming that audiences choose media not only for informational needs, but also for social needs. From a practical perspective, this study illustrates that the relevance of radio in the digital era is largely determined by the media's ability to maintain the quality of information and interaction with its listeners. In general, this study confirms that traditional media such as radio still have a significant role to play when they are able to adapt to audience needs, so that listener loyalty is not only influenced by technological factors, but also by the emotional closeness and social participation built together with the audience community.

The theoretical implication of this study is its contribution to the development of mass communication studies, particularly in the context of traditional media in the digital era. This study expands the application of the Uses and Gratifications theory by adding a social dimension that strengthens audience loyalty. Thus, radio can be understood not only as a channel for conveying information, but also as a participatory medium that shapes regional communication communities. The results of this study can be used as input for Radio Suara Surabaya managers to maintain the quality of traffic information by prioritising accuracy, relevance, and novelty of information. In addition, social interaction with the audience needs to be continuously strengthened as it is the main differentiator between radio and algorithm-based digital media. Content management strategies that emphasise public participation can help radio stations maintain listener loyalty while expanding their audience reach.

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