



# The Relationship Between Planned Brand Awareness of Indonesian Radio and Listening Decisions

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**Abstract:** Most of the This study aims to analyze the relationship between brand awareness and listening decisions of Berencana Radio Indonesia, a streaming radio service by the National Population and Family Planning Board targeting listeners aged 13–40. A quantitative methodology was employed, with data collected through online questionnaires, observations, institutional records, and literature reviews. The Spearman correlation coefficient was used to analyze the data. The results showed that there is a significant relationship between brand awareness and listening decision as indicated by a correlation value of 0.546 and a significance value of  $0.000 < 0.05$ . The brand awareness of Berencana Radio Indonesia is very good, with the average score of each indicator in the very high category. From the results of this research, it is hoped that Berencana Radio Indonesia continues to improve its brand awareness campaign to maintain its existence among listeners.

**Keywords:** Berencana Radio Indonesia, Brand Awareness, Consumer Behavior, Listening Decision

## Introduction

The advancement of digital technology has brought significant transformations in marketing strategies. Whereas marketing activities were previously conducted through traditional means with limited reach, many businesses have now shifted toward digital marketing, which is more interactive, effective, and targeted (Harto et al., 2023). This shift is closely linked to the rapid growth of internet users in Indonesia, which reached 221.6 million individuals in 2024 (APJII, 2024). Generation Z accounts for the largest share of internet users (34.40%), followed by Millennials (30.62%), Generation X (18.98%), Post-Gen Z (9.17%), and Baby Boomers (6.58%).

Radio, as a conventional broadcasting medium, continues to play a vital role in disseminating public information. Despite the dominance of digital media, radio remains relevant due to its communicative and interactive characteristics (Khasani & Zacharias, 2024) The transition into the digital era has transformed radio from being solely analog to becoming accessible through streaming platforms on mobile devices (Minarni & Dewi, 2023).

The APJII (2024) survey indicates that online music is most frequently accessed by Generation Z (63.23%) and Millennials (55.79%). In contrast, online radio is more popular

among Baby Boomers (6.20%) and Generation X (3.13%). These findings suggest that although radio is no longer the dominant medium, it remains relevant, particularly when integrated with digital strategies.

In the realm of public communication, the National Population and Family Planning Board (BKKBN) utilizes Berencana Radio Indonesia (BE Radio) as a medium to disseminate information regarding family development programs, stunting prevention, and sexual and reproductive health education (Rahardjo, 2023). The target audience for BE Radio ranges from 13 to 40 years old, with various programs such as *Skena (Senin Keren Bersama)*, *Reproduksi, Akurasi, Ordal, Sahaja*, and *Sweet Seven Ten Manis*. Since March 2024, BE Radio has reached more than 12,000 listeners, including 15% from abroad.

However, despite BKKBN's broad recognition through its well-known slogan "Two Children Are Enough," the BE Radio brand itself remains relatively unfamiliar to the public. Brand awareness is a critical factor influencing consumer decisions, including the decision to listen to the radio (Sitorus et al, 2022) (Berlian, 2023). Prior research has shown that higher levels of brand awareness increase the likelihood of consumers choosing and trusting a product or service (Pratamasari & Sulaeman, 2022) (Kurniawan et al, 2023).

This phenomenon presents both challenges and opportunities for BE Radio as a government-affiliated station focused on population and family planning issues. Strengthening brand awareness will not only help BE Radio retain existing listeners but also attract new audiences. Furthermore, such efforts contribute to BKKBN's mission of increasing public participation in government programs that are highly relevant to everyday life, especially among younger generations. This topic also broadens the understanding of the role of brand awareness in digital marketing communication and consumer behavior in relation to government initiatives. It highlights how brand awareness influences listening decisions and enhances community engagement with programs on Berencana Radio Indonesia. In light of these considerations, this study is conducted under the title: "The Relationship Between Brand Awareness of Berencana Radio Indonesia and Listening Decisions."

## Methodology

This study employed a quantitative approach with a correlational, descriptive, and survey design to examine the relationship between brand awareness (independent variable) and listening decisions (dependent variable). The primary data collection instrument was a structured questionnaire distributed online via Google Forms to followers of Berencana Radio Indonesia's official Instagram account. To strengthen the analysis, supplementary data were obtained from institutional documents, literature reviews, and digital activity observations of the radio platform. The research population consisted of 10,200 active listeners in Indonesia, from which a sample of 100 respondents was determined using Slovin's formula at a 10% margin of error and selected through purposive sampling. Primary data were collected directly from respondents through questionnaires, while secondary data were sourced from relevant official documents, academic literature, and institutional publications.

Prior to analysis, the research instrument underwent validity and reliability testing using Pearson's Product Moment and Cronbach's Alpha in SPSS version 25, which indicated that all questionnaire items were valid and highly reliable ( $\alpha > 0.90$ ). The collected data were analyzed using Spearman's Rank Correlation to assess the relationship between variables, supported by mean score analysis based on a four-point Likert scale to evaluate respondents' perceptions. The study was conducted from February to May 2025, with an emphasis on empirical understanding of the linkage between brand awareness and listening decisions to streaming radio in the digital era.

## **Result and Discussion**

### **General Overview of *Berencana Radio Indonesia***

#### **A Brief History of the National Population and Family Planning Board**

The National Population and Family Planning Board (BKKBN) is a non-ministerial government institution tasked with controlling population growth and improving the quality of Indonesia's human resources (HR). BKKBN implements population and family planning (Kencana) programs, as well as family development initiatives. Its establishment is mandated by Law No. 52 of 2009 concerning Population Development and Family Development. As an institution directly responsible to the president through the Minister of Health, BKKBN originated from the Family Planning Association, formed on December 23, 1957. This organization later evolved into the Indonesian Family Planning Association (PKBI), which focused on three key efforts for family welfare: regulating pregnancy, treating infertility, and providing marriage counseling.

#### **Vision and Mission of the National Population and Family Planning Board for the 2020-2024 Period**

BKKBN's vision is: "The realization of Quality Families and Balanced Population Growth to support the achievement of an Advanced Indonesia that is Sovereign, Independent, and has a Personality based on Mutual Cooperation (*Gotong-Royong*)."

To achieve this vision, BKKBN's mission includes:

- a. Controlling population growth to maintain a balanced population quality and structure.
- b. Implementing comprehensive family planning and reproductive health.
- c. Organizing holistic and integrated family development in accordance with the life cycle.
- d. Building partnerships, work networks, community participation, and global cooperation.
- e. Strengthening innovation, technology, information, and communication.
- f. Developing institutions and enhancing the capacity and welfare of HR apparatus.

### ***Berencana Radio Indonesia***

*Berencana Radio Indonesia*, abbreviated as BE Radio Indonesia, is a streaming radio station managed by the Bureau of Public Relations and Information of BKKBN since 2020. The station broadcasts a variety of programs, including *Skena* (*Senin Keren Bersama* or "Cool Mondays Together") every Monday, *Reproduksi* every Tuesday and Thursday, *Akurasi* (*Ajang Konsultasi dan Supervisi Para Pengelola Siga* or "Consultation and Supervision Forum for Siga Managers") and *Ordal* (*Obrolan Mendalam* or "In-depth Conversation") every

Wednesday, *Sahaja* (*Sahabat Remaja* or "Teenage Friends") every Friday, and *Sweet Seven Ten Manis* (*Semangat dan Optimis* or "Enthusiastic and Optimistic") daily.



**Figure 1.** Berencana Radio Indonesia Logo  
Source: Berencana Radio Indonesia Archive, 2020

BE Radio's broadcasts can be accessed 24/7 through its digital platform at [www.beradioindonesia.id](http://www.beradioindonesia.id). The content provides information and education on the *Bangga Kencana* program and the acceleration of stunting reduction. The station primarily targets millennial teenagers and young families in Indonesia with a selection of popular music. As a pioneer in population and family planning radio, BE Radio Indonesia's tagline is "Indonesia's Family Radio."

Listeners can interact via an interactive WhatsApp service. Additionally, the radio's content is available on various social media platforms, including Facebook, YouTube, TikTok, Instagram, and online music streaming services like Spotify.

### **Characteristics of *Berencana Radio Indonesia* Listeners**

This section discusses the demographic characteristics of *Berencana Radio Indonesia* listeners based on a questionnaire distributed to 100 respondents.

#### **By Age**

Respondent age shows interesting variations. As shown in Table 4.1 Respondent Age, listeners aged 21-30 years dominate with 61%. The 13-20 age group accounts for 17%, while the 31-40 age group accounts for 21%. The smallest group of listeners is those over 40 years old, representing only 1%. These findings indicate that BE Radio Indonesia successfully reaches the millennial and Gen Z generations (Rahardjo, 2023), proving its relevance in broadcasting population and family planning programs to a younger audience.

### **By Gender**

Data from Table 4.2 Respondent Gender reveals that BE Radio Indonesia's listeners are predominantly female (59%) compared to male listeners (41%). This suggests that BE Radio's brand awareness is stronger among female listeners. Research by Anjarwati (2019) supports this finding, stating that women use radio not only for entertainment and information but also as a medium for education and increasing awareness of social issues.

### **By Education Level**

Education level is a form of cultural capital that influences a person's views and opportunities. Based on Table 4.3 Respondent Education Level, the majority of listeners have an education level of Senior High School or equivalent (48%) and Bachelor's degree (40%). Respondents with Junior High School and Postgraduate degrees account for 8% and 4% respectively, while no respondents had a Primary School education.

### **By Occupation**

Occupation can influence a person's lifestyle and social interactions. Table 4.4 Respondent Occupation shows that the majority of listeners are Civil Servants/Private Employees (42%), followed by Students (34%) and Entrepreneurs (27%). Listeners who are employees tend to have a busy schedule, making streaming radio a more practical choice as it can be listened to anytime and anywhere without interrupting their work (Muslikhin, 2025)

### **By Domicile**

A person's domicile can affect their access to various facilities. Table 4.5 Respondent Domicile shows that BE Radio Indonesia listeners are spread across 12 provinces in Indonesia. The majority of respondents reside on Java Island, with the highest percentages in West Java (42%), followed by East Java (24%) and DKI Jakarta (17%). This distribution indicates that streaming radio listeners tend to be in areas with faster and more accessible internet connectivity.

## ***Berencana Radio Indonesia's Brand Awareness***

This section discusses the results of the brand awareness questionnaire for BE Radio Indonesia.

### **Brand Recall**

Brand recall is the listeners' ability to remember BE Radio Indonesia after having been exposed to information about it. According to Table 4.6, the highest mean score (3.53) was for the statement, "I remember *Berencana Radio Indonesia* when I listen to streaming radio without any help." This indicates that listeners have a strong ability to recall the BE Radio brand. The overall mean score for this indicator is 3.43, which falls into the "very high" category.

### **Brand Recognition**

Brand recognition is related to listeners' acknowledgment and acceptance of BE Radio's identity, such as its logo, tagline, or content. Based on Table 4.7, the highest mean

score (3.56) was obtained from the statement, "I understand that *Berencana Radio Indonesia* is a streaming radio about population and family planning in Indonesia." This shows that listeners are familiar with BE Radio as a medium with specific content. The overall mean score for this indicator is 3.47, also in the "very high" category.

### **Top-of-Mind Brand**

Top-of-mind brand refers to the brand that first comes to a listener's mind when discussing radio. According to Table 4.8, the highest mean score (3.62) was on the statement, "I find it easier to remember information conveyed by *Berencana Radio Indonesia* compared to other streaming radios." This indicates that information from BE Radio is considered more memorable. The overall mean score for this indicator is 3.42, which is in the "very high" category.

### **The Decision to Listen to *Berencana Radio Indonesia***

This section discusses the stages listeners go through in deciding to listen to BE Radio Indonesia.

#### **Need Recognition**

Need recognition is the extent to which BE Radio can satisfy listeners' desires by providing specific information through its content. Based on Table 4.9, the highest mean score (3.57) was for the statement, "I feel the need to understand the programs of the National Population and Family Planning Board through broadcasts from *Berencana Radio Indonesia*." This result shows that BE Radio successfully meets listeners' need for information related to BKKBN programs. The overall mean score for this indicator is 3.49, which is in the "very high" category.

#### **Information Search**

Information search is the process where listeners seek data about BE Radio before making a decision. According to Table 4.10, the highest mean score (3.45) was for the statement, "I follow *Berencana Radio Indonesia's* social media accounts to get the latest information about family and population programs." This indicates that social media is a primary channel for listeners to seek information. The overall mean score for this indicator is 3.39, which is in the "very high" category.

#### **Alternative Evaluation**

Alternative evaluation is the process where listeners compare BE Radio with other streaming radios. Based on Table 4.11, the highest mean score (3.52) was for the statement, "I evaluate the variety of content broadcast by *Berencana Radio* regarding the National Population and Family Planning Board's programs." This suggests that content variety is a key consideration for listeners. The overall mean score for this indicator is 3.44, which is in the "very high" category.

## Listening Decision

The listening decision is the final outcome of the evaluation process. Based on Table 4.12, the highest mean score (3.46) was for the statement, "I feel that the decision to listen to *Berencana Radio Indonesia* is the right step for me and my family." This result shows that after going through the evaluation process, listeners are confident in their decision to listen to BE Radio. The overall mean score for this indicator is 3.43, which is in the "very high" category.

## The Relationship between Brand Awareness (X) and Listening Decision (Y)

This section analyzes the relationship between the variable Brand Awareness (X) and the variable Listening Decision (Y) using Spearman's Rank Correlation test.

Table 4.13 shows the correlation analysis results between the indicators of Brand Awareness and Listening Decision. The correlation value criteria are as follows:

- a. Very Low:  $0.000 \leq R_s < 0.200$
- b. Low:  $0.200 \leq R_s < 0.400$
- c. Moderate:  $0.400 \leq R_s < 0.600$
- d. Strong:  $0.600 \leq R_s < 0.800$
- e. Very Strong:  $0.800 \leq R_s \leq 1.000$

The significance value (Sig.) indicates whether the relationship is statistically significant. A relationship is considered significant if Sig.  $< 0.05$  and not significant if Sig.  $> 0.05$ . The direction of the relationship is positive if the correlation value approaches +1 and negative if it approaches -1.

## The Relationship between Brand Recall (X1.1) and Listening Decision (Y)

The Spearman's Rank test shows a relationship between the brand recall indicator (X1.1) and the listening decision variable (Y).

- a. Need Recognition (Y1.1): There is a low relationship with a correlation value of  $R_s = 0.320$ . The significance value of 0.001 ( $< 0.05$ ) indicates that this relationship is statistically significant. The positive relationship suggests that the stronger a listener's ability to recall the brand, the higher their need recognition for the content presented by BE Radio.
- b. Information Search (Y1.2): There is a low relationship with a correlation value of  $R_s = 0.298$ . The significance value of 0.003 ( $< 0.05$ ) indicates that this relationship is statistically significant. The positive relationship shows that a strong brand memory encourages listeners to seek more information about BE Radio.
- c. Alternative Evaluation (Y1.3): There is a very low relationship with a correlation value of  $R_s = 0.187$ . The significance value of 0.065 ( $> 0.05$ ) indicates that this relationship is not statistically significant. Although there is a very low correlation, the results suggest that the relationship between these two indicators is not strong enough to be considered genuine.
- d. Listening Decision (Y1.4): There is a low relationship with a correlation value of  $R_s = 0.260$ . The significance value of 0.009 ( $< 0.05$ ) indicates that this relationship is statistically significant. The positive relationship shows that an increase in a listener's ability to recall the brand has a positive impact on their decision to listen to BE Radio.

## **The Relationship Between Research Findings and the Tri-Component Attitude Model**

In the study of consumer behavior, the concept of attitude is fundamental to understanding how consumers choose, purchase, or use a product or service. An attitude is a learned predisposition to respond positively or negatively to an object, and it can influence a person's behavior and actions. This concept has been a subject of research since the early 20th century, notably through the tri-component attitude model, which is divided into cognitive, affective, and conative components. The theory used in this study, proposed by Schiffman & Kanuk (2008), assumes that attitudes are composed of three basic, interconnected, and mutually influential components. Essentially, consumer attitudes are formed through experiences, information, and emotions that shape their views toward a brand.

### **The Cognitive Component in Brand Awareness**

The cognitive component refers to a consumer's knowledge, perceptions, beliefs, and information about an object. In the context of this study, it encompasses the information that listeners possess about Berencana Radio Indonesia, such as its logo, jingle, programs, or other radio-related aspects. The cognitive component can be illustrated through the brand awareness variable, where listeners are able to recognize Berencana Radio Indonesia in their minds.

The research findings indicate a significant relationship between brand awareness and the listening decision. In other words, the higher the level of listener knowledge and recognition of Berencana Radio Indonesia, the greater the likelihood that they will listen to the radio. Therefore, when listeners hold positive information and beliefs about Berencana Radio Indonesia, it serves as a reference point that encourages listening behavior. Strong brand awareness can be interpreted as Berencana Radio Indonesia being the brand that comes to listeners' minds when they have the desire to listen to a streaming radio.

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### **The Affective Component in Brand Awareness**

The affective component refers to the feelings, emotions, and overall positive or negative evaluations that consumers have toward a product. In the context of this study, this relates to the feelings listeners have when they listen to Berencana Radio Indonesia. These feelings can include liking, disliking, joy, comfort, or annoyance.

The research results show that very high brand awareness is most likely driven by listeners' positive feelings toward Berencana Radio Indonesia, such as enjoying the information and messages presented in the broadcasts, liking the style of the radio announcers, or being entertained by the music played. These positive feelings strengthen the inclination to listen and transform cognitive awareness into an emotional preference.

### **The Conative Component in the Listening Decision**

The conative component refers to a person's actions and behavioral tendencies toward a particular object. It is related to how an individual expresses themselves toward a brand, or in the context of this study, the action a listener takes in making a radio listening decision. Based on the previously outlined research findings, a significant relationship between brand awareness and the listening decision was found.

The strong brand awareness (cognitive) and positive feelings (affective) held by listeners ultimately create an intention to take concrete action, which is the decision to listen to Berencana Radio Indonesia. This means that brand awareness does not merely remain at the level of thoughts or feelings but is able to drive the tangible behavior of listeners to tune in to the radio.

Based on the findings of this study, the significant relationship between brand awareness and listening decision indicates that awareness operates not only at the cognitive and affective levels but also drives actual intention or behavior (conative). This is consistent with other studies such as Hutabarat (2024), who found that brand awareness influences purchase behavior, and Itasari & Hastuti (2023), who demonstrated that awareness, together with advertising and word of mouth, affects buying decisions. Similarly, Prasetia & Hidayat (2021) and Ramadhan & Susilowati (2023) support the notion that awareness stimulates purchase intention, which is part of the conative component of consumer attitudes.

Overall, the results of this study support the application of the tri-component attitude model by demonstrating that strong brand awareness (the cognitive component) plays a significant role in shaping listeners' attitudes (the affective component), which ultimately leads to listeners' actions in making a listening decision (the conative component). Therefore, implementing strategies to enhance the brand awareness of Berencana Radio Indonesia should be maintained to foster loyalty and increase audience listening frequency.

## Conclusion

This study concludes that brand awareness of Berencana Radio Indonesia is at a very high level and plays a significant role in shaping listeners' decisions. The findings indicate that listeners are able to recall and recognize the brand effectively, and their decision to listen reflects a positive perception of the radio's ability to meet their needs and preferences. Furthermore, the correlation analysis confirmed a significant and positive relationship between brand awareness and listening decisions, suggesting that higher brand awareness strengthens the likelihood of audience engagement with Berencana Radio Indonesia in the digital era.

Based on these findings, it is recommended that Berencana Radio Indonesia intensify its brand awareness campaigns through interactive digital content and collaborations with influencers to sustain and expand its audience base. Future research could explore additional factors influencing listening decisions such as content quality, user experience, or social media engagement to gain a more comprehensive understanding of audience behavior in digital radio platforms.

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