International Journal of Health, Economics, and Social Sciences (IJHESS)
Vol. 8, No. 3, 2026, pp. 2526~2529
DOI: 10.56338/ijhess.v8i3.11422
Website: https://jurnal.unismuhpalu.ac.id/index.php/IJHESS

Cross-Cultural Communication in Song Selection and Presentation of Events at Sriwijaya Radio

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Article Info

Article history:
Received 26 May, 2026
Revised 08 July, 2026
Accepted 25 July, 2026

Keywords:
Cross-Cultural Communication, Song Selection, Event Presentation

ABSTRACT

This study aims to find out how cross-cultural communication is applied in song selection and program presentation at Sriwijaya Radio Palembang. The problem in this study is that there is still a dominance of national and international popular songs compared to regional songs, so the representation of local culture in radio broadcasting needs to be studied further. The theory used in this study is Hofstede's Cultural Dimension Theory. The type of research used is field research with a descriptive qualitative approach. Data collection techniques are carried out through observation, in-depth interviews, and documentation. Primary data sources are obtained from Sriwijaya Radio's broadcasters, producers, program managers, and listeners, while secondary data are obtained from relevant archives, documents, books, and journals. Data analysis techniques are carried out through data reduction, data categorization and coding, thematic analysis, and conclusion drawn. The results of the study show that cross-cultural communication at Sriwijaya Radio is realized through the use of the Palembang language, the presentation of programs that elevate local culture, and the role of broadcasters as cultural mediators. However, the representation of local culture in the selection of songs still faces challenges due to the dominance of popular songs that adapt to market tastes and listener needs.

INTRODUCTION

Indonesia is known as a country with enormous cultural diversity, which includes tribes, languages, customs, music, and local customs. According to the 2024 Socio-Cultural Statistics report of the Central Statistics Agency, the social interaction and cultural participation of the people is increasing, an indication that culture remains an active part of people's daily lives (Central Statistics Agency., 2025). Dataindonesia.id also noted that based on the 2020 Population Census, Indonesia has more than 1,200 ethnic groups, and hundreds of regional languages spread across various provinces (Data Indonesia, 2025). This diversity is not only part of local identity, but also forms national identity and becomes an attraction in various cultural media.

Against this backdrop, fundamental questions arise about how the media, especially radio, selects the content of songs and shows in order to reflect Indonesia's cultural diversity. The phenomenon of imbalance between local cultural representations and global popular culture often arises in cross-cultural communication discussions, so it is important to look empirically at how the media manages cultural diversity through song selection and show presentation. In this regard, the focus of the study on Sriwijaya Radio is important to understand the cross-cultural communication strategies used in song selection and presentation of shows on radio, as well as how they contribute to the representation of local culture in radio broadcasting.

Radio as a traditional broadcasting medium has advantages including strong local reach, the familiarity of the broadcaster's voice with listeners, and flexibility in the selection of content that can respond to local culture. Although the digital era and music streaming are getting stronger, radio is still played in the context of local communities as a source of entertainment, information, and cultural identity. Research on "Creative Strategy for Local Content at RRI Program 1 Yogyakarta" (2023) shows that local strategies in choosing songs and broadcast content are very important to serve local listeners and maintain radio relevance.

Seeing these conditions, the role of radio is not only limited to the entertainment function, but also as a strategic means in strengthening cross-cultural communication in society. Thus, radio can be an effective medium of cross-cultural communication if the selection of songs and shows is arranged with attention to local culture and

listeners' tastes. However, challenges arise when radio has to balance commercial expectations, popular tastes, and the desire to maintain cultural locality. In addition, broadcasters as cultural intermediary figures also have a large role in cultural interpretation through songs, language, communication styles, and the way events are presented.

One of the problems that arise in radio is how the selection of songs (tracklists) can reflect or even ignore the diversity of local culture. The songs chosen are often dominated by national or international popular songs that contain elements of global culture, so that local elements such as regional languages, traditional music genres, or local cultural themes become less heard. This can lead to an erosion of appreciation of local culture among listeners, especially the younger generation. Contradictions arise when broadcasting policies reinforce the obligation to broadcast local culture, but radio stations prefer songs that are popular and commercially profitable. Market logic encourages radio stations to play popular songs on national and international music charts because they are considered to be able to attract more listeners and advertisements. However, this commercial orientation often conflicts with the role of radio as a means of preserving and promoting local culture.

The urgency of this research lies in the importance of strengthening local cultural identity through radio media which can be a means of intercultural dialogue in the midst of the diversity of Indonesian society.Academically, this research is expected to enrich the study of cross-cultural communication in the context of local media in Indonesia. Practically, the results of this research can be an input for the management of Sriwijaya Radio in designing a more inclusive and culturally sensitive broadcast program, as well as a reference for broadcasting institutions and media regulators in developing policies that support the representation of local culture in the public space.

RESEARCH METHODS

This study uses a descriptive qualitative approach because it aims to deeply understand the process of cross-cultural communication in the context of song selection and program presentation at Sriwijaya Radio. This approach allows researchers to interpret meanings, symbols, and communication that emerge from the perspective of media actors and listeners. According to Creswell & Poth (2019), qualitative research seeks to interpret social phenomena based on the meanings given by participants through natural contexts. In this context, a descriptive approach helps to describe how cultural values and symbolic meanings are mediated through song selection and presentation of events.

RESULTS AND DISCUSSION

Cross-Cultural Communication on Sriwijaya Radio

Cross-Cultural Communication in Event Presentation

Cross-cultural communication in the presentation of events on Sriwijaya Radio is also seen through audience segmentation, flexible program planning, adaptive communication styles of broadcasters, and active interaction with the audience during broadcasts. This strategy shows that radio does not only focus on delivering information and entertainment, but also seeks to create communication that is inclusive and easily accepted by diverse communities. The ability of broadcasters to adjust language, topics, and how to interact with listeners' characters is an important form of cultural adaptation in maintaining the comfort of the audience. On the other hand, the consistent use of local cultural elements is maintained as the main identity of radio, so that Sriwijaya Radio is able to build emotional closeness with listeners while maintaining the existence of regional culture in an increasingly heterogeneous society and influenced by the development of modern media.

Cross-Cultural Communication in Song Selection

However, openness to foreign culture does not make Sriwijaya Radio lose its local identity. Radio continues to carry out the selection and adjustment process so that the songs played are in accordance with the character of the broadcast and the cultural values that it wants to maintain. On the other hand, consistency in providing a special portion for regional songs shows a strong commitment to maintaining the existence of local culture in the midst of the dominance of popular music and the flow of media globalization. The existence of regional songs in the playlist not only serves as entertainment, but also becomes a symbol of cultural identity that continues to be introduced and maintained to listeners from various generations. Sriwijaya Radio shows the ability to balance openness to cultural change and efforts to maintain local cultural values in a sustainable manner.

Thus, cross-cultural communication in the selection of songs on Sriwijaya Radio is carried out through a combination of popular songs, national songs, international songs, and regional songs. This strategy allows radio to meet the diverse tastes of listeners while maintaining the existence of local culture through the medium of music.

Representation of Local Culture in Radio Broadcasts

This shows that Sriwijaya Radio is not only oriented to short-term entertainment needs or following market trends, but also has long-term efforts to maintain the existence of local culture so that it remains known and accepted by the community. In the perspective of long-term orientation, cultural preservation is seen as an important social investment to maintain the community's identity in the future. Therefore, the existence of local cultural elements in radio broadcasting is a form of cultural strategy that aims to strengthen people's attachment to their regional identity.

In addition to being an information and entertainment media, Sriwijaya Radio also functions as a cultural space that helps introduce, maintain, and pass on Palembang's cultural values to the younger generation so that it remains relevant in the midst of social changes and the development of modern media.

Thus, the representation of local culture in Sriwijaya Radio's broadcasts is not only a complementary element, but also a conscious strategy to maintain and inherit the culture of Palembang and South Sumatra. Through regional languages, poems, traditional songs, and cultural discussions, Sriwijaya Radio plays a role as a media that actively preserves local cultural identity in the midst of the diversity of society.

Listeners' Perception of the Broadcast

Based on the results of the research and discussions that have been conducted, cross-cultural communication at Sriwijaya Radio can be seen in various aspects of broadcasting, ranging from the presentation of events, song selection, to the representation of local culture in broadcasting. Sriwijaya Radio strives to adapt the content of broadcasts to the characteristics of diverse listeners through a flexible, familiar, and interactive communication style of broadcasters. In addition, song selection is carried out by considering the tastes of audiences from various age groups and cultural backgrounds without eliminating the existence of regional songs as a local identity of radio. In its broadcasting, Sriwijaya Radio also consistently presents elements of local culture through the use of the Palembang language, poems, regional songs, and discussions about the culture and life of the people of South Sumatra.

The results of the study show that cross-cultural communication at Sriwijaya Radio is in line with Geert Hofstede's Cultural Dimension Theory, especially in the dimensions of collectivism, uncertainty avoidance, and long-term orientation. The collectivism dimension is seen through radio's efforts to build a sense of togetherness and emotional closeness with listeners through participatory and familial communication. The uncertainty avoidance dimension is reflected in radio's openness to cultural diversity, the flexibility of broadcast programs, and the ability of broadcasters to adapt to changing audience tastes. Meanwhile, the long-term orientation dimension can be seen from Sriwijaya Radio's consistency in maintaining local culture as an important part of broadcast identity amid the development of modern media and popular cultural currents. Thus, Sriwijaya Radio not only functions as an entertainment and information medium, but also as a cultural communication medium that plays a role in maintaining and preserving local cultural identity in the midst of an increasingly diverse society.

CONCLUSION

Based on the results of research and discussion on cross-cultural communication in song selection and program presentation at Sriwijaya Radio in representing local culture in the midst of cultural diversity of listeners, it can be concluded that Sriwijaya Radio implements cross-cultural communication through three main aspects, namely event presentation, song selection, and local cultural representation in broadcasting. In presenting events, radio builds interactive, flexible, and participatory communication by actively involving listeners and adapting the broadcaster's communication style to diverse audience backgrounds.

In the selection of songs, Sriwijaya Radio balances popular songs, national songs, international songs, and regional songs as a form of adaptation to heterogeneous listeners' tastes while maintaining the existence of local culture. Meanwhile, the representation of local culture is realized through the use of the Palembang language, poems, and the insertion of regional cultural values in various broadcast programs consistently. The results of the study also show that cross-cultural communication at Sriwijaya Radio is in line with Geert Hofstede's cultural dimensions, namely collectivism, uncertainty avoidance, and long-term orientation, which is reflected in communication patterns, openness to diversity, and efforts to preserve local culture. Thus, Sriwijaya Radio not only functions as a media of entertainment and information, but also as a media that plays a role in maintaining and representing local culture in the midst of a diversity of listeners.

Suggestions

Sriwijaya Radio is expected to strengthen the consistency of its identity as a local cultural radio by providing a more proportionate space for regional songs and Palembang cultural content in broadcast programs. It is important that the image of radio as a medium for cultural preservation is not only seen in the name of the program and the use of regional languages, but also reflected in the overall content of the broadcast. It is also necessary to balance commercial interests and cultural responsibilities in the process of selecting songs and presenting events. The dominance of national and international popular songs should be balanced with local cultural representations so that Sriwijaya Radio is able to maintain its characteristics while strengthening emotional closeness with the people of Palembang as the main listeners.

Broadcasters and program teams are expected to pay more attention to cultural sensitivity in the presentation of the event, both through the use of language, communication styles, and conveying messages to the audience. Broadcasters not only play the role of hosts, but also cultural mediators who have the responsibility to introduce and strengthen local cultural values through communicative and relevant ways of conveying to the diversity of listeners.

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