

**STRATEGI DIGITALISASI RRI PRO 4 PALEMBANG DALAM  
MENINGKATKAN JUMLAH PENDENGAR**



**SKRIPSI**

Disusun Oleh:

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FAKULTAS ILMU KOMUNIKASI  
UNIVERSITAS SUMATERA SELATAN**

**2025**

**PENGESAHAN**

Skripsi dengan judul Strategi Digitalisasi RRI Pro 4 Palembang Dalam Meningkatkan Jumlah Pendengar oleh Harum sari telah di pertahankan di depan penguji skripsi program studi komunikasi universitas sumatera selatan.

**Ujian Dilaksanakan Pada**

Hari : Sabtu  
Tanggal : 5 Juli 2025  
Pukul : 01:00-02:30  
Tempat : Ruang Ujian Skripsi Fakultas Ilmu Komunikasi

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Penguji 1

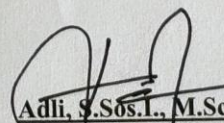
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Penguji 2

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# ***RRI PRO 4 PALEMBANG'S DIGITALIZATION STRATEGY TO INCREASE THE NUMBER OF LISTENERS***

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## ***ABSTACT***

*This study aims to determine the digitalization strategy implemented by RRI Pro 4 Palembang in an effort to increase the number of listeners in the new media era. Digitalization is a crucial step for conventional media such as radio to remain existing and competitive amidst technological developments and changes in people's consumption patterns. This study uses a descriptive qualitative method with data collection techniques in the form of observation, interviews, and documentation. The results show that RRI Pro 4 Palembang has utilized digital platforms such as the RRI Digital application, social media, and streaming services to expand its audience reach, especially the younger generation. However, challenges remain in terms of interactive content and a more personalized communication approach to increase listener loyalty. This study concludes that the digitalization strategy has great potential in rebuilding radio's appeal, provided it is balanced with content innovation and active audience engagement.*

**Keywords:** *Digitalization strategy, RRI Pro 4, new media, radio listeners, communication technology*