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**SUSTAINABILITY OF CAMPUS RADIO IN MALAYSIAN AND INDONESIAN
UNIVERSITIES: CHALLENGES AND WAY FORWARD*****Kemampuan Radio Kampus Universiti-universiti di Malaysia dan Indonesia:
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Abstract

Campus radio or college radio is a non-commercial community-based radio, developed mainly as a training platform for university students. However, some campus radio was perceived as unproductive and managed unsystematically. Thus, leading to the campus community's low interest in tuning in to the radio station. This article addresses the challenges and measures taken in sustaining the broadcast of campus radio. It asks such questions as what kind of constraints faced by the management of campus radio in Malaysia and Indonesia universities, and the form of approaches they adopted to ensure the continuation of operation. Qualitative research approach were adopted by gathering data from in-depth interviews with ten members of production team across four campus radio stations in Malaysia and Indonesia. One of the key result highlights that financial constraints are central to the management of campus radio. The sense of belonging to their 'alma mater', enticed participation among university alumni, which subsequently, contribute to the sustainability of campus radio in Malaysia and Indonesia. Programmes are mainly for generating knowledge and educational purposes. However, programme content was reformed to suit station promotion strategies and funding that eventually elevates radio listenership.

Keywords: broadcast management, campus radio, sustainability, Malaysia, Indonesia.

Abstrak

Radio kampus atau radio kolej adalah radio berasaskan prinsip radio komuniti, bukan komersil, yang dibangunkan khusus sebagai platform latihan untuk pelajar-pelajar universiti. Bagaimanapun terdapat persepsi yang melihat medium tersebut sebagai kurang produktif dan diurus secara kurang berkesan. Justeru, menjadi penyebab kepada minat warga kampus yang rendah untuk mendengar siaran radio kampus. Artikel ini memberi fokus kepada cabaran dan tindakan untuk meningkatkan kemampuan radio kampus khususnya dalam era media baharu. Persoalan kajian tertumpu untuk melihat cabaran yang dihadapi oleh pengurusan radio, dan pendekatan-pendekatan yang digunakan untuk memastikan operasi radio kampus diteruskan. Analisis data temubual mendalam dijalankan ke atas 10 ahli produksi daripada 4 buah radio kampus di Malaysia dan Indonesia. Antara hasil dapatan kajian utama adalah mengenai faktor kewangan untuk menguruskan radio kampus yang amat terhad dalam pengurusan radio kampus. Perasaan kepunyaan sebagai bekas penuntut, menarik penyertaan para alumni university yang

akhirnya menyumbang kepada kemampanan operasi radio kampus di Malaysia dan Indonesia. Program-program adalah bersifat menjana pengetahuan bagi tujuan pendidikan. Bagaimanapun, sesetengah stesen radio mengubah kandungan program untuk disesuaikan dengan strategi promosi dan dana bagi meningkatkan jumlah pendengar.

Kata kunci: pengurusan siaran, radio kampus, kemampanan, Malaysia, Indonesia.

INTRODUCTION

According to the Malaysian Communication and Multimedia Commission (MCMC, 2006), campus radio is ‘a type of low power frequency modulation (FM) radio station that is owned and operated by a university. It provides restricted FM radio service within the territory of a university campus area and for university’s community only.’ Majority of campus radio or university radio was developed as a platform for academic purposes and talent development. As such, university management have the authority on most of the radio stations operational system. With the advent of digital technology, today’s radio stations have transformed their means from traditional to new media platforms by using the Internet. Radio operation has today diversified their content presentation from mainly relying on mainstream traditional media to imparting social media as a key option.

In Malaysia, most universities set up a radio station for educational purposes. Setting up technological facilities such as on-campus radio is necessary to embark on investment in developing students’ communication skills (Norazimah Abd Rashid, Liana Mat Nayan & Aruna Raj A/P Devarajoo, 2016) and social skills. Nurturing cognitive, physical and spiritual strength among students will also produce ideal and holistic individual (Khatijah Othman, Zulkiple Abd Ghani, Maziahtusima Ishak, Siti Rugayah Tibek & Noor Azizi Ismail, 2017). The intention was made success among universities that offer Mass Communication related programme of studies. Currently, Malaysia has only three public local universities that have been granted frequency-modular (FM) campus radio services – University Technology MARA, University Putra Malaysia and University Malaysia Sabah. In this case, MCMC provides a regulatory framework for universities operating with FM frequency radio station in their campuses. The guideline includes among others, information on campus radio licensing and installation requirements (MCMC, 2006).

Institute Technology MARA (ITM) or currently known as Universiti Technology MARA (UiTM) was the first higher education (HE) in Malaysia that owned campus radio back in November 1993 (Bukhory and Sankaran, 1994). However, the station started operation in 1997 from its main campus in Shah Alam under Faculty of Communication and Media Studies. Recent innovation saw digital platform and new media being combined to elevate local human resource and performance, marketability. With the advent of the Internet and streaming technology, a greater number of radio stations were set up. Known as UFM, today the campus radio operation integrates frequency-based radio operation and streaming through 93.5FM. The station is managed by three permanent staff that supervise tasks related to the content, operation and technical facilities. The station broadcast its programmes from Monday until Friday from 10am to 9pm in the evening (Wan Admiza Wan Hassan, personal communication, 2017).

PutraFM, which is managed by the Faculty of Modern Languages and Communication, University Putra Malaysia was initially the first digital campus radio in Malaysia before the title was taken over by UFM. It is wholly managed by the Department of Communication as it is related to the broadcasting field. Broadcasting is one of the core specialization for their Undergraduate level study programme in the field of Broadcasting which is offered at the

department, apart from journalism, corporate communication and human communication. The station serves as a learning platform for some courses related to radio production, scriptwriting and documentary. The station is regulated by the faculty's management team, which is closely placed under the Putra FM team. Putra FM operates under Selangor FM through 90.7FM (Mohd Nizam Osman, personal communication, 2017).

Universiti Malaysia Sabah (UMS) officiated their campus radio, *Kampus Kita* (KKFM), on 1 July 2010, operates through 91.1FM. The station was set as a channel to boost the image and reputation of UMS in the eyes of the general public, academic and non-academic purposes. Other local public universities operating campus radio are Universiti Kebangsaan Malaysia (UKM), Universiti Islam Antarabangsa Malaysia (IIUM.FM), Universiti Malaysia Perlis (UNIMAP.FM), Universiti Utara Malaysia (UniUtama.FM) (The Star Online, 2004). Multimedia University (Radio MMU) is one of the earliest private universities offering Internet radio since 1998 at its campus in Cyberjaya (Siti Juwairiah Noh, 2005).

As a newcomer within the local higher education (HE hereafter) campus radio networks, Radio USIM starts operation in 2008 as streaming radio. Setting its vision through the lens of *Naqli* and *Aqli* (scriptural and scientific), Radio USIM has many potentials in elevating Islamic *Da'wah* for the *Ummah* through the medium. The objectives are to improvise Radio USIM for the survival of the station, ensuring its operation is well-managed in terms of utilization of facilities and resources for the benefits of the students, faculty members and the Muslim communities. This paper is partially taken from a larger research seeking questions on how managers of campus radio manage the station, factors in shaping their management approach and programming strategies.

We particularly try to compare the issues from both HE in Malaysia and Indonesia by comparing two samples from Malaysia – PutraFM and UFM. Whilst, operational lessons from campus radio abroad, UNISI and UNISIA of Universitas Islam Indonesia (UII) Yogyakarta, Indonesia will also be shared on their administrative approach and factors influencing their administration of campus radio. The Indonesian university is part of USIM's collaboration initiative for student exchange and other academic related programmes. UNISI started operation in 1975 as community radio under the governance of the university and is fully handled by alumni and students. The radio had transformed their orientation from community-based radio to private system radio (Sdn Bhd) known as PT Radio Prima Universitas Yogyakarta. UNISI's daily programming starts from 4pm until 1pm in the morning. UII had recently embarked on establishing their second radio station, UNISIA, as a radio for *da'wah* also in Yogyakarta. However, UII has underlined the operation of the station to be focused on social activities involving *da'wah* among local communities. The station operates 24 hours daily by streaming platform and by on-air live transmission from 4 pm until 10 pm. The management strategies and efforts of *da'wah* through radio operation shown by UII's campus radio stations would assist USIM to strengthen Radio USIM's operation and listenership.

RESEARCH BACKGROUND

Campus radio is also known as college radio, university radio or student radio based on its operating system. It is a type of radio station that is run by students of a college, university or other educational institution (Sauls, 1998). Initially, it was developed as an experimental station, operating in colleges and universities primarily for educational purposes (Sauls, 2000). Some campus radio stations adopt community-based radio as it serves mainly for the students of a college or university (Osunkunle, 2008) and others may adopt a commercial model (Sauls, 1998). In a study on international community and campus radio in 12 countries, community and campus radio has emerged for several decades since the 1930s using different terms – free

radio, alternative radio, student radio and many other categories under radio broadcasting (CRTC, 2009).

Radio is a type of communication technology using electromagnetic waves and radio signals that send information electronically from one place to another, wirelessly. Most radio uses frequency modulation (FM) as the mode of delivering information, apart from electromagnetic radiation (Rahanatha, 2008). Nevertheless, the recent adoption of the Internet and new media has influence media networks to embrace Internet radio through streaming technology. According to Siti Juwairiah (2005), a stream is a series of related packets or data that are divided into small blocks. While streaming is a recent technique of transferring data, that can be processed as a steady and continuous stream. Streaming works as the data arrives, buffered for a few seconds and then begin to playback (Siti Juwairiah, 2005:9). Despite of using streaming technology in their operation, some local universities use the word ‘FM’ together with their station name for branding purposes.

As in commercial radio operation, the structure of campus radio operation is dominantly run by three core individuals or team. A team of students, exclusively manage the daily operation of a campus radio station, with the assistance of faculty advisor and technicians or engineers for consultation on technical, equipment, regulatory compliance. In some cases, however, a team may also include broader community forming a potent combination of a production team. The team works on voluntary basis unless they have long exist in the industry. Some campus radio stations operate to train professional radio personnel that target for broadcasting educational programming. Campus radio stations are non-affiliates of major program providers, thus offering alternative programming to increase listenership (Sauls, 1998). As an educational medium, programming of campus radio is usually a blend of educational programmes adopting some forms of entertainment elements in their content (Raymond, 2016). A campus radio that takes a commercial model needs to develop business strategies that would allow them to remain a central player, particularly on multi-platforms. Developing integration of new format, genre and interactivity that suits audience trend would guarantee success (Franquet and Montoya, 2014).

Campus radio also serves as a training platform for students who are majoring in communication and media related programmes or non-media pertaining to communication and media studies. Their participation is mainly voluntary and based on interest. They are non-professional that work as a part-timer (Sauls, 1995) and it becomes a platform for grooming individual personality particularly as radio announcer (Serwornoo, 2016). Two primary functions of college radio are first, for disseminating information and secondly as an entertainment tool. Studies show that college radio has excellent opportunities to ‘fill in the void by providing airspace for unsigned, experimental and outsiders’ to share their talents and content with the society (Waits, 2007: 83). It is also used as an entertainment tool in which they emphasize on the production of music and entertainment that briefly discusses the role of alternative music (Sauls, 2000) or the do-it-yourself or DIY spirit of amateur radio (Bloch, 1980).

Fanteux (2013) states that on-campus radio is initially closed-circuit radios within the campus building before they embrace to frequency modulation (FM) broadcasting. In Canada, FM regulation has aided campus stations in realising their goal among the local community. Such mode of operation acquires radio station to gain a license from the government and ensuring “that campus stations do their best to reflect and represent the communities within which they are licensed”. In other words, radio is a medium for socialisation and cultural tool.

Radio represents its locality, featuring its culture and reality (Fanteux, 2013). Apart from being a cultural tool, community representation by increasing their reach and relevance, which, in turn, has increased inclusivity and diversity in operations and programming. Most campus radios run musical and entertainment programmes in their programming because music is very influential among young people especially university students (Sauls, 1998). Music popularity and cooperation with local stations add on to the acceptance of songs among the university community (Destich and McClung, 2007). These cooperation and collaboration are also established between the commercial radio station and non-commercial radio station.

Regarding operational management, Sauls (1995) underlined ten critical aspects of managing college radio that are consistent particularly from the US context. A college radio usually operates in an on-going manner and often performed by part-time staffs or volunteer staffs, which mostly are students of the college itself or from the external community. Such a situation will influence programme scheduling of the radio as they may be unable to fulfill day-to-day commitment due to study workloads. Therefore, faculty coordinator and students who handle a campus radio need consistency of staffing as they change regularly. Other common aspects of college radio operation as Sauls (1995) states, are as below:

1. Funding for radio operation is mostly limited and highly dependent on the university.
2. Demand for radio campus comes from a campus community that is lacking the knowledge in managing staffs, funding and operation of the station.
3. Suggestions from staffs of other faculties were often received to improvise content. Unfortunately, their participation and commitment in the operation and content development of the radio is limited.
4. The campus community also often confused over the station's function.
5. The medium is given greater focus on commercial events and hardly recognise in-campus events.
6. The campus radio station and campus newspaper often faced different obligations.
7. Station managers or advisors often use communication elements to foster harmony and agreement.

In most cases, campus radio is operated on a non-commercial system. Non-commercial radio is owned by non-profit groups that are usually of "state governments, local municipalities, college universities, public school boards, and community foundations" (Miller, 2017). However, adoption of commercialisation had influenced radio operation globally. As a consequent, some HEs had opted to run their campus radios using either fully commercial or partially (Sauls, 1998). This is evident in some campus radio in Australia and New Zealand (Reilly and Farnsworth, 2015). Nevertheless, other campus radio also adopts community radio model as in Ghana (Serwornoo, 2016). They generate income from students' fund generated via student fees (CRTC, 2009). Jemal Mohammed (2016) asserts that unstable management was among the cause of radio station closure, improper management, financial problems and technical breakdown. Some of the challenges faced by community radios can also be the cause for the closure of some radio stations, as what had happened to Harar Community Radio (HCR).

RESEARCH METHODOLOGY

Qualitative study approach through the lens of a semi-structured interview was employed to gather data. Interviews with managers, technicians and producers of each station were executed to gain insights into how they manage the campus radio and what are the challenges of managing campus radio. This paper focuses on data generated from 2 universities in Klang Valley, Malaysia and another 2 in Yogyakarta, Indonesia. Interview results of universities

campus radio managers in the Klang Valley – UFM and PutraFM, as well as UNISI and UNISIA in Yogyakarta, Indonesia were analysed and presented as follows.

THE CHALLENGES OF MANAGING CAMPUS RADIO IN MALAYSIA

The results of this study can be classified into key thematic factors including the economy (market competition), programme content, human resource, technology and governance. An apparent economic element is market competition, to attract students to spend time listening to a radio. Majority of the target audience of a campus radio is university students. However, the era of convergence technology had offered many choices of media, and it is a tough fight between a non-commercial versus commercial radio to excel in the industry. As one respondent puts it:

“We are competing with commercial stations. Commercial programmes are more attractive, (have) popular presenter, every station has their advantages, more professional and more creative as they have financial strength. But we have a financial constraint.” (Ahmad Nazri, 2016)

Station reach is another factor that influences station competency, particularly of frequency-based campus radios as they have to rival with commercial radio stations that have greater outreach, unlike campus radio where frequency range is somewhat limited.

“Our frequency is not that extensive. Among connected places are around Serdang, Gombak, Sg Besi. We need to expand our frequency and promote PutraFM as higher learning institution radio station.” (Ahmad Nazri, 2016)

Radio facility technology is another challenging factor influencing campus radio operation. Informants from both UFM and PutraFM highlighted that their campus radio is operating with necessary equipment facilities using more than a decade of radio technology system. PutraFM uses Zara system, which they claimed is slightly timeworn as compared with the system the industry is currently using, Letron. Although having latest version software technology is somewhat unnecessary and based on budget, but it is worth applying for training purposes. Students would easily be accustomed to facilities and software used in the radio industry during their internship.

In relation to the advent of digital technology, adoption of streaming radio has become trend for many universities in Malaysia as they are easy-to-handle. Since most stations are run by students, streaming technology gives more options, flexibility and preferable for musical content. Audience reach is also extended covering the whole globe. The streaming approach is usually applicable after office hour or during non-peak hours of radio.

“The content for streaming and live frequency is different, streaming is more on songs, but broadcast contains more programmes. So response were more for broadcast programmes because it contains more information and we invite guests like artists on specific day.” (Salleh, 2016)

Both UFM and Putra FM, does not allow advertisement to be aired in their radio stations due to their target audience are mainly university students, which generally tune in to the radio for its content. Limited indirect approach of product promotion is aired. The content is always the key to a radio station’s achievement. Therefore, operationalizing radio either traditional (frequency) or streaming, content development is definitely handled at least by a coordinator and a radio

producer. Broadcasting students voluntarily contributed their time in developing and maintaining broadcast programmes with passion. Based on interviews with informants at PutraFM, higher responses were gained for broadcast programmes rather than streaming during the day because of its informative content. They also invite guests regularly particularly popular artist on a specific day to boost greater listenership.

Despite these efforts, campus radio remains facing other forms of constraints mainly financial support from the administration. A campus radio is operated under specific department or faculty that manages the station to inculcate educational information in their daily content. Although their needs are unlike commercial radio stations, promotion, content development and talent management are key to support their operating system. There are costs that they must bare particularly on technical facilities to maintain radio operation.

“We need a large budget. In terms of finance for example, employer’s salary. We have to work with the university. the whole studio costs like RM3 million and that was like more than 10 years ago.... To change the set needs extremely high expenses, the money comes from the university, the university got it from the government.” (Ahmad Nazri, 2016)

To apply for financial assistance, they have to plan and aim for the budget, preparation of paperwork including the requirements, including software, hardware, human resource and student incentives. Each department will propose their budget ahead of time at faculty and university levels. Some proposals get rejected several times and demands modification.

One of the issues in sustaining radio operation is the commitment of students in handling tasks as a presenter, reporter and editor. Students’ commitment is temporal for specific duration throughout their studies. Pack classes, assignments and co-curriculums are among the constraints for their absenteeism despite their already scheduled tasks.

“The most they can hang on as a presenter is about two years. They cannot stay more than that may be because of being alone in the Conti, long stretching working hours. It is not easy being alone in the Conti under chilly condition. Most radio Contis are cold. No issue on safety as they are under control.” (Ahmad Nazri, 2016)

While students manage their work, the technical staff monitor all technical aspects of a station. These technical staff assist students’ work and provide consultation ensuring every tasks run smoothly. “In some universities, technical staff are part of a department in the faculty. For example, the technical staff here are under PutraFM same as other staff, they will receive monthly salary from the university including deejay, but they must be UPM students.” (Ahmad Nazri, 2016)

THE CHALLENGES OF MANAGING CAMPUS RADIO IN INDONESIA

UNISI is UII’s campus radio that started operation five decades ago. Many of their alumni had already establish their career in the industry. Nevertheless, many also came back to serve UII’s campus radio. They were those who had worked as a part-timer with the station and later being absorbed as permanent staff to assist operation. UNISI had initially begun operation through the financial support from the campus.

Over the years, UNISI managed to elevate its brand as among local listeners, changing the orientation of the station from campus-based radio network to professionally-run radio network. The more significant number of staff was employed by recruiting more non-UII alumni experts. However, the expansion of operation increases operational cost. Financial support for facilities

and equipment maintenance becomes a constraint and were among critical challenges for sustaining smooth operation flow. As mentioned by an informant in an interview,

“Due to great challenges seeking financial support to buy equipment for radio transmission, we start moving into business in which our reliance for financial support from the university become lessen. We find our own money by selling air-time, and advertisement.” (Masron, 2016)

In Yogyakarta itself, 46 radio stations reflect the stiff competition for upholding the best content and promotion in town. According to findings, one of the key challenges for operating campus radio in Yogyakarta arises from the economic needs of a media. Today, radio station does not only function as a platform for on-air broadcasting but also act as media activation.

UII uses media activation strategy approach in marketing their content by targeting at specific products users in the local market. They manage to increase product awareness through campaigns by placing their brands in locations and established consumer participation strategies based on popularity and listenership, which elevated radio sales.

“...to implement brand activation, we usually organize activities in campuses, any places that young people usually mingle around. This is how we run our business, it is very popular now, and that's why we have to use now,” (Rochman, 2016)

Despite of the many challenges, UNISI had recently strategized operation as a commercial entity, positioning the brand among the young community, which mostly are school or university students. Operating on 104.5FM covering an area of 3,186 square kilometres in Yogyakarta City and with stiff rivalry among radio networks, competition is considerably high. Nevertheless, traffic congestion in the most parts of the city had brought goodness for the station as UNISI has increased its listenership as an alternative media platform for the youth. As highlighted by one of the interviewees of the station, “radio becomes the medium for entertainment while they were on-the-road.”

Regulating content and programming is utmost important in managing a radio. According to an informant, UNISI's radio is consists of academic-based programmes, commercial programmes (75 per cent) and da'wah and education programmes (25 per cent). Every existing faculty at UII contributes most of the topics or programmes, which relate to their expertise. Three slots of talk show were allocated for three faculties each day. Contrarily, UNISIA broadcast 100 per cent of da'wah programmes from UII academics or students. Students from other universities in Yogyakarta are also encouraged to get involve in UNISI's radio operation.

The management of UNISIA often reminds staff of the sensitivity of the information and being attentive in the selection process of their content. Apart from being creative, the resources of information must adhere to station guidelines and policies and be adequately acknowledged. In a country that practices multi-faith, the sensitivity of thoughts is essential, particularly for religious-related content.

“People from UII often remind us to be more selective for our content or *narasumber* (interviewees) for our radio program, because as you know we have a variety of Islam in Indonesia, so we have to ensure that our *narasumber* is from moderate Islam.” (Masron, 2016)

Assurance of educational element in campus radio station is fundamental, without neglecting the attractive approach of presentation in various programme genre. A producer or commentator must at all times be creative in creating new ideas and adopt a better approach from the market competitors.

“Our *narasumber* must have an educational vision, not mainly having jokes but they also must have knowledge and information.... We will ensure everything are being transmitted to the listeners are educative or containing educational elements. We always come up with something new and better than other radios in Yogyakarta.” (Masron, 2016)

In other words, seeking a talented and creative persons is of utmost importance to avoid boredom in a programme. It is understood from the informant that one of the significant challenges that UNISI had faced in sustaining a good quality of station presentation was to seeking and selecting a good announcer. Talent hunting was organised through alumni and non-alumni auditions, and advertisements.

The adoption of new technology mainly through hardware and software is the current approach of penetrating radio station listeners. Internet, for instance, has become the medium for commercialization as it increases radio station reach thus, elevating popularity and branding. As UNISI adopt commercialization strategy in managing the station, competition between the traditional media platform and social media platforms such as television and Youtube is unavoidable.

Limitation of range of radio coverage is another challenging factor for UNISI due to stiff competition of spectrum space between commercial and non-commercial radio stations. Every district in Yogyakarta has their radio station. UNISI’s operational coverage range is set within 20 kilometres as stipulated by the local regulatory body. Due to current media branding and promotion approach the station had actively involved in ‘media activation’ campaigns through various platforms to promote national products as a medium for boosting their station popularity.

CONCLUSION

This research has highlighted similar themes of campus radio operation challenges from Malaysia and Indonesia context, as underlined by Sauls (1995, 2000). The key challenges in managing radio and the way forward mostly underlines economic, content and technology factors. These factors are critical to the operating system and managing patterns of a campus radio in sustaining their station functions.

As with other business entity, financial constraint is the key for survival of campus radio station. Although the majority of these radios are non-commercial, efforts for managing operational system particularly regarding human resource such as recruitment, staff and student commitment, training and talent development is vital. Most campus radio station managed to handle student commitment well. Although they are the key player and the backbone of radio station operation, motivational support for students would benefit to raise their emotion and energy during pack hour of classes. Providing greater and functional space would also enhance social engagement as a form of support system that encourages students or alumni of their contribution for the station.

Although research finding did not highlight much on disciplinary problem, a well-structured management, organization of work and time management are keys to a smooth radio station operation.

Creative space and more opportunity, trust and flexibility should be encouraged for students. As a platform for enhancing knowledge and skills for students, the orientation of activities should remain central at benefiting students by opening more innovative ideas for content. In this sense, adoption of commercial radio campus model can venture and elevate students potential at a higher level.

Maintenance of station facilities is also costly. Many of the facilities and equipment are innovation-driven hardware and software, which become worthless after a specific duration. Some material is too fragile, thus positioning technical consultant is compulsory. To survive, diversify approach of funding resources should be generated but not necessarily by adopting commercialization as Sauls (2000) mentioned. Having the latest up-to-date facilities will not guarantee good performance and popularity. Therefore, universities should think creatively to reduce dependency on university allocations and generate greater opportunities instead for additional income resources.

Competition wise, Malaysia campus radio's competitive platform is somewhat moderate as they are individual-operated based, monitored and administrated by a university. The tension is less felt by local campus radio station as compared to the radio station in Yogyakarta. The local campus radio stations were using non-commercial approach rather than the commercial strategy by UNISI. In Yogyakarta, radio stations compete due to a large number of radio stations in each district as well as the limitation of station range in specific areas.

Both campus radio station in Malaysian and Indonesian adopted educational-based programme content and presentation, combined with entertainment elements remained as dominant genre used to attract radio listeners. Adoption of website and social media platform enable campus radio station being operated round-the-clock. Although economic factor would hinder some universities for greater opportunities in strengthening their brand and content, conforming operation to the latest technology trend mainly streaming technology is another key to sustaining radio station. Malaysian government seem to have less interest on local campus radio as a platform for contributing young and creative people towards knowledge economy due to the small allocation of license for frequency-based campus radio. The condition however, should not discourage local universities from using radio as educational platform. Instead, in the current wake of ICT and industrial revolution era, campus radio station should develop or invest in using software applications for easy downloading purposes which would enhance greater interactive learning activities within campus community.

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