



Persuasive Communication RRI Pro 2 Padang in Improving Listening through Instagram Social Media

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ABSTRACT

This study aims to determine persuasive communication RRI Pro 2 Padang in increasing listeners on Instagram social media and to find out the obstacles in carrying out persuasive communication and persuasive communication efforts carried out by RRI Pro 2 Padang in increasing listeners on Instagram social media. This study uses a qualitative method with a descriptive approach. The sampling technique used in this study used the Purposive Sampling technique, where the technique for taking samples of data sources is based on certain considerations, such as the person who knows best about what and the information we expect from the research. The research conducted uses the Theory Elaboration Likelihood Model (ELM) is a theory process double that explain change attitude a person. Theory This developed by Richard E. Petty and John Cacioppo in 1980. This theory is a general theory of attitude change which is believed to provide a fairly general framework for organizing, categorizing, and understanding the basic processes underlying effectiveness. communication persuasive. Persuasive communication conducted by RRI Pro 2, including using social media, can help RRI Pro 2 Padang in promoting their programs. To generate interest (desire) from listeners and watch or listen to programs presented by RRI Pro 2 Padang, it will require something that makes someone know about it and be interested. Persuasive communication is one of the most effective ways to do it, such as uploading content on Instagram to increase the number of listeners and followers of RRI Pro 2 Padang.

Keyword:

Persuasive Communication,
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INTRODUCTION

The relentless pace of digital transformation has fundamentally altered the landscape of mass communication, posing existential threats to traditional radio broadcasting. Social media platforms, driven by algorithmic personalization and instantaneous content delivery, have rapidly supplanted conventional media as the primary source of information, news, and entertainment, especially among younger demographics (Freedman, 2023; Labudová, 2024). This paradigm shift compels radio broadcasters not only to migrate their content online but to strategically reimagine their communication practices to remain competitive, relevant, and accessible within a crowded digital ecosystem (Muninger et al., 2019).

Instagram, with its visually immersive interface and high user engagement rates, has emerged as one of the most influential social media platforms among Millennials and Generation Z audiences (Newman et al., 2024). Unlike other platforms, Instagram's dynamic features Stories, Reels, Live, and interactive question boxes, provide unique affordances for real-time interaction and audience participation. This environment not only allows broadcasters to distribute content but also to actively engage with users, fostering two-way communication that is crucial for building loyalty and sustaining interest (Belair-Gagnon et al., 2019).

In the Indonesian context, RRI Pro 2 Padang stands as a pertinent example of a public radio station navigating these disruptive shifts. Aimed primarily at young listeners, RRI Pro 2 Padang has embraced Instagram as a strategic channel for persuasive communication and audience development. By utilizing interactive features, the station creates participatory spaces where listeners can contribute

opinions, respond to polls, and directly engage with on-air talent, thereby transforming the passive act of listening into an active, dialogic process (Belair-Gagnon et al., 2019; Muninger et al., 2019).

Despite these innovations, significant obstacles persist. The rapidly evolving Instagram algorithm, unpredictable shifts in user preferences, and the ongoing challenge of content saturation make it increasingly difficult for broadcasters to maintain consistent reach and relevance (Freedman, 2023; McCarthy et al., 2023). Moreover, limited human resources and a lack of advanced digital skills often hinder the ability of traditional radio teams to produce high-frequency, high-quality content (Shi et al., 2018). These constraints underscore the pressing need for adaptive, research-informed strategies that are tailored to the behaviors and expectations of digital-native audiences.

Scholarly discourse emphasizes that persuasive communication in the digital age is most effective when it incorporates both central and peripheral routes, as outlined in the Elaboration Likelihood Model (ELM) (Petty, 2018). For radio broadcasters, this means balancing rational, content-driven messaging (the central route) with visually engaging, personality-driven, and emotionally resonant cues (the peripheral route). RRI Pro 2 Padang's experience presents a valuable case to explore how these theoretical principles are operationalized in practice within the context of Indonesian digital broadcasting.

Against this backdrop, the present study seeks to critically examine the strategies and effectiveness of RRI Pro 2 Padang's persuasive communication via Instagram in increasing listener engagement and expanding its audience

base. It also aims to systematically identify key operational challenges and propose actionable recommendations to enhance the station's digital outreach. The insights generated are expected to contribute to both the academic understanding of media adaptation in the digital era and the practical advancement of public broadcasting in Indonesia and beyond (Muninger et al., 2019).

LITERATURE REVIEW

The digitalization of mass communication has compelled traditional radio broadcasters to rethink their engagement strategies and audience outreach (Muninger et al., 2019). Numerous studies indicate that social media, particularly platforms such as Instagram and TikTok, are now essential tools for fostering audience interaction and sustaining listener loyalty (Ahmad et al., 2025; Ortiz et al., 2023). This adaptation is particularly vital, as radio audiences, especially among young people, have shown a marked shift toward digital platforms for both entertainment and social interaction.

Persuasive communication is widely recognized as a crucial component in achieving effective engagement within digital environments. The Elaboration Likelihood Model (ELM), developed by Petty and Cacioppo, remains a foundational theory in this field. According to ELM, persuasion operates through two distinct routes: the central route, which involves careful and thoughtful consideration of message content, and the peripheral route, which relies on superficial cues such as attractiveness or credibility of the source (Kim et al., 2016). Research demonstrates that successful digital campaigns often blend both approaches, maximizing impact through both message substance and engaging delivery (McAlister & Bargh, 2016).

Empirical studies on radio's adaptation to social media underscore the

importance of interactive features. For example, Wymer et al. (2024) observed that media organizations that actively employ Instagram's interactive functions, such as stories, polls, and live sessions, report higher levels of audience participation and brand loyalty. Similarly, research by Zhou & Xu (2022) found that the two-way dialogic affordances of social platforms enable broadcasters to create more personalized and meaningful connections with listeners, thus strengthening overall engagement and retention.

Within the Indonesian context, several studies have examined the adaptation of public and commercial radio stations to digital trends. Munsch (2021) highlighted that persuasive communication strategies, ranging from program promotion to digital marketing, play a decisive role in maintaining radio relevance among younger audiences. Meanwhile, Febriela & Pintoko (2024) explored how radio presenters utilize Instagram content to support self-actualization and foster audience loyalty, concluding that interactive, participatory content yields measurable increases in listener engagement.

Despite these advances, challenges persist. Recent work by McNally & Bastos (2025) cautions that social media platforms are highly volatile due to algorithmic changes, which can undermine content reach and consistency. Furthermore, traditional broadcasters frequently face resource constraints and often lack the specialized skills necessary for producing sustained digital content (McAlister & Bargh, 2016). These barriers necessitate continuous innovation, robust evaluation processes, and an agile approach to social media management.

Taken together, the literature suggests that integrating persuasive communication with the strategic use of social media features is not only beneficial but also essential for radio broadcasters

seeking to thrive in the digital age. However, a research gap remains concerning how these strategies are specifically implemented and adapted in the Indonesian radio industry, particularly in public stations such as RRI Pro 2 Padang. This study aims to address this gap by providing an in-depth examination of the application of persuasive communication strategies via Instagram, the challenges encountered, and the solutions developed to optimize digital audience engagement.

RESEARCH METHODS

This study uses a qualitative research method with a descriptive approach. Data collection through observation, interviews and documentation in the field, with data collection techniques carried out by triangulation (combination), the data produced is descriptive, and data analysis is carried out deductively.

The sampling technique used in this study used the Purposive Sampling technique, where the technique for taking samples of data sources is based on certain considerations, such as the person who knows best about what and the information we expect from the research.

In selecting informants in this study, several criteria were given as a reference in selecting informants, namely:

- a. RRI staff/employees who have worked for more than 3 years
- b. Staff who are admins/holders of RRI social media accounts
- c. Aged 35-50 years

Based on the predetermined criteria, the researcher obtained the following informants:

- a. Radio announcer
- b. Marketing Team
- c. RRI Public Relations

In this study, data analysis was carried out simultaneously with data collection and the analysis process was carried out in 4 stages, namely: (1) Data

collection, obtained from the results of observations, interviews, and documentation ; (2) Data reduction, after the data was collected, the researcher analyzed and determined the data in such a way that it was relevant and supported the research being carried out; (3) Data presentation, the researcher combined all the data that had been obtained. from various form, good writing, table, picture and so on so as to provide a complete picture of the situation that occurs; and (4) Withdrawal conclusion, withdrawal conclusion has done simultaneously during the research process, as with data reduction, after all data collected, so can take conclusion Meanwhile, after the data is completely complete, the final conclusion will be obtained.

RESULTS

In order to increase the effectiveness of persuasive communication through Instagram social media, RRI Pro 2 Padang has made various strategic efforts. Wrong One form business Which significant is multiply production of interesting and consistent content. All sources emphasized that the production of content that is relevant to trends and programs of RRI Pro 2 Padang must be done regularly. This aims not only to maintain the existence of broadcasting institutions amidst digital media competition, but also to increase insight and audience engagement towards Instagram accounts they. Consistency This become crucial remember algorithm Instagram is heavily influenced by the frequency of uploads and the level of user interaction. RRI Pro 2 Padang also encourages collaboration with external parties, including the use of influencers or community figures who are in line with values. And objective broadcast. Effort This, as expressed by Octavian and Edrianto, are considered capable of expanding audience reach and providing a higher level of trust and involvement among young listeners. Use influencer

local Which own attachment with specific community allow messages broadcast RRI delivered with method which are more down to earth and relatable.

The results of the study show that RRI Pro 2 Padang actively implements persuasive communication through various digital content strategies that are tailored to the characteristics of young listeners, especially active users of Instagram social media. This strategy is not only one-way, but forms a two-way communication pattern between the broadcaster and the audience. In the Elaboration Likelihood Model (ELM) theory, persuasive communication is processed through central and peripheral channels. RRI Pro 2 Padang utilizes both in a balanced manner.

Persuasive communication used in increasing listeners through Instagram social media is quite influential, where the central route dominates the process of receiving messages by respondents. The central path process can only be used if someone has knowledge of the problem or issue in question. When someone processes the central path, that person will be careful in considering a strength in an argument, the extent to which the influence of the message conveyed matches a person's attitude, and is more beneficial in someone's view, it will be evaluated more positively (Morissan, 2013:85).

Peripheral channel persuasive communication, the presence of figures or content that are considered interesting and relatable is an important key in forming a positive impression. RRI Pro 2 Padang strategically utilizes visual elements, a light language style, and interactive features such as quizzes or polls, to create feelings of pleasure and emotional involvement in the audience. This is in accordance with the characteristics of peripheral communication, where the audience's attention is more influenced by surface cues (such as who is delivering it, how it is

delivered, and how it looks), rather than the content of the message itself.

In addition, the dynamics of the Instagram algorithm that continues to change are responded to with a strategy of optimizing features such as Reels, Stories, and Live. This approach allows the reach of content to remain broad even though it does not always rely on the quantity of uploads. Sources such as Nadia and Oktaviandi emphasized the importance of utilizing this feature so that the audience remains actively engaged. Utilization Features Instagram Also become focus main in strengthening strategy media social RRI Pro 2 Field. All source person agreed that Features such as Instagram Story, Reels, Live, and question columns should be used to their full potential. These features provide opportunities for two-way interaction between broadcasters and audiences, creating a more personal, responsive relationship. And dynamic. Interactivity This Also functioning as Wrong One an effective form of peripheral persuasion in attracting the audience's attention without having to present the message directly. As for the efforts repair Which sustainable, RRI Pro 2 Field Also routinely do evaluation and meeting management program. Like Which Edrianto explained that the annual evaluation is conducted to review the effectiveness of broadcast programs, content strategies implemented, and review the results of insights from social media. This evaluation is the basis for compiling new plans and future improvements so that the content produced remains relevant to the needs of listeners.

Another form of effort is to provide appreciation to listeners. or source person Which active. Nadia And Edrianto explain that a award This Can in the form of quiz, giveaway, or giving certificate. Objective The point of this step is to build audience loyalty and strengthen their emotional bond with RRI. Pro 2 Padang. Audiences

who feel valued and involved will more big possibility for become listener still as well as help promote broadcasts through word of mouth. Obstacles in the broadcasting process that still have constraints in terms of time and limited human resources, can be said to be personal obstacles each team RRI Pro 2. Solution Which can offer is increase the frequency and consistency of scheduled content production. By utilizing the available time more efficiently, the operational team strives to maintain the continuity of content despite the limited number of personnel. In addition, RRI Pro 2 Padang also plans content on a regular basis. collaborative, which allow distribution task and idea done more structured, so that obstacles due to individual time constraints can be minimized. Another step taken is to conduct periodic program evaluations and coordination, as explained by Edrianto. This evaluation not only helps in assessing the effectiveness of the content that has been produced, but also become forum for identify obstacle internal, like burden the work that no evenly, as well as become means for to design strategy distribution more efficient role. have to explain advanced multivariate statistical methods (e.g., repeated measures ANOVA, two- or – way ANOVA, multiple regression analysis, and factor analysis) in non-technical terms. Figures and Tables (detached from main of the manuscript) often allow one to present findings in a clear and concise manner.

DISCUSSION

The findings of this study illuminate the evolving dynamics of persuasive communication at RRI Pro 2 Padang as it adapts to the digital landscape, particularly through Instagram. These results offer both confirmation of established theories and fresh insights into the unique challenges and opportunities faced by traditional radio broadcasters in Indonesia.

Firstly, the strategic use of Instagram's interactive features, such as Stories, Reels, polls, and live sessions, aligns strongly with the Elaboration Likelihood Model (ELM) framework. RRI Pro 2 Padang's approach successfully integrates both central and peripheral routes of persuasion: central by delivering relevant, informative content tailored to its young audience's interests, and peripheral by leveraging visually engaging formats, popular influencers, and interactive activities. This dual-route strategy appears effective in capturing attention and fostering audience loyalty, as evidenced by increased engagement metrics and listener feedback.

Secondly, the study reinforces previous literature highlighting the crucial role of interactivity and dialogic communication in social media engagement (Johann et al., 2021; Lew & Stohl, 2023). By actively involving audiences in content creation and discussion through question boxes, quizzes, and audience shout-outs, RRI Pro 2 Padang moves beyond traditional one-way broadcasting to foster a participatory digital community. This shift not only increases perceived authenticity and trust but also cultivates a sense of belonging among listeners, which is essential for sustaining long-term engagement (Sallaku & Vigolo, 2024).

However, the findings also underscore significant obstacles, echoing concerns raised in recent scholarship. The constantly evolving Instagram algorithm poses a persistent threat to content reach and visibility, making it challenging for RRI Pro 2 Padang to maintain a stable and growing audience base. Furthermore, human resource constraints, particularly the limited number of staff with advanced digital skills, impede the station's ability to produce high-quality, consistent content. These internal limitations are exacerbated by external competition from both digital-

native content creators and other radio stations with stronger digital infrastructures.

Notably, the study finds that RRI Pro 2 Padang's adaptive strategies, including regular team evaluations, collaboration with local influencers, and continuous experimentation with content formats, have enabled the station to remain resilient in the face of these challenges. The decision to offer tangible rewards (e.g., quizzes, giveaways, certificates) for active audience participation has proven particularly effective in building emotional bonds and fostering loyalty, consistent with previous findings (Rennung & Göritz, 2015).

Nonetheless, the research also reveals areas for further improvement. Although interactive and visually appealing content can boost engagement in the short term, there is a need for more systematic data analysis and audience segmentation to ensure content relevance and personalized outreach. Moreover, strengthening brand identity and maintaining a consistent visual language is crucial for differentiating RRI Pro 2 Padang in an oversaturated digital marketplace.

Ultimately, this study underscores the significance of institutional learning and ongoing innovation. As algorithmic and audience trends evolve, RRI Pro 2 Padang must invest in ongoing digital skills training and encourage a culture of experimentation. This adaptive, research-informed approach is vital for sustaining relevance and impact in the long term.

In sum, the experience of RRI Pro 2 Padang demonstrates that traditional radio broadcasters can thrive in the digital age by adopting strategic, theory-driven, and participatory approaches to persuasive communication. The lessons drawn from this case are not only relevant for Indonesian public radio but may also inform best practices for legacy media organizations worldwide facing similar digital disruption.

CONCLUSION

Persuasive communication conducted by RRI Pro 2, including using social media, can help RRI Pro 2 Padang in promoting their programs. To generate interest (desire) from listeners and watch or listen to programs presented by RRI Pro 2 Padang, it will require something that makes someone know about it and be interested. Persuasive communication is one of the most effective ways to do it, such as uploading content on Instagram to increase the number of listeners and followers of RRI Pro 2 Padang. 2. Obstacle Which There is on RRI Pro 2 namely challenge Instagram algorithm that Keep going changed so that cause range content No stable. Based on these challenges, it can be concluded that the dynamics of changes in the Instagram algorithm are the main obstacle that affects the stability of content reach. This challenge is exacerbated by the difficulty of reaching the younger generation as the main audience, especially when the content produced is not fully relevant to their preferences. In addition, limitations in the social media management team also have an impact on the delay or suboptimal production of content. Low level of audience interaction as well as Not yet strong identity visual and branding Which Consistency is also a factor that reduces the effectiveness of delivering messages through social media. The lack of coordination and regular and collaborative content planning between teams reinforces the impression that the social media management strategy is still not optimal, so there needs to be a comprehensive evaluation and strengthening of the team's capacity to respond to digital challenges adaptively. Effort Which in do RRI Pro 2 in face various obstacles to managing Instagram social media include increasing production content Which interesting and consistent, in harmony with existing trends and broadcast programs. This content is

published regularly to maintain the existence and performance of the account, including in terms of insight and reach. In addition, collaboration with influencers who are in line with the values and objectives of the broadcast is also attempted use expand audience coverage, especially generation young. The use of Instagram features such as Reels, Story, and Live is used for optimize interaction as well as increase Power pull content. RRI Pro 2 Padang also routinely holds evaluations and program management meetings to review the effectiveness of content and team workload. The use of interactive captions and visuals is also being developed, accompanied by with giving appreciation to listener in form quiz, human resources a giveaway, or certificate, as effort build loyalty audience. On the other hand, strengthening branding and promotion consistency is done through the establishment of visual characteristics and easily recognizable language styles. All of these efforts are supported by a collaborative and routine discussion and content planning process, so that the content produced remains relevant to trends and supports the RRI Pro 2 Padang broadcast mission.

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