

ABSTRACT

This research explores the use of digital applications as a strategy to maintain the existence of radio stations in the digital era, with a focus on Radio Dahlia 101.5 FM Bandung. Advances in live streaming technology and online media have provided opportunities for radio stations to sustain their presence through digital platforms. Radio Dahlia, with a history of nearly 52 years of operation, has taken strategic steps by releasing a digital application to remain relevant amid these technological changes. In this study, a qualitative approach with a descriptive method is employed to analyze how Radio Dahlia implements digital applications as part of their strategy. This research adopts a constructivist paradigm and validates data from various sources, such as interviews, observations, and literature studies, using triangulation analysis. The results of the research show that Radio Dahlia has successfully built an interactive relationship with its audience through the digital application. This application not only maintains the audio format but also accommodates various age groups of loyal listeners. Radio Dahlia, as an effort to maintain its existence in the digital era, has demonstrated success in taking innovative steps by utilizing technology to strengthen its connection with listeners and compete in an increasingly competitive market. Through digital applications and effective strategies, Radio Dahlia provides evidence that technological innovation can be the key to survival in the ever-evolving media world.

Keywords: *customer engagement, new media, radio, strategy public relations, streaming.*