

ABSTRACT

In order to find out listener perceptions of the adoption of radio innovations to the Noice.id Streaming application from PT Mahaka Radio Integra. The research method used in my research is a qualitative method because this method is an option that can be used and because there is a streaming radio media being studied, streaming radio exists because of the impact of media convergence and examines listener perceptions of the impact of these changes. The purpose of the study was to review whether the phenomenon of reviewing the adoption of innovations in the Noice.id streaming application was successfully accepted by the public by giving a positive image to the company. The dimensions measured in this study are innovation adoption, communication channels and consumer behavior. The data in this study were obtained through interviews with 5 informants, namely 2 employees (internal) and 3 listeners (external) based on the level of perception of listeners in the Jabodetabek area. The results of the research conducted by researchers are the Innovation Adoption Review of the Noice.id Streaming Radio Application based on the perceptions of PT MARI listeners in 2024.

Keywords: Innovation Adoption, Radio Streaming Application, PT Mahaka RadioIntegra.