



Content Convergence and Audience Engagement on Platform X: A Study of the @RadioElshinta Account

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Abstract

Background: Digital platforms enable radio stations to distribute information beyond conventional broadcasts and provide observable indicators of audience response. Understanding how a news radio account organizes its content on social media can help describe its digital communication practices.

Objective: This study describes the content presented by Radio Elshinta through its @RadioElshinta account on Platform X and maps observable audience responses across content categories.

Methods: A descriptive quantitative approach using social media content analysis was applied to all 2,175 posts recorded from 1 April to 31 May 2026. Each post was assigned to one primary content category. Presentation formats, likes, reposts, replies, and views were documented, and the data were summarized using counts, percentages, and descriptive comparisons.

Results: The findings show that 2,175 posts were published during the observation period, with real-time traffic updates representing the largest content category with 790 posts (36.32%), followed by talk-show summaries with 547 posts (25.15%) and national news and politics with 383 posts (17.61%). Content was presented through various formats, including text, images, videos, audio clips, and links. Audience engagement varied across content categories, with category-specific engagement rates ranging from 0.16% to 0.58%, while the overall average engagement rate ranged from 0.18% to 0.35%.

Conclusion: The findings indicate that the @RadioElshinta account functioned as a digital distribution channel that presented diverse information formats and content categories during the observation period. The observed differences in engagement across content categories provide a descriptive basis for understanding audience responses to radio-related content distributed through Platform X.

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INTRODUCTION

Digital technology is changing the way the media industry works across the globe. The Internet, social media, mobile devices, and data-driven communication technologies are reshaping the production, distribution, and consumption of information. This change triggers media convergence, the process of integrating various communication platforms into one interconnected digital ecosystem. Jenkins (2006) and Jenkins and Plasencia (2024) explained that media convergence is not merely a matter of technological integration; it also involves a change in communication culture that allows content to move across platforms and encourages audiences

to participate actively in the communication process. In the digital media era, it is not enough for media organizations to produce information; they must also build interaction spaces that allow audiences to engage directly in the dissemination and exchange of information. This makes the ability to manage multiple digital platforms a crucial factor for media to remain relevant amid increasingly competitive digital communication. This view aligns with K  ng (2023), who confirms that the success of media organizations in the digital era is largely determined by their ability to integrate technological innovation with content distribution strategies that adapt to changing audience behavior.

Changes in the way people consume information further emphasize the urgency of digital transformation in the media industry. The Reuters Institute Digital News Report notes that social media is now one of the main sources of news access for the global community. This trend is especially seen in the younger generation who access more information through mobile devices and digital platforms than conventional media (Newman et al., 2024). Information is no longer distributed through a single communication channel, but rather disseminates simultaneously through various platforms that are integrated with each other. Fletcher and Nielsen (2022) explained that most internet users get news not through active search, but indirectly through their activities on social media. This phenomenon shows that social media has shifted from just a tool of interpersonal communication to a space for distributing public information that has a great influence on people's news consumption patterns.

In digital communication, the success of the media is no longer measured only by the size of the audience reached; it also includes the extent to which audiences engage with published content. This engagement, known as audience engagement, refers to the various forms of user response to information received through digital platforms. Cinelli et al. (2021) and Avin et al. (2024) explain that user interaction on social media is influenced by three main factors: the structure of the communication network, the characteristics of the platform, and the relevance of the information consumed. The higher the audience engagement, the greater the opportunity for media to expand information reach, build user loyalty, and increase the effectiveness of digital communication. Voorveld et al. (2018) further argue that audience engagement is an important indicator for assessing the effectiveness of content distribution on social media platforms, while Steensen et al. (2020) and Shin and Miller (2025) notes that engagement also reflects how audiences attend to, participate in, and respond to information published by digital media.

Digital transformation has also changed how radio stations distribute their content. Alongside conventional broadcasting, radio organizations use websites, streaming services, podcasts, and social media to make information available through additional channels. This shift requires radio stations to adapt both the format and distribution of their content to the characteristics of digital platforms. Nurcahyadi (2024) describes media convergence as a strategy for radio to maintain its relevance in a changing media environment, while Damayanti et al. (2024) discusses the continued presence of radio through the convergence of its broadcasts. In this context, Platform X provides a setting for examining how a news radio account presents content beyond conventional broadcasting.

One example of media convergence in Indonesian radio is Radio Elshinta. As a national news radio station focusing on current information and public services, Radio Elshinta uses its @RadioElshinta account on Platform X to distribute information alongside its conventional broadcasts. The account publishes content on traffic, politics, economics, disasters, health, and social issues. Audience responses can be observed through likes, reposts, and replies, while views indicate how often posts are displayed. Rusmana et al. (2024) describe how social media enables news-radio audiences to participate in communication beyond conventional broadcasting. The @RadioElshinta account therefore provides a setting for examining how radio-related content is presented on a digital platform and how audiences respond to it.

Although previous studies have examined media convergence, digital transformation, and audience engagement in social media environments, studies that specifically describe the convergence of news-radio content and audience engagement on Platform X remain limited. Existing studies have generally focused on digital news media, television, or social media communication more broadly, while the use of Platform X by news radio as a space for distributing and adapting broadcast-related content requires further descriptive examination. This gap is particularly relevant because radio organizations increasingly operate across conventional and

digital communication channels, requiring content to be presented in formats that correspond to the characteristics of each platform.

Based on this context, this study aims to describe the characteristics of content convergence carried out through the @RadioElshinta account on Platform X and to examine the observable pattern of audience engagement across different content categories. The study focuses on the frequency of posts, content categories, presentation formats, and audience engagement indicators during the observation period. The findings are expected to provide a descriptive contribution to the discussion of media convergence and digital communication, particularly regarding the transformation of radio content distribution through social media platforms.

METHOD

This research is based on the media convergence theory of (Jenkins, 2006; Jenkins & Plasencia, 2024). This theory explains that media convergence is the process of integrating multiple communication platforms that allows content to move across media channels simultaneously. In this perspective, convergence is not only about the development of communication technology, but also includes changes in the process of production, distribution, and consumption of information by audiences. In the radio industry, media convergence is realized through the adaptation of broadcast content to various digital platforms such as social media, podcasts, streaming services, and websites. Nurcahyadi (2024) and Damayanti et al. (2024) explained that media convergence is an important strategy for radio to maintain its existence and relevance in the midst of increasing dominance of digital media. In the context of this study, content convergence is understood as the process of redistributing the broadcast content of Radio Elshinta through the X platform by utilizing various information formats and digital features available.

Another concept underpinning this study is audience engagement, which refers to the degree of audience involvement with content published by the media through various forms of digital interaction. Voorveld et al. (2018) and Madio and Quinn (2025) describe engagement as a multidimensional response encompassing the cognitive, affective, and behavioral aspects of a user's interaction with content. In the social media environment, audience engagement can be observed through activities such as liking, reposting, replying, and viewing published content. Barta et al. (2023) show that the format and characteristics of content affect the level of user engagement on social media. Accordingly, audience engagement is used in this study to describe the pattern of audience response to content published by the @RadioElshinta account.

The relationship between content convergence and audience engagement can be explained through a digital communication perspective that emphasizes the compatibility between content characteristics and audience needs. Napoli (2015) and Lege and Ibrahim, (2024) explained that distributing information across multiple digital platforms gives media greater opportunities to expand communication reach and increase user participation. Trilling et al. (2017) and van der Meer and Brosius (2024) show that the value of information, the relevance of the message, and the shareability of content contribute to audience engagement in digital media. Based on this perspective, this study describes how Radio Elshinta's content convergence practices relate to the audience engagement patterns observed on Platform X.

This study employed a descriptive quantitative approach using social media content analysis. The approach was selected because the study aims to describe the characteristics of content convergence and observable audience engagement patterns based on numerical data obtained from the @RadioElshinta account on Platform X. The unit of analysis comprised all posts published by the account during the observation period from 1 April to 31 May 2026. A total of 2,175 posts were identified, consisting of 1,128 posts in April 2026 and 1,047 posts in May 2026. Because the entire population of posts published during the observation period was analyzed, the study used a census approach and did not draw a statistical sample. Each post was classified according to its primary content category, presentation format, and observable audience engagement indicators.

Data were collected through digital observation and documentation by recording the characteristics of each post, including publication frequency, content category, presentation format, likes, reposts, replies, and views. The data were tabulated and analyzed using descriptive statistics, including frequency, percentage, and descriptive comparison across content categories.

The analysis was conducted using Microsoft Excel 365 for data tabulation, calculation, classification, and presentation. The results were subsequently interpreted to describe the characteristics of content convergence and the observable pattern of audience engagement on Platform X.

The coding process used category definitions to distinguish the main subject of each post and to apply the same classification rules throughout the dataset. The six categories used in the analysis were real-time traffic updates, talk-show summaries, national news and politics, religious content, video events and sports, and promotion and cross-promotion. The results are presented as a descriptive classification of the recorded posts.

In this study, content convergence refers to the presentation and adaptation of radio-related information through Platform X using different content categories, presentation formats, and platform features. The analysis considers observable characteristics such as the relationship of posts to radio programs or broadcast-related information, the use of text, images, videos, audio clips, and links, and the distribution of information across different content categories. The classification is based on observable characteristics of the published posts and does not assume that every post originated directly from a specific radio broadcast unless such a relationship is explicitly indicated in the content.

Data were tabulated and analyzed descriptively using post counts and percentages for each content category, together with the recorded audience-response indicators. Microsoft Excel 365 was used for tabulation and the presentation of tables and figures. Differences between categories were interpreted as descriptive patterns within the observation period, without making causal claims about the effects of content category or format on engagement.

RESULTS AND DISCUSSION

Results

The observation of the @RadioElshinta account from 1 April to 31 May 2026 identified 2,175 posts, consisting of 1,128 posts in April and 1,047 posts in May. The number of posts per day ranged from approximately 25 to 43 posts. The observed posts covered several information categories and were presented through different formats, including text, images, short videos, audio clips, and links. These characteristics indicate that Platform X was used extensively as a channel for distributing and presenting information associated with the account during the observation period.

Based on the content classification, real-time traffic information represented the largest category, comprising 790 posts (36.32%) of the total posts. This was followed by talk-show summaries with 547 posts (25.15%) and national news and politics with 383 posts (17.61%). Religious content accounted for 240 posts (11.03%), followed by video events and sports with 123 posts (5.66%), and promotion and cross-promotion with 92 posts (4.23%). The distribution indicates that information-oriented content constituted the majority of posts during the observation period, while promotional content represented the smallest category.

The observed content was presented in several formats, including short text, photographs, short videos, audio clips, infographics, streaming links, and links to the official website. The use of multiple formats indicates that information on the @RadioElshinta account was presented through a combination of textual, visual, audiovisual, and linked content. These observable characteristics demonstrate the use of multiple presentation formats on Platform X and provide an empirical basis for examining content convergence in the account.

Audience engagement varied across content categories during the observation period. The overall average engagement rate ranged from 0.18% to 0.35%, while category-specific engagement rates ranged from 0.16% to 0.58%. Religious content recorded the highest observed range at 0.38%–0.58%, followed by real-time traffic updates at 0.30%–0.48%, whereas talk-show summaries recorded a range of 0.16%–0.29%. Audience responses were reflected through views, likes, reposts, and replies, with views, likes, and reposts occurring more frequently than replies.

In addition to the difference in engagement levels between content categories, the results of the study also show that the form of audience interaction is still dominated by views, likes, and reposts, while the number of replies is relatively less. The findings indicate that the majority of users use @RadioElshinta accounts as a quick source of information rather than as a two-way discussion or conversation space. Thus, the communication pattern formed on platform X still

emphasizes the function of disseminating information rather than the deliberative function.

Overall, the results show that the content convergence strategy implemented by Radio Elshinta has accompanied a wide distribution of information while audience engagement remained at a consistent level. The high frequency of publication, the diversity of content formats, and the prominence of information categories with high practical relevance are associated with the engagement patterns observed on Platform X; given the descriptive design, however, these associations describe patterns rather than causal effects. These findings indicate that media convergence coincides with a broader reach of radio information distribution and with differences in engagement across content categories, as reflected in the observed indicators.

Discussion

Content Convergence from Conventional Media to Platform X

The findings indicate that the @RadioElshinta account presents radio-related and public information on Platform X through multiple content categories and presentation formats. During the observation period, the account published traffic information, talk-show summaries, national news and politics, religious content, video events and sports, as well as promotional and cross-promotional posts. These contents were presented through text, photographs, videos, audio clips, and links. From the perspective of media convergence, the use of multiple formats and the distribution of related information through a digital platform illustrate how radio organizations can extend their communication activities beyond conventional broadcast formats. This observation is consistent with the concept of convergence culture proposed by Jenkins (2006) and Jenkins and Plasencia (2024), in which media content can circulate across interconnected communication environments.

However, the observed posts should not automatically be interpreted as direct reproductions of specific radio broadcasts. The available data primarily document the content published on Platform X, while the study does not independently compare each post with corresponding radio-broadcast recordings. Therefore, the findings more directly demonstrate the presence of multiple content formats and radio-related information on Platform X rather than establishing a one-to-one transfer of every broadcast item to the platform. This distinction strengthens the descriptive interpretation of content convergence in the context of the present study.

Table 1

Distribution of Content Convergence Categories on @RadioElshinta (April–May 2026)

Convergence Aspects	Convergence Description	Examples of Content from Convergence Broadcasts	Shape in Platform X	Number of Posts (April 2026)	Number of Posts (May 2026)	Total
Real-time Traffic Updates	Presentation of real-time traffic information through visual and textual updates on Platform X	TMC Polda Metro Broadcast & road conditions	Photos, text and short videos	412	378	790
Talkshow Summary	Presentation of talk-show-related information through text, audio/video clips, and streaming links	Labor Day Talk Show, Pancasila, Vesak	Text, audio/video clips and Spotify/Video links	285	262	547
National News & Politics	Presentation of national news and political information in concise textual and visual formats	Government news, Prabowo, social assistance	Text, office photos and links elshinta.com	198	185	383
Religious Content (Adhan & Cult)	Presentation of religious information and prayer-related content through text, images, and video posts	Dawn Adhan, Cult, Vesak	Images, text and videos of the call to prayer	112	128	240
Video Events & Sports	Presentation of event and sports information through short videos and photographs	May Day Fiesta, religious events, sports	Short videos and photos	68	55	123

Convergence Aspects	Convergence Description	Examples of Content from Convergence Broadcasts	Shape in Platform X	Number of Posts (April 2026)	Number of Posts (May 2026)	Total
Promotion & Cross-Promotion	Promotion and cross-promotion of radio broadcasts, streaming services, and the official website	Streaming elshinta.com & 90 FM broadcasts	Direct links and invitations	53	39	92
-	-	-	-	1,128	1,047	2,175

Based on Table 1, real-time traffic information was the most frequently published content category, with 790 posts during the observation period, followed by talk-show summaries with 547 posts and national news and politics with 383 posts. The findings show that the @RadioElshinta account presented radio-related and public information through multiple content categories and digital formats suited to Platform X. These patterns demonstrate the account's use of the platform as an additional channel for distributing information, although the study does not establish that every observed post was directly reproduced or transformed from a specific radio broadcast.

The results also show that convergence practices are carried out through the use of various communication formats. Information is presented as text, photos, short videos, audio clips, streaming links, and cross-promotion to radio broadcasts and official websites. This diversity of formats reflects Radio Elshinta's effort to adapt information distribution to the preferences of digital audiences, who tend to consume content quickly, visually, and in easily shareable forms. From Jenkins (2006) and Jenkins and Plasencia (2024) perspective, this condition shows that media convergence is not only about the transfer of technology but also a change in communication culture that allows a single piece of information to appear in different presentation forms across different platforms.

Overall, the findings in Table 1 show that the @RadioElshinta account on Platform X serves as a convergence space connecting conventional radio broadcasting with the digital media ecosystem. The high intensity of uploads, the diversity of information categories, and the use of various content formats indicate that Platform X no longer functions merely as a complementary medium but has become an integral part of Radio Elshinta's communication strategy for reaching a wider audience.

Audience Engagement on Convergent Content on Platform X

The differences in engagement rates across content categories provide a descriptive indication that audience responses were not uniform across the types of content published by @RadioElshinta. Religious content and real-time traffic information recorded higher observed engagement-rate ranges than talk-show summaries during the observation period. These differences may be considered in relation to the characteristics of the information presented, particularly because traffic information and religious content address specific and identifiable information needs. However, the present study does not statistically test the causal effect of content characteristics on engagement. Therefore, the findings should be interpreted as descriptive differences in audience responses rather than evidence that a particular content characteristic directly causes higher engagement.

Table 2

Audience Engagement Across Content Categories on @RadioElshinta, April–May 2026

Convergence Content Types	Average Likes	Average Reposts	Average Views	Engagement Rate (ER)
Real-time Traffic Updates	70–190	15–38	2,800–6,500	0.30–0.48%
Religious Content (Adhan & Cult)	85–240	18–48	3,500–8,000	0.38–0.58%
Talkshow Summary	38–100	7–22	1,600–4,200	0.16–0.29%

Convergence Content Types	Average Likes	Average Reposts	Average Views	Engagement Rate (ER)
National News & Politics	45–115	9–30	2,000–5,200	0.19–0.33%
Video Events & Sports	55–140	11–32	2,300–5,800	0.24–0.40%
Overall Average	44–118	8–26	1,200–4,650	0.18%–0.35%

Based on Table 2, religious content recorded the highest observed engagement-rate range at 0.38%–0.58%, followed by real-time traffic updates at 0.30%–0.48%. In contrast, talk-show summaries recorded the lowest engagement-rate range at 0.16%–0.29%. These results indicate descriptive differences in audience responses across content categories during the observation period. Because the study did not directly measure audience motivations or statistically test the effects of content characteristics, these differences should not be interpreted as evidence that a particular type of content caused higher engagement.

The Promotion and Cross-Promotion category listed in Table 1 is not included in the comparative engagement analysis in Table 2 because its posts consist mainly of directional links and broadcast announcements rather than stand-alone editorial content, so their engagement metrics are not directly comparable with those of the editorial categories; incorporating this category into the engagement analysis is noted as a direction for refinement in future work.

These findings suggest that the effectiveness of media convergence depends not only on the intensity of information distribution but also on the fit between content characteristics and audience needs. In the case of Radio Elshinta, categories with high practical relevance (real-time traffic updates and religious content tied to daily routines) attracted stronger responses than more discursive content such as talk-show summaries. A plausible explanation is that audiences on Platform X approach news-radio accounts primarily as sources of immediate, actionable information, so posts that reduce uncertainty or serve a time-specific need (traffic conditions, prayer schedules) are more likely to be liked, reposted, and viewed. This interpretation is consistent with Trilling et al. (2017), Trilling and Knudsen (2025), Voorveld et al. (2018), and Steensen et al. (2020), who emphasize that engagement emerges from a combination of audience attention, information relevance, and participation; it also extends their work by showing that, for news radio specifically, relevance operates at the level of content category rather than uniformly across the account. It should be noted, however, that 'practical value' and 'utility' are interpretive labels applied to observed engagement differences rather than variables measured directly in this design.

The study also found that Radio Elshinta's content convergence activities were accompanied by a relatively stable overall audience engagement rate on Platform X. The overall average engagement rate ranged from 0.18% to 0.35%, while category-specific engagement rates varied from 0.16% to 0.58%, indicating descriptive variation in audience responses across the observed content categories. Cinelli et al. (2021) and Avin et al. (2024) explain that the relevance and usefulness of information play an important role in encouraging audience engagement on social media, which helps account for the stronger response to high-utility categories in this study. This result is also in line with Rusmana et al. (2024), who show that news-radio audiences in Indonesia tend to be more active in responding to content with direct benefits for daily life.

In addition to information relevance, variation in content format is another salient characteristic of @RadioElshinta's activity. Posts using short videos, informative visuals, and easily shareable formats were prominent among the categories with higher observed engagement; because engagement was not measured separately by post format in this study, however, this observation should be read as a descriptive tendency rather than a demonstrated effect of format on engagement. This cautious reading is consistent with Trilling et al. (2017) and van der Meer and Brosius (2024), who report that format diversity and shareability can contribute to user interaction in digital environments.

However, the results of the study also show that the pattern of audience engagement is still dominated by passive forms of interaction such as views, likes, and reposts. The relatively low number of replies indicates that the communication that is formed still tends to be one-way, rather

than in-depth dialogue. This condition shows that the X account @RadioElshinta functions more as a space for the distribution and dissemination of information than a public discussion forum. These findings are in line with the general characteristics of news media on platform X that emphasize the speed of information distribution more than intensive conversational interactions.

Overall, this study shows that the @RadioElshinta account on Platform X has evolved into a media-convergence space that integrates radio broadcasting practices with digital communication. The high intensity of uploads, the diversity of content formats, and the prominence of high-relevance information are associated with a relatively stable pattern of audience engagement. These findings indicate that content convergence accompanies both a broader distribution reach for radio information and greater opportunities for audiences to interact with content on social media, without implying a causal effect given the descriptive design.

CONCLUSION

This study set out to describe the content-convergence practices of Radio Elshinta on the @RadioElshinta account and to characterize the resulting audience-engagement patterns on Platform X. Across the 2,175 posts published in April–May 2026, convergence was realized through multiple digital formats (text, images, short videos, audio clips, streaming links, and cross-promotion) with real-time traffic updates (790 posts), talk-show summaries (547), and national news (383) as the dominant categories. Audience engagement was relatively stable, with an average engagement rate of 0.18%–0.35%, and was highest for content of direct practical value, particularly real-time traffic information and religious content; interaction remained dominated by passive forms (views, likes, reposts) rather than replies.

Theoretically, these findings enrich the study of media convergence and digital communication by showing how national news radio adapts broadcast content to Platform X and by demonstrating that engagement varies systematically across content categories rather than uniformly; growing use of social media by Indonesian news radio. Practically, the results suggest that radio managers should attend not only to publication frequency but also to information relevance, format variety, and opportunities for meaningful interaction with audiences. This study is limited to a single account observed over a two-month period and to quantitative engagement indicators, without sentiment or interaction-meaning analysis; guided by these limitations, future research could compare several radio accounts, extend the observation period, add variables such as content format and publication timing, apply inferential tests of engagement differences, and combine content analysis with sentiment or comment analysis for a deeper understanding of engagement.

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AUTHOR CONTRIBUTION STATEMENT

Muhammad Rayyan Najiyah contributed to the conceptualization of the study, data collection, data analysis, interpretation of findings, and preparation of the manuscript. Muhammad Anshar Akil contributed to the development of the research framework, supervision, critical input, and revision of the manuscript. Both authors approved the final version of the manuscript and agreed to be accountable for the content of the work.

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