

Gegar™

GEGAR is Malaysia's No. 1 East Coast radio brand, with a current weekly reach of 2.6M on radio. The brand is the East Coast community's key source of local news, entertainment and variety of local music.

Brand Positioning:
Pilihan #1 Pantai Timur (East Coast's #1 Choice)

Target Audience:
15 - 40 year olds (Rural East Coast Malay)

Language:
Malay and local dialects

FREQUENCY LISTING :

88.8FM	Kuantan
106.8FM	K. Terengganu
88.1FM	Kota Bharu

Astro Channel 863

Gegar.





ISSEY, nobody expected this young Kelantanese gentleman would become a radio announcer someday. He got his start in 2016 and found his niche in comedy after he joined a comedy-based reality TV competition. As a Kelantanese, he's passionate about dikir barat. He graduated from the creative technology program, and he is currently active in both acting and radio.



SHAH, this “anak jati” Pahang complements his GEGAR Pagi co-host Issey very well with his great sense of humour and eloquent discourse. He's a fan of challenges, and is constantly finding new ways to entice listeners with his life experiences and knowledge.



NAZZ, a graduate with a Masters in Communication, has found himself in the industry he loves best: broadcasting. With previous aspirations to become an announcer, he's now living the dream hosting GEGAR Petang with Ewan.



EWAN, started his career as an announcer when he was only 17, one of the youngest announcers at that time. From Wakaf Bharu, Kelantan, he is known for his big heart. Entertaining people, and making people smile gives him joy and satisfaction.



SCHA, born in Kuantan, she was the winner for ERA Intern back in 2016. Her love for singing has led her to showcase her skills at numerous events. She now hosts GEGAR 10-3 every weekday, from 10 am to 3 pm.



REA, is an elegant TV and radio personality who loves makeup, a healthy lifestyle and fashion. As a young mother, she brings a different perspective to GEGAR Malam where she bonds with listeners about topics related to women and motherhood.



Segments

6.00 am – 10.00 am	GEGAR Pagi with Shah & Issey Start your morning with your favourite duo, Shah and Issey. They will surprise you with fun segments!
10.00 am – 3.00 pm	GEGAR 10 - 3 with Scha Scha is your rugged chick at heart as she accompanies you with your favourite rock songs and DIY tips and tricks.
3.00 pm – 7.00 pm	GEGAR Petang with Ewan & Nazz Sit back and relax as Ewan and Nazz as they entertain you with your favourite song selections.
7.00 pm – 8.00 pm	Senja Pantai Timur Spiritual and motivational segment
8.00 pm – 12.00 am	GEGAR Malam with Rea Don't let your night be a lonely one as Rea feeds your soul with chart-topping love hits!