



GEGAR is Malaysia's No. 1 East Coast radio brand, with a current weekly reach of 1.9M 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



PILIHAN #1
PANTAI TIMUR



gegar.my



GEGAR



Available on the



App Store



Available on the



Google Play



Available on the



AppGallery



syok.my



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.



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.



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.



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.



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 Petang where she bonds with listeners about topics related to women and motherhood.



ASWAD, all the way from Marang Terengganu, started his absolute career in entertainment by being the host for several television programmes. With his talent and relentless hard work, he spread his wings to the world of radio. Now he is one of the personalities at GEGAR and you can listen to him on GEGAR Malam.



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 & Rea Sit back and relax as Ewan and Rea 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 Aswad Don't let your night be a lonely one as Aswad feeds your soul with chart-topping hits!