



THR GEGAR

THR GEGAR is Malaysia's No. 1 East Coast radio brand, with a current weekly reach of 1.8M on radio. The brand is the East Coast community's key source of local news, entertainment and variety of local music.

Brand Positioning
#1 Permata Pantai Timur

Target Audience
10 – 39 year olds (rural East Coast Malay)

Language
Malay and local dialects

FREQUENCY

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



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.

FIZIE,

Highly motivated and versatile radio announcer (Top 5 Popular Radio Announcer ABPBH29) and host with over 19 years of Radio, TV and stage experience. He used to be active in TV Hosting, Acted in few drama(s) and theatres too.

SHAH,

This "anak jati" Pahang complements his GEGAR 10-3 co-host Scha 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.

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 together with Shah 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 THR GEGAR and you can listen to him on GEGAR Malam.

SEGMENTS

6AM-10AM BRO PAGI GEGAR WITH ISSEY DAN FIZIE

#1 Breakfast Show in East Coast. Anchor by Issey, the kampung boy who loves culture, creative and smart. Listeners also will be entertained by Fizie, naughty and humorous guy, to boost their mood and energy in the morning.

10AM-3PM GEGAR 10-3 WITH SCHA & SHAH

Scha is your rugged chick, while Shah is humorous at heart as they accompanies you with your favourite rock songs and DIY tips and tricks.

3PM-7PM GEGAR PETANG WITH EWAN & REA

Sit back and relax as Ewan and Rea as they entertain you with your favourite song selections.

8PM-12AM GEGAR MALAM WITH ASWAD

Don't let your night be a lonely one as Aswad feeds your soul with chart-topping hits!