

# THR Gēgar

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 Malays)

**Language:**  
Malay and local dialects

## FREQUENCY LISTING :

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 currently 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.



**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.





**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.



## Segments

**6.00 am – 10.00 am**

### **Bro Pagi GEGAR with Fizie & Issey**

#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.

**10.00 am – 3.00 pm**

### **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.

**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!