

Gegar™

GEGAR is Malaysia's No. 1 East Coast radio brand, with a current weekly reach of 2.5M 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 Kuala Terengganu
88.1FM Kota Bharu

Astro Channel 863

Gegar.





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 waysto entice listeners with his life experiences and knowledge.



MEK ZURA, a Kelantan native, has had a successful career in both TV and radio broadcasting. With over 10 years of experience, her return to radio has been greeted with open arms. Her cheerful and sweet personality will definitely put a smile on listeners' faces.



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.



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, one of Kelantan's popular musical traditions. 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 malam every weekday, from 8pm to 12am.



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.



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 Mek Zura Join Mek Zura, your Kelantanese sweetheart as she accompanies you with your favourite 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 Scha Don't let your night be a lonely one as Scha feeds your soul with chart-topping love hits!