

# 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:**  
Permata Pantai Timur  
(Jewel of the East Coast)

**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

The graphic features a vibrant blue background with a large, stylized white 'G' and 'P' forming the word 'Gegar Pagi'. Two hosts, a woman in a yellow jacket and a man in a blue and white striped shirt, are smiling and posing. The names 'Mek Zura' and 'Shah' are written in a playful font below them. A yellow key icon is positioned between the names. The 'Gegar™' logo is in the top right corner. At the bottom, there are social media icons for a globe, Facebook, Instagram, Twitter, and YouTube, along with the website 'gegar.my' and the 'GEGAR' text. Below these are logos for 'Syok', 'Download on the App Store', and 'GET IT ON Google Play'. The background is decorated with various colorful icons like a fish, a horse, and a microphone.



SHAH, this “anak jati” Pahang complements his GEGAR Pagi co-host Mek Zura 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.



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. Alongside her co-announcer, Shah, 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.



ANNA, is the announcer for GEGAR Malam, GEGAR's night show. She was the runner-up for Penyampai Top Malaysia 2014 and started to develop an interest in hosting and enjoys working in the industry despite the challenges. Bubbly and free-spirited, that's the best way to describe Anna.



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.



NAZZ, a graduate with a Masters in Communication, Nazz 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 Malam on weeknights.



## Segments

6.00 am – 10.00 am	<b>GEGAR Pagi with Shah &amp; Mek Zura</b> Start your morning with your favourite duo, Shah and Mek Zura. They will surprise you with fun segments!
10.00 am – 3.00 pm	<b>GEGAR 10 - 3 with Scha</b> 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	<b>GEGAR Petang with Ewan &amp; Nazz</b> Sit back and relax as Ewan and Nazz as they entertain you with your favourite song selections.
7.00 pm – 8.00 pm	<b>Senja Pantai Timur</b> Spiritual and motivational segment
8.00 pm – 12.00 am	<b>GEGAR Malam with Anna</b> Dont let your night be a lonely one as Anna feeds your soul with chart-topping love hits!