ERA SABAH™

ERA SABAH Kopivosian! ERA SABAH serving you the best local content, local happenings and events hosted by our homegrown talents. Airing locally 24/7 with a weekly reach of 136k listeners, making ERA SABAH the NO 1 Malay Radio brand in Sabah.

Brand Positioning
Muzik Hit Terkini

Target Audience
10 - 29 year olds (Malay & Bumiputra)

Language
Malay

FREQUENCY

102.4FM Kota Kinabalu • **103.0FM** Sandakan

Astro Channel 856

MIJUL,

One of the #KoncoPagiERA gang together with Emma. A happy-go-lucky person, anime fan & food lover! Mijul is from Papar and of Bruneian heritage, so if you meet Mijul, try speaking Brunei dialect with him!

EMMA,

Singer and also the “flower” of #KoncoPagiERA together with Mijul. Want to hear Emma’s voice and her chatter? Just tune in to #KoncoPagiERA early in the morning!

MELANIE,

A person with great talent in acting. Looks cute and sweet, but when playing fierce roles, you’d be scared too. But when On Air, you’ll feel calm listening to the voice especially during the Kata Kata Of The Day (KKOTD) segment on #SteadyBahERA!

ADAM,

A Sabahan TikToker who’s famous, especially among Gen Z! Listen to Adam talk about games on #GEN-E!

DANIEL CHUER,

Originally from Tawau, is a talented singer who is skilled in playing the piano and writing songs. Known for being articulate and friendly, he has a warm and approachable personality that makes him easy to connect with.

DEEMIKE,

Deemike is a talented musician — singing, playing guitar, drums, keyboard, you name it. So, enjoy Deemike's late-night short song covers on #BahKasiJadiERA!

SEGMENTS

6AM-10AM
KONCO PAGI ERA
WITH MIJUL & EMMA

Konco Pagi ERA Sabah with Mijul & Emma is the epitome of the word Fun, Local & Entertaining. The duo will keep you off your feet daily with their daily discussion, latest trend and fresh content

10AM-1PM
STEADY BAH ERA
WITH MELANIE

Viral stories from social media & there's also KKOTD! Kata Kata of the Day. Songs that are on your FYP, trending, and the latest hits? Melanie have got you covered!

1PM-4PM
GEN E
WITH ADAM

What's in GEN E? The newest games, trending and viral games? You'll find them on KAKI GAME ERA! Plus, all the best songs! Not enough? You can even request your favorite tracks on GEN E with Adam.

4PM-8PM
ERAMAITI
WITH DANIEL

For Sabahans, when you talk about the evening, what comes to mind is watching the sunset, and of course, good music! Yessss, there's moreee! Whaaat? It's ERAAmaitiiiiii! Every day you can call in to join the fun stories. Want to pour your heart out? You can do that too — there's Curhat!

8PM-12AM
BAH KASI JADI ERA
WITH DEEMIKE

That's what happens in "Apa Kau Lagu!" you request, and Deemike makes it happen! Eh eh, there's more, friends! If you have your own song in any language at all we'll make it happen with the Sabah Song Review!