

MUZIK HIT TERKINI

ERA
SARAWAK



ERA SARAWAK hosted by Sarawak's finest as we give you the best local content sprinkled with all your favorite hits while keeping you updated with what's happening locally. Get what you need 24/7 with a weekly reach of 142k listeners, making ERA Sarawak the No. 1 Malay radio brand in Sarawak.

Brand Positioning

Muzik Hit Terkini

Target Audience

10 - 29 year olds (Malay & Bumiputra)

Language

Malay

FREQUENCY

Astro Channel 856

96.1FM

Kuching



101.3FM

Miri



96.3FM

Sibu

ILMO,

Abdirahman Iltizam Bin Mohamad, better known as Ilmo, is cheerful, easy-going, and talented. Loved by ERA Sarawak listeners for his character "Dayang Qalesya," Ilmo is also a fan of K-pop groups like BTS, Le Sserafim, and Seventeen. He is one of ERA Sarawak's radio announcers, teaming up with Alisa Spencer on Ooha Pagi ERA



ALISA,

Alisa Anak Spencer, better known as Alisa Spencer, is no stranger to ERA Sarawak listeners with her witty charm and entertaining antics. She's talented in singing... but if you see her shuffle dance, it's lit! Alisa has loved music since childhood, and becoming a radio announcer is one of her dreams come true!



ASYILAH,

Asyilah Binti Mohd Bujang, or fondly known as Asyilah Tan, is really into online games, a smooth talker, a movie buff and of course, a "food hunter"!



UMI

Ummi Humaira Binti Ahmat, born on 19 December 2003. Ummi is the youngest "little sister" to all the big brothers and sisters at ERA Sarawak. A concert-goer and music lover, her ultimate favorite is enjoying spicy food.



Ameer bin Mohd Dawi is a young man with short, dark hair, wearing a white button-down shirt and a brown quilted vest. He is pointing towards the camera with a slight smile.

AMEER,

Ameer bin Mohd Dawi, or fondly known as Ameer Dawi, a friendly person who's very up to date with fashion and men's beauty. Ameer is a die-hard Chelsea FC fan & if you are too, then you're definitely Ameer's gang!

Afira Shafiqnas Ramlee is a young woman with short black hair, wearing a black fur hat, a white t-shirt, a brown quilted vest, and a long, tan quilted skirt. She has her hands in her pockets and is looking directly at the camera.

AFIRA,

Afira Shafiqnas Ramlee, better known as Afira Chin, is 31 years old but always looks young and lively! Talented in dancing, her passion has been with her since school days. Afira is one of ERA Sarawak's female announcers who's tough and boyish, yet still beautiful!

SEGMENTS

6AM-10AM OOHA PAGI ERA WITH ILMO & AND ALISA

Your morning will be lively when you listen to the fun banter of these two. You can call in to joke around or hang out with Dayang Qalisya Humaira in Koti Lah Koti! Want to sing in Sarawak language? Sure can — just pick a song and we'll switch it to Sarawak dialect!

10AM-1PM ACAK TOK ERA WITH ASYILAH

Cool songs, cool stories, cool style... everything's cool on Acak Tok ERA with Asyilah! Let Asyilah treat you to back-to-back hits while sharing viral stories with you! Love gaming? Come on then! Asyilah also brings you gaming content in Kaki Game on Acak Tok ERA! Stay cool, all the way cool!

1PM-4PM SERANTO ERA WITH UMMI HUMAIRA

Feeling down at noon? Don't worry! Ummi will keep you company! From song covers, the latest updates, the perfect tracks you want, to strange-but-true stories — and so much more on Seranto ERA.

4PM-8PM RILEK PETANG ERA WITH AMEER

Just relax with Rilek Petang ERA — everything feels calm! Enjoy music, exciting topics, the Quote of the Day in Kata Hari ERA and... even look for love if you want! It's all here for you.

8PM-12AM MALAM ONZ ERA WITH AFIRA

Feeling super lonely, huh? Well, it doesn't matter if you're single or "not available." If you want songs, she's got you. If you want to vent, she'll lend an ear. If you need a friend, she's there! Who else if not Afira Chin on Malam Onz ERA,