

**PRODUCTION OF "PODCAST KOMUNIKASI":
AS AN ALTERNATIVE MEDIUM FOR LEARNING
IN COMMUNICATION SCIENCE**

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Abstract

This article is about the process and development of an audio podcast series titled "Podcast Komunikasi", driven by the recognition of communication science's pivotal role in contemporary society. Traditional educational media often struggle to effectively engage learners in this dynamic field, prompting the exploration of podcasting as an innovative learning medium. The primary objective is to bridge the gap between academic research and practical application, offering valuable insights into communication theory, practice, and trends for students and professionals. The "Podcast Komunikasi" aims to harness the popularity and accessibility of podcasts as a unique platform for communication science education. The content will be meticulously researched through a multidisciplinary approach that combines communication science expertise with podcast production skills to identify key topics and themes within the field. This ensures that the episodes are informative, relevant, and engaging. A collaborative team comprising communication experts, podcast producers, and audio engineers will work cohesively to script, record, and edit each episode, guaranteeing high-quality production and effective delivery of the subject matter. The podcast's accessibility will be enhanced by incorporating storytelling techniques and expert interviews, making it appealing to a diverse audience. The ultimate goal of this project is to publish the podcasts on platforms such as Anchor and Spotify. In conclusion, this initiative seeks to create an innovative and accessible medium for learning about communication science. The "Podcast Komunikasi" aspires to expand knowledge, encourage practical applications, and foster a thriving community of communication science enthusiasts by integrating research, expert collaboration, and compelling storytelling.

Keywords: *Audio Podcast, Communication Science, Learning Media, Alternative Media*

INTRODUCTION

Communication science is necessary for the formation of modern society. Communication science influences how people relate to, understand, and share information (Dutta, S. D. S., 2018). However, traditional educational media often needs help effectively engaging learners in this dynamic field. Effective communication is required to overcome various barriers (Curtis et al., 2011). The rise of various media platforms has changed how people exchange information, making communication more interactive and two-way (Choi & Lee, 2019). The purpose of creating this podcast work is to learn how to produce podcast

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audio. The production of this podcast also aims to be an innovative alternative method of learning communication science.

The podcast produced titled "Podcast Komunikasi" aims to develop a series of episodes dedicated to expanding knowledge and understanding of communication science. With an aim to provide an alternative platform for exploring communication theory, practice and trends, this production capitalizes on the popularity and accessibility of podcasts. It aims to bridge the gap between academic research and practical application, meeting the needs of students and communication professionals. This podcast production serves as an innovative and accessible communication science learning medium. Podcasts aim to enhance knowledge, promote practical applications, and foster the growth of the communication science academic community by combining rigorous research, expert collaboration, and engaging storytelling techniques.

Podcasts have become a popular medium for sharing information and educational content. Some previous literature mentions the stages of production in podcast content. The study by Purwadi et al (2021) discusses using podcast media in consulting services to develop academic stress prevention skills. The author describes the three stages of podcast production: pre-production, production, and review. They emphasize the importance of conducting needs analysis and creating relevant content during pre-production. A study by Rime et al (2022) discusses the workflow of podcast production templates. They describe each process step, including pre-production, production, and post-production. The study offers insight into the role of post-production in the podcast creation process. Kennedy et al (2015) conducted research on the effects of multimedia vocabulary instruction on adolescents with learning disabilities. Although the article focuses on multimedia vocabulary instruction, it provides specific production steps that can be applied to podcast production. Research by Fernandes et al (2023) discusses the use of podcasts in medical education, including the stages of production. It provides insight into how every day and compelling the use of podcasts for health education purposes is. Jham et al. (2008) discuss the growing interest in web-based communication media such as podcasts. Jham's article describes podcasts as media files that can be distributed over the internet and played on various devices. The authors highlight the flexibility and convenience of podcasting, allowing audiences to listen to content whenever and wherever they want. Milligan et al (2021) explain

the affordability and accessibility of podcast production compared to video media production.

LITERATURE REVIEW

Bongey et al (2006) explain research the use of podcasts in higher education. They found that students found podcasts to be a valuable additional resource to improve their understanding of the course material. The study offers practical information about podcast creation. Barnes et al. (2020) highlight the usefulness of podcast production as a tool for distance learning and medical education. A study by Reyna et al (2017) discusses audio podcasts as digital media recordings that can be easily created and distributed online. The first step in producing an audio podcast is content creation or storyboarding. In short, the stages of production in podcast content include pre-production, production, and post-production. These stages involve conducting needs analysis, creating relevant content, recording and editing audio, and distributing podcasts online. Podcast production offers flexibility, affordability, and accessibility, making it a valuable tool in various educational contexts. Podcasts have emerged as an effective means of science communication. Podcasts have been a global platform for science communication since 2004 (Mackenzie, 2018; MacKenzie, 2019). Although many educational and scholarly podcasts are available, there is an emerging new genre of academic podcasts that address the experience of scientific work and scientific culture (Quintana & Heathers, 2021). The use of podcasts in the communication of research results or dissemination can complement traditional teaching and enhance asynchronous learning (Ocobock & Lynn, 2020). The development provides an opportunity to investigate its effectiveness and use in scientific communication. Thus, this study examines podcast production and argues the need to review the field of communication science in podcast production.

Podcasts became a popular medium for science communication. Podcasts are flexible and helpful communication tools (Birch & Weitkamp, 2010). Podcasts allow researchers to share scientific knowledge and insights with a broad audience. Science podcasts usually concentrate on scientific results, but there are new genres that discuss scientific experience and scientific culture (Quintana & Heathers, 2021). A survey of science *podcasters* showed that their most prioritized goal was to convey the value of science over time (Yuan et al., 2022). Podcasts are an essential place for science communication. Podcasts have the potential to revolutionize education. Its use in medical education can complement traditional psychiatric

training (Rahman et al., 2021). Podcasts can appeal to Internet users more interested in this instructional medium. Through podcast production experience, this research will demonstrate the benefits of *podcasting* and the potential of podcast applications as an alternative medium of social research (Jati, 2021). *Podcasts* are an alternative method that can be considered in addition to conventional teaching methods.

RESEARCH METHODS

The production of this "Podcast Komunikasi" podcast will adopt a multidisciplinary approach, combining expertise in communication science with podcast production skills. The production process starts with the implementation of research for content development. Thorough research will be conducted to identify key topics and themes within the field, ensuring that the content is informative and relevant. A collaborative team of communication specialists, podcast producers, and audio experts will work together to script, record, and edit each episode, ensure production quality and design effective delivery of broadcast material. The podcast will be carefully designed to be accessible to a diverse audience, using storytelling techniques and incorporating interviews with industry experts.

The result of this project is to publish podcasts on digital media platforms such as YouTube, Anchor and Spotify. By targeting a wider academic audience, including practitioners in the media field, this publication aims to contribute creative content knowledge working in the media domain. Through this narrative method, the podcast "Podcast Komunikasi" will explain the complex but still captivating communication science by being complemented by expert interviews. This podcast will bridge the gap between academics and practitioners. In this "Podcast Komunikasi" work, researchers and the collaborative production team use informant Ira Mirawa as the first resource person in the content "Podcast Komunikasi" episode of the creativity of communication science academics in producing educational media.

RESULTS AND DISCUSSION

Results of research and creation of "Podcast Komunikasi" Going through the pre-production and post-production stages is a collaborative effort involving a team of experts in various communication and podcast production aspects. The pre-production stage is an essential first step in producing informative and relevant content. The team meticulously

conducts thorough research to identify key topics and themes in communication science. The team could properly plan each podcast episode with the information gleaned from this research. *Podcast Komunikasi* The first episode prepared by the author uses the perspective of a resource person from a Communication Science Lecturer from Padjadjaran University Bandung. Ira Mirawa is a lecturer who is known to be active in creating content through social media. In the ever-evolving world of content creation, Ira Mirawa doubles as a lecturer and content creator. The creation of works prepared in this report focuses on the central theme, "content creators among communication science lecturers". The pre-production stages in creating this content include script preparation, informant approach, and technical direction in delivering material.

Pre-production Phase for Podcast Creators

The world of content creation has expanded exponentially, spanning a wide range of fields and domains. Among those who have ventured into this realm are communication science lecturers and individuals with deep knowledge and expertise in communication. For academics who have taken on the role of content creators, the pre-production phase is the tipping point where the foundation for engaging and informative content is laid. In the pre-production phase, the script serves as the backbone of each piece of content. A script is not just a set of words; it is a strategic map that guides the flow of content and ensures it is aligned with the purpose of the message or information. Manuscript preparation begins with a deep dive into the chosen topic. The manuscript has a description of the content structure, including the introduction, main content sections, key points, and conclusion. In addition, the script also incorporates elements that increase engagement, such as storytelling techniques and interactive elements for online content.

The preparation of the manuscript is a crucial first step. The author starts with in-depth research on the topics covered in the podcast. With in-depth knowledge of communication science, authors can quickly identify critical issues, the latest trends, and topics of interest to the audience. After the identification of the topic is completed, the author begins to compile the manuscript carefully. This script is not just a random string of words but a strategic guide. The author ensures that his manuscript has a clear structure, including an attention-grabbing introduction, a main section that details the topic comprehensively, key points conveyed, and a conclusion that gives his audience a deep understanding.

Not only that, in the script, the author also pays attention to the storytelling techniques used to attract attention, and real-world examples relevant to the topic are presented to illustrate the key points. The author takes a professional approach to answer why Ira Mirawa's contribution is valuable. During the initial approach with the speakers, the author also provides information about the format and style of the podcast so that the speakers can prepare well. During the briefing process, the writer and Ira Mirawa discussed the questions that will be asked in the podcast. This reassures interviewees and helps them be more prepared and confident when speaking on podcasts. The author also ensured that Ira Mirawa was comfortable with the technicalities of the production, such as the arrangement of recording equipment or the technology used in remote interviews. All of this is done to ensure smooth collaboration and quality podcast results.

In content creation related to communication science, neutrality and objectivity are vital principles. The author always communicates with his sources about the commitment to present a balanced and fair point of view in the podcast. This is crucial to ensure that all contributions are presented objectively without bias. With his experience and knowledge as a content writer, the author has managed to create a "Communication" podcast that is informative and interesting for his audience. By combining in-depth knowledge of communication science with skills as a content creator, the author has produced quality and meaningful works in the digital realm.



Figure1. Shooting Activities Video Podcasts Communication
Source: https://youtu.be/Mr_ebBgQgMU?si=Or2KQsgI3EPGib20

The "Podcast Komunikasi" content in future episodes will present Communication Science lecturers who often have in-depth knowledge and expertise and understand the value of diverse perspectives and additional expertise. In this context, the approach to the

interviewee can take on a different dimension. Speakers can come from academics, creative industry experts, or individuals with direct experience in communication. When delivering directions to the interviewees, the Communication Podcast production team emphasized the importance of enriching the narrative with additional insights and points of view. Clear communication ensures that sources understand the context and purpose of the content creation process (Mantas, 2022).

Briefing with Informers: Ensuring Harmonious Collaboration

The debriefing process ensures harmonious and productive collaboration between the podcast content production team and informants. This stage is an opportunity to align goals, clarify expectations, and create a shared vision for the content. During the briefing session, the production team gave informants a comprehensive overview of the purpose and structure of the content. This includes detailing the theme and the main message that needs to be conveyed. Informants must also understand the format and style of the content, ensuring that their contributions align with the overall narrative.

In addition, *briefings* involve discussing questions that informants may ask during interviews or discussions. This transparency allows informants to prepare effectively, leveraging their expertise to provide valuable insights. The technical aspect should be noticed. If the content involves remote interviews or collaborative contributions, lecturers ensure informants are well-equipped and comfortable with the necessary technology and recording arrangements. In the first episode, "Podcast Komunikasi", production activities are done in a studio. The informant, Communication Science lecturer Ira Mirawa, was present to conduct a series of productions. In podcast content production, neutrality and objectivity are paramount, mainly to communicate a commitment to presenting a balanced point of view and encouraging constructive discussion. Discussions with informants during the pre-production phase aim to convince informants that their contributions will be presented fairly and without bias.

Content planning in the pre-production phase is a strategic effort. The production team must carefully plan the structure and flow of the content to keep the audience engaged to continue listening and providing attention. This phase involves determining the order of topics, segments' duration, and supporting materials' integration. The production team may include multimedia elements, such as graphic video, to make it easier for the audience to observe through the video. Content planning also includes considering the depth of scope

of the discussion. The production team must balance providing a comprehensive understanding of the topic and keeping the content concise and engaging.

Efficient scheduling is essential to execute a pre-production plan effectively. The production team, informants and support team members involved in content creation must align their schedules to ensure smooth collaboration. Clear and timely communication is essential during this phase to prevent scheduling conflicts and accommodate the availability of all parties. This is especially important when informants are external experts or guest contributors with busy schedules. If remote interviews or contributions are part of the content creation process, the production team ensures that informants are comfortable with the technology and platform chosen. This may involve trial and error activities to guarantee smooth virtual interaction.

Pre-production activities ensure that the recording and production process runs smoothly in other technical-related stages. The production team ensures that the recording equipment is in optimal condition, the audio quality is maximised, and the editing software is ready for post-production. Attention to technical detail becomes essential, as high-quality audio and visual elements enhance the overall quality of the content. Any technical challenges or issues must be identified and addressed during this phase to minimise interruptions during recording and editing.

Furthermore, in the production phase, the team worked to create the script and record and edit each episode. This ensures that production quality is maintained and content can be delivered effectively to listeners. The use of storytelling techniques and interviews with informants who are experts on the topic are the hallmarks of this podcast, which makes the content interesting and informative. The post-production stage is the final step in creating a podcast. Here, podcast episodes are carefully designed to be accessible to different types of listeners. This involves uploading to digital media platforms such as YouTube, Anchor, and Spotify so that a wider audience, including academics and practitioners in the media field, can access podcasts.

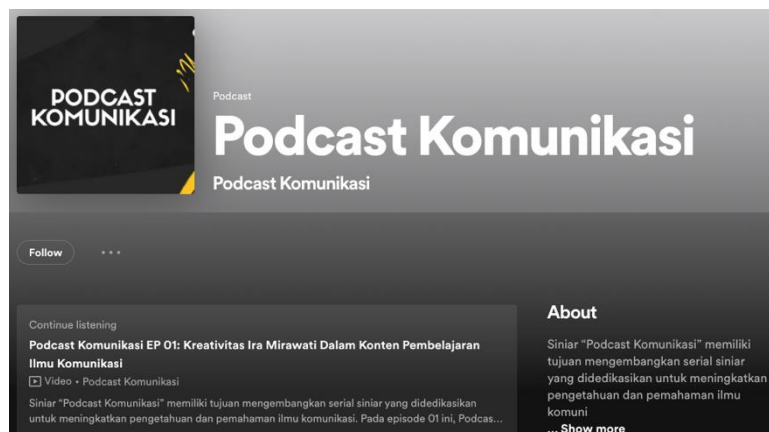


Figure 2. The "Podcast Komunikasi" channel screenshot in Spotify "Source: <https://open.spotify.com/show/6EMvWk7BvcHpvDoPuQT'ZU6?si=2m2cF3nBQKiM2HeDOmIuHw>

During the production process of "Podcast Komunikasi", researchers and collaborative teams use informant Ira Mirawa as the first resource person in the episode "Podcast Komunikasi", which discusses the creativity of communication science academics in producing educational media. As such, the podcast aims to bridge the gap between academics and practitioners in the field of communication, contribute valuable knowledge in the media domain, and offer listeners immersive yet engaging content.

CONCLUSION

Podcast production results "Podcast Komunikasi" is a collaborative initiative combining communication science expertise with podcast production skills to create innovative and informative educational content. This initiative arises from understanding the critical role of communication science in contemporary society and the challenges traditional educational media face in attracting learners in this dynamic field. The pre-production phase is a strong foundation for creating this podcast content. With in-depth research on the topics to be covered, teams can plan each episode meticulously. Drafted manuscripts meticulously ensure the content has a clear structure, incorporates engaging storytelling techniques, and presents relevant real-world examples. In addition, collaboration with resource persons such as Ira Mirawa, a communication science lecturer who is active in creating content through social media, provides valuable insights into the creativity of academics in producing

educational media. The first episode of the "Podcast Komunikasi" can be accessed on [YouTube](#) or via [Spotify](#).

The production process is done professionally, ensuring each episode delivers high-quality and practical material. The use of storytelling techniques and interviews with expert sources gives appeal and depth to the content of this podcast. The post-production stage ensures that these podcasts are accessible to different types of listeners through digital media platforms such as YouTube, Anchor, and Spotify. This opens the door for academics, practitioners, and the general public to easily access knowledge in communication sciences. The "Podcast Komunikasi" is a valuable effort to connect academics and practitioners in communication sciences, fill the gap between academic research and practical applications, and significantly contribute to media and communication. With in-depth knowledge, production skills, and collaboration with expert speakers, this podcast provides valuable insights, inspires creative thinking, and produces content that can stimulate learning and discussion among communication science lovers. In the next episode, "Podcast Komunikasi," the Chairman of ASPIKOM for 2022-2025 will be presented as a resource person. This decision was taken to strengthen the credibility of podcast content and provide a more in-depth look at the latest developments in communication science. As the leader of an organization representing communication science in Indonesia, the Chairman of ASPIKOM has a broad insight into trends, challenges, and innovations in this field. By inviting this figure, the podcast aims to delve into critical thinking on current issues in communication, introduce diverse perspectives, and allow listeners to gain deep insight into the latest developments in communication science. As such, the Communication Podcast initiative continuously strives to improve the quality and relevance of its content, making it a more valuable source of information and inspiration for communication science enthusiasts.

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