

## **Utilization Of RRI Port Lampung Podcast US Hobbies And Lifestyle Information**

### **Media**

### **( Descriptive) Study Of RRI Digital Application )**

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### **Abstract**

Podcasts are the right means of entertainment for most Indonesians when utilizing leisure time, as well as the people of Bandar Lampung who make this one of the activities that become their reference, namely listening to podcast broadcasts produced by the Public Broadcasting Corporation of Radio Republik Indonesia Bandar Lampung. Podcasts were created as a means of media publication in the field of information where this is certainly a consumption material that is of interest to the public. LPP RRI Bandar Lampung produces podcasts in collaboration with its broadcasting sector, namely PRO 2 with the 92.5 FM radio broadcast channel with the tagline Your Best Friend, then the youtube platform with an account called Pro 2 RRI Bandar Lampung, while the official platform launched by RRI National is called the RRI Digital application. Based on the results of observations, research interviews conducted, most of the people of Bandar Lampung are interested in listening to podcasts, namely through YouTube podcasts with the concept of Interview Podcasts with the most popular themes being hobbies and lifestyles. Due to the high public interest in RRI Bandar Lampung's youtube podcasts, the production of podcasts that are only broadcast once a month 1 to 2 times and there are gaps from the podcast team itself which can finally be found by the community is a matter of criticism for the community or loyal listeners of RRI Bandar Lampung. It is recommended that RRI Bandar Lampung can increase the podcast broadcast schedule and creative ideas that are raised so as not to lose viewers and can increase public interest in listening to podcast broadcasts.

Keywords : Podcast , Media, Information , Hobby and Lifestyle.



## INTRODUCTION

### 1.1 Background Behind Study

Development technology information and communication have provided significant impact on the way people interact and access information. Podcasts, as a form of digital media, have become a popular alternative in delivering audio content to the public. Radio Republik Indonesia (RRI) Bandar Lampung, as one of the leading public broadcasting institutions in its region, also follows this trend by utilizing podcasts as an additional medium to deliver information to its listeners.

Podcast media is part of new media or digital media that has a close relationship with radio broadcasts known during the conventional media era. The difference between Podcast and Radio broadcasts lies in the time to enjoy the broadcast, if Radio can only be listened to during broadcast time.

Mondry (2008) in Zellatifanny (2020) stated that new media is media that utilizes the internet in its use. Podcasts can be enjoyed or listened to anytime and anywhere, because podcasts are available on online media using smartphones and the large number of podcast shows can be viewed directly, flexibly and can be controlled by the cellphone owner. According to Phillips (2017) in Susilowati (2020), podcasts are digital audio documents that are produced and distributed online through various platforms to be distributed to the public.

In a study conducted by Liyanty and Luh Appucha Pandu (2020), Podcasts are considered as one of the new media in disseminating local brand educational information. Podcasts require a host or broadcaster who has the ability to speak well and correctly, able to provide useful information to its audience. As a good

and correct prospective speaker, it is necessary to have experience as a public speaker such as a host, MC, crew and so on in planning, writing narratives and processing words into a good chat that seems fun for podcast audiences. Unconsciously or not, the formation of a podcast is able to create a new breakthrough and new changes in terms of the intellectual development of the media. RRI Bandar Lampung which forms and creates Podcasts will get a good impression that has been touched by the era of modernization and is believed to continue to advance and develop.

The media has its own agenda setting indicating that the media has the power to set the agenda and influence public attention on certain issues. This can include the concept that the media not only conveys information, but also selects and emphasizes certain topics that are considered important or relevant, thus shaping public perceptions and priorities on these issues. Media agenda setting plays an important role in shaping opinions, attitudes, and behaviors of individuals and groups in society. The Tulang Bawang University Campus, Lampung, has a podcast team with basic journalistic activities and with the aim of publishing every campus activity as a measure of excellence owned by the Tulang Bawang University Campus. The podcast team at the Tulang Bawang University Campus is known as the Gajah Mada Podcast. Of course, as one of the parts of the Tulang Bawang University campus podcast team, this study aims to find out more about the agenda setting process of digital podcast media and wants to review and find out how the agenda setting efforts implemented by the RRI Bandar Lampung podcast team in publishing information and determining Hobby and Lifestyle content so that it can influence listeners. According to Mulyadi Kartanegara (2023), a hobby is an activity



carried out by someone to fill their free time and channel their interests and talents. According to Ujang Sumarwan (2011:57) Lifestyle is often described by a person's activities, interests and opinions ( activities , interests , and opinions) . opinions ).

Based on the explanation above , this study is entitled "Utilization of RRI Bandar Lampung Podcast as a Media for Hobby and Lifestyle Information (Descriptive Study of RRI Digital Applications) and this study uses the Agenda Setting Theory proposed by Maxwell McCombs and Donald Shaw which focuses on media efforts to set the public agenda, namely issues become the main material for discussion, then can influence the political agenda or policy makers and ultimately determine public policy.

The researcher uses Agenda Setting Theory based on good advice given by the Main Examiner and of course the Two Supervisors. One interesting aspect to study is how the message delivery efforts for the content created by the RRI podcast regarding the content theme, namely Hobby and Lifestyle whether or not it is delivered to loyal RRI listeners based on the content created by the RRI Bandar Lampung podcast . And if the message or meaning of the content created is not conveyed well to loyal listeners, what steps will be reviewed or taken by RRI Bandar Lampung.

The use of RRI Bandar Lampung Podcast as a media for information on hobbies and lifestyles has been available on the RRI Digital Application, so in this case it becomes a research reference that will be included in the descriptive study section so that it becomes more focused on the research title. In this context, the study aims to examine the use of RRI Bandar Lampung podcasts as a media for information on hobbies and lifestyles,

considering the importance of understanding the role of media in shaping the mindset and lifestyle of modern society.

### 1.1 Research Questions

Based on the background of the problem and also the use of theory in this research, the identification of the problem in this research is as follows:

- How does the RRI Bandar Lampung Podcast Team determine content issues related to hobbies and lifestyle?
- What challenges are encountered in constructing messages in the content related to hobbies and lifestyle for loyal listeners of RRI Bandar Lampung?

### 1.2 Purpose and Use of Research

To analyze The RRI Bandar Lampung Podcast in setting the agenda so that it influences the public agenda related to hobbies and lifestyle, both in providing information and determining relevant issues. analyze RRI Bandar Lampung podcast directly in determining content issues and how to construct messages in the content.

### 1.1 Uses of Research

#### A. Theoretical Use

The results of the study are expected to provide insight and knowledge about the Utilization of the Radio Republik Indonesia Bandar Lampung Podcast as a Media for Information on Hobbies and Lifestyles (Descriptive Study of the RRI Digital Application) which studies that the media has its own rules in creating an agenda. setting in determining important issues and then making policies to determining public policies. The results of this study are also expected to provide real contributions to the theory used in the problem so that it is easier for academics to study more deeply as the use of podcasts to become supporting projects in determining content based on relevant



issues and being able to construct messages in the content contained to the audience .

#### B. Practical Use

Providing scientific input information to readers regarding the Utilization of RRI Bandar Lampung Podcast as a Hobby and Lifestyle Information Media. So that readers understand that each media has its own role, benefits and agenda settings. Readers can find out the effects that will occur if in their activities prioritize the three things that are used as the subject of the questions above .

#### Literature review

##### 2. Theoretical Approach

According to Stephen W. Littlejohn , agenda setting operates in three parts. (Erwan Efendi, Abdilah Taufiqurrohman, Tris Supriadi, The media agenda itself must be formatted. This process will raise the issue of how the media agenda occurred in the first place.

- The media agenda in many ways influences or interacts with the public agenda or the importance of certain issues to the public. This statement raises the question, how much power the media has in influencing the public agenda and how the public does it.

- Public Agenda influences or interacts into the policy agenda. The policy agenda is the creation of public policies that are considered important to individuals.

In the process, agenda setting is divided into three, namely:

- Public Agenda Setting , which tries to understand how public opinion is influenced by mass media content.

Media Agenda Setting , itself is a study that emphasizes media content related to issue definition, selection and emphasis carried out by the media.

Policy Agenda Setting , relates to the

relationship between public opinion on elite policies, decisions and actions.

In theory and practice, every media has a media agenda that is set from the beginning. Agenda Setting determines what must be given so that it becomes a "Public Agenda", namely the main issue that becomes the topic of discussion.

; it is hoped that the public agenda will later become a "Policy Agenda" or influence the "Political Agenda" in this case which is interpreted as the policy makers, who ultimately determine public policy " Public Policy " .

##### 2.1 Definition of Communication

The term communication comes from the English word communications , from the Latin communicatus which means sharing or belonging, communication is defined as a process of sharing between parties who carry out communication activities. Communication is a process of conveying thoughts or feelings from one person to another using symbols intended for both parties. In certain situations, communication uses certain methods to regulate the attitudes or behavior of a person or several people in order to achieve certain expected impacts (Effendy, 2002:13).

##### 2.2 Understanding Digital Media

Digital media is a tool or medium that conveys messages to a wide audience using digital technology or also known as information and communication technology networks. Digital media includes the Internet, websites, multimedia computers, tablets, and mobile phones. And the Internet is one form of digital media. Print media relies on print media (newspapers), electronic media relies on transmission signals, while digital media relies on computers (Vera, 2016:88).

##### 2.1 Differences between Old Media and New Media

Table 2.2 examples of differences between old media and new media.





- No. Old Media (Conventional)  
No New Media (Modern)
1. Source limited  
1. Source diverse
  2. Only one broadcast channel  
2. Various broadcast channels and content
  3. Passive audience  
3. Audience active
  4. Feedback cannot be differentiated  
4. Feedback is varied and cannot be differentiated
- predicted  
Source: (Novi Kurnia, 2005: 296)

## 2.2 Podcasts

The term "podcast" is short for "play" on demand and "broadcast" were later recognized as one of Apple's products, the iPod Apple Podcasts application. After a year, precisely in 2005, Apple launched the podcast feature, audio shows began to appear on various radio networks such as BBC, CBC Radio One, NPR, and many more. Today, it is not only big media that can distribute podcasts. In the past, getting podcasts was more difficult than now because of limited Internet access. Therefore, most listeners need

download podcast first. You really have to subscribe to podcasts first. Previously podcasts were only available on iPhone or iPad. But podcasts are becoming more accessible from various operating systems, Android and Windows. There are many topics you can choose from in podcasts. So unlike radio, like it or not, wherever you are, all news, information, and advertisements must be heard via radio. In fact, this podcast can be a low-cost investment because it does not require a radio station. Listeners also have the right to choose to download

topics that suit their interests. There are at least a thousand topic categories that you can choose from in podcasts.

Some of these categories are art, business, comedy, education, games & entertainment, health, etc. In each category there are also different types of sounds. No need to listen to all of them, just download the ones you are interested in. Most Americans tend to choose to download the TV Series category to stay up to date with the world of cinema. This is the reason why American radio stations experienced a sharp decline in listeners after the emergence of podcasts. Until now, most podcasts are still broadcast in English. However, due to its development, podcasts have begun to attract the attention of the Indonesian people, where many artists have participated in making podcasts, so that podcasts have begun to mushroom in Indonesia.

Types of Podcasts, Podcasts are one-way communication that can only provide information, unlike radio which provides the opportunity

listeners to interact. There are three types of podcasts, such as (Putra, 2018):

A. Interview podcast A type of podcast where the host interviews a different guest or source in each episode.

B. Personal podcast

As the name suggests, Solo or personal Podcast is only done once and is usually a monologue. Therefore, the podcast usually only conveys opinions, questions and answers or just the latest information to its listeners.

C. Podcast multi-host

In the podcast, the standard is two or more speakers. Podcast multi-hosts feature discussions that contain different opinions and perspectives. This type of podcast can be entertaining, especially for people who enjoy listening to conversations or debates.

## 2.3 Information



Information is the result of a collection of data and facts that are processed in such a way as to produce information that can be understood and is useful for the recipient. Data and facts are the "raw materials" of information, but not all of them can be turned into information. The term "information" comes from the Old French word "information", which comes from the Latin word information, which means "operating in the knowledge given".

Quality information is accurate information, meaning that the information must be based on actual facts and not

based on misleading questions, accusations, or opinions. Timely means that the recipient does not delay in obtaining information, because outdated information is no longer valuable, especially if used to make decisions. Relevant means that the information is relevant and directly useful to the recipient. Information that is relevant to one person may not be relevant to another. In addition to the definition above, you should also refer to the definitions given below by domestic and foreign experts to better understand the information.

Information is data that has been processed into a new form that is meaningful to the recipient and useful for current or future decision making. (Raymond Mc . Leod , 1995). Information is data that has been classified or processed and interpreted for use in decision making. (Tata Sutabri , 2012:22).

Information has an important function in human life, especially in the current information era. This function is useful as a source of news, a source of new knowledge, providing certainty of an event, a tool for policy socialization, a tool for influencing society,

conveying opinions and entertaining. Because humans need information which is also considered as important input for developing thinking patterns and knowledge.

#### 2.4 Hobbies

According to Mulyadi Kartanegara, a hobby is an activity carried out by someone to fill their time.

leisure and channel the interests and talents that he has. According to John L. Holland , a hobby is an activity carried out by someone outside of work that can provide emotional and intellectual satisfaction. According to Anne Greig and Jennifer Portman , a hobby is an activity that provides pleasure and personal satisfaction, without any specific goals or external pressure. Having a hobby has many positive benefits for a person's mental and physical health. Some reasons why people should have a hobby include:

##### A. Increase creativity:

Hobbies can provide inspiration and new ideas to develop a person's creativity.

B. Make life more meaningful: Hobbies can provide a sense of accomplishment, satisfaction and happiness, thereby making life more meaningful.

C. Lowering stress levels: Hobbies can be a good way to reduce stress and anxiety.

##### D. Improving skills:

Hobbies	can help
	someone
develop new skills	or
improve	existing
skills.	

E. Improving physical health: Hobbies such as exercising or gardening can help improve a person's physical health.

Expanding social network: Hobbies can also help a person to meet new people and expand social network.



## 2.5 Lifestyle

According to Philip Kotler and Kevin Lane Keller (2016:187) "A lifestyle is a person pattern of life as expressed in activities, interests, and opinions. It portrays the whole person interacting with his or her environment." Lifestyle is a person's lifestyle as expressed in activities, interests, and opinions. It describes the whole person interacting with their environment. According to Sutisna (2010:145) Lifestyle can be identified as how a person's lifestyle is in spending their time (activities), interests (interests) and behavior in daily activities (opinions). According to Setiadi (2010:148) Lifestyle is defined as a way of life that is defined by how people spend their time, what they think about themselves and also the world around them.

## Methods and Research

### 3.1 Research Object

According to Husen Umar (2005:303), the object of research means

explain what and/or who is the object of the research. Where and when the research was conducted, if necessary other things can be added there. The object of this research is the Utilization of RRI Bandar Lampung Podcast as a Media for Hobby and Lifestyle Information. This research was conducted at Radio Republik Indonesia Bandar Lampung through key informants and informants through interviews or audio recordings, namely by taking interview subjects with related parties. This is based on the criteria and can meet the information needs of this research.

### 3.2 Types of Research

To get the best results, the research requires the right type of research, where the researcher uses a qualitative descriptive research method, where the researcher wants to know RRI's efforts in

determining issues and then influencing policy makers to determine public policy and in conclusion why choosing Hobby and Lifestyle content for the process in the description above. Description, discussion and words that make this research descriptive. Descriptive is a prose writing whose main topic is related to a vision, an essay that records and determines the main topic of the essay (Sobur, 2014: 139). While Descriptive Research is research that tries to describe existing problem solutions based on data, so this research also presents data, analyzes and interprets it (Narbuko, 2009: 44). Descriptive means that the data collected is in the form of words, pictures and not numbers (Moleong, 2010: 11).

The purpose of the qualitative descriptive method is to find information about the object of research at a certain time (Mukhtar, 2013:10). This qualitative descriptive method helps researchers explain the theory used in accordance with the data collected in the field. In this study, researchers used 3 data collection techniques, namely observation, interviews and documentation. In this study, researchers sought and obtained information and explanations about the Utilization of RRI Bandar Lampung Podcast as a Hobby and Lifestyle Information Media. The researcher's hope in this study is that researchers get answers to existing questions. Researchers will conduct observations and interact directly with subjects or key informants and informants involved in RRI Bandar Lampung Podcast activities and of course regarding the theory used.

### 3.3 Research Subjects

There is an explanation that the subject of research is a person or something about which information is desired to be obtained (Amirin in Sugiono, 2009: 201). Meanwhile, Key Informants are those who can not only provide information about



something to researchers, but can also provide suggestions about sources of evidence that support and create something against the relevant source, according to Moleong (2014: 138). Informants are people who are used to provide information about the situation and background conditions (Moleong, 2014: 132). The subjects of the study were several parties related to the title of the study. The authorities of RRI Bandar Lampung as key informants,

and employees of the RRI Bandar Lampung Podcast are also loyal podcast listeners as informants.

#### 3.4 Observation Techniques

Observation is a data collection tool where researchers go directly to the field to observe the behavior and activities of individuals at the research location. In this observation, researchers record or note down both structured and semi-structured activities at the research location. In general, this observation is open-ended where researchers ask general questions to participants that allow participants to freely give their views. (Cresswell, 2016: 254)

According to James, P. Chaplin (1981) Observation is an intentional or purposeful examination of something, especially for the purpose of collecting data, is a verbalization of the things observed. (Kartini Kartono, 1996: 157).

#### 3.5 Interview Techniques

This research requires in-depth interviews. interview ) with key informants or informants. In-depth interviews conducted in the form of questions related to the research so that they do not deviate from the scope of questions and information desired by the researcher, this is done to avoid broad answers. Interviews between researchers and participants are conducted face to face. to face Interviews , interviews can be conducted using telephone or group

WhatsApp consisting of six to ten participants in one group. Interviews like this

requires general, unstructured and open-ended questions that are designed to elicit views and opinions from participants. (Cresswell, 2016: 254).

Interview is an oral activity in the form of questions and answers between researchers and informants, the purpose of which is for researchers to obtain information from informants that is useful for developing the research being studied. In conducting interviews, researchers meet directly with informants who will be asked for information or information needed and of course with the existing agreement, including regarding the time and place of the interview.

#### 3.6 Documentation Techniques

In this study, the researcher used a documentation data collection tool, this data collection tool was carried out by utilizing existing data, useful for helping to analyze this study. Documents are original manuscripts or written information. Documentation studies are studies of original manuscripts.

Documentary research is research that uses sources in the form of original manuscripts that may or may not have been published. Documentary research has a high level of validity if it is carried out through the correct procedures and with legitimate sources. Legitimate sources are sources that have passed the test through scientific methods. Basically, documentary research complements research in the field. (Shobur, 2014: 152). Documents are records of events that have passed (Sugiono, 2009: 213). Documents are in the form of writing, pictures or works.

monumental work of a person. As mentioned above , the results of observations and interviews will be more





credible if supported by relevant documents. The data used in this study are archived data from the RRI Bandar Lampung Podcast, data in the form of photos and videos related to this study.

### 3.7 Data Analysis Techniques

Sugiyono explains the meaning of qualitative research in his book

:

Data analysis is a systematic research and synthesis process. The data obtained are the results of interviews, field notes and documents, by organizing data into categories, explaining them in a certain way, synthesizing them, arranging them into patterns, choosing what is important and what will be studied, and drawing conclusions that are easy to understand by everyone themselves or others (Sugiyono 2013:89). Data analysis can be done if the collection of field data has been completed. Data analysis carried out by researchers leads to steps that are considered part of qualitative research. Qualitative data analysis is an effort that is carried out in practice with data, breaking it down into manageable units, synthesizing it, searching for and finding patterns, finding what is important and what needs to be learned, and deciding what can be said to others. (Bodgan and Biklen in Moleong, 2010:248).

After being described above, qualitative data analysis is an effort to analyze existing data. Data is selected and managed based on the data. The method of analysis is determined

based on the data results. After studying, the analysis results are concluded.

### 3.8 Validity of Data

The validity of data in qualitative research involves several tests. Researchers use reliability tests (internal validity) or reliability on search results. Validation tests on this data are needed to determine whether or not the data is valid whether the results or data are reported

with any content by researchers, this actually happens in the field. According to Sugiyono in Understanding Qualitative Research, a way to test the reliability or trustworthiness of qualitative research data is carried out through in-depth observation and improvement diligently in research, triangulation, discussions with colleagues, negative case analysis and member verification (Sugiyono, 2013:270).

The validity of the data in this study uses Triangulation, the triangulation technique used is Data Triangulation. According to Sugiyono (2015:83) Data triangulation is a data collection technique that combines various existing words and sources. According to Wijaya (2018:120-121), data triangulation is a technique for checking data from various sources in various ways and at various times.

### Research result

#### 4.1 RRI in Determining Content Issues Related to Hobbies and Lifestyle

RRI in determining content issues related to Hobbies and Lifestyle covers various aspects of life. Of course

conducted routinely conducting surveys and research to understand the interests and needs of listeners. Surveys are conducted through social media, websites, and direct feedback from listeners. Analyze the latest trends in hobbies and lifestyles both locally and globally. If at the local community level it will focus on various hobbies and lifestyles such as sports clubs, art communities, and culinary groups, this provides insight into issues that are relevant and interesting to listeners.

In order to broaden your horizons and improve the content of a podcast theme, you will usually invite competent speakers in their field, such as figures who are able to inspire you in developing your hobby. and one's lifestyle. Podcast PRO 2 RRI Bandar Lampung has a systematic



approach in determining content issues related to hobbies and lifestyle. Through identifying listener needs, collaborating with local communities, providing relevant and interesting content. Implementation multiplatform and interactive programs further strengthen interaction with listeners.

However, in the Utilization of Podcasts carried out by Radio Republik Indonesia Bandar Lampung as a form of information service that is touched by modernization and also the launch of the RRI Digital application as a form of development of digital innovation progress with the advantage of easy access for the community will have a good impact or are there obstacles behind it. And whether the community who listens to podcasts with

Hobby and lifestyle themes can be applied to one's life.

This is proven by the statement of one of the informants who is a listener of the RRI Bandar Lampung information service podcast broadcast on YouTube and on the RRI Digital application, an informant named Riski Budiansyah Utomo who said:

After listening to the RRI Bandar Lampung podcast with the theme of Hobbies and Lifestyle which is wrapped in various podcast titles on YouTube media, it has a positive effect or impact on Riski, after watching on YouTube and listening to the podcast Riski is better able to manage time to choose and implement Riski's hobbies and can also implement a positive lifestyle. (interview via whatsapp with Riski Budiansyah Utomo, July 8, 04 at 20:53 WIB)

Meanwhile, according to Riski Budiansyah Utomo's opinion, how he was able to feel the impact after listening

to podcasts through the RRI Digital application. Riski Budiansyah Utomo said:

According to Riski, yes, there is, although not as big as watching podcasts via YouTube. The reason is because users of the RRI Digital application must know that the content in the podcast menu (Hobby and Lifestyle) contains a title with relatively short content. (interview via WhatsApp with Riski Budiansyah Utomo, July 8, 04 at 20:53 WIB)

Based on the information provided, Riski Budiansyah Utomo proves that the concept of Interview Podcasts are more in demand, implemented by LPP RRI Bandar Lampung via social media Youtube

than the Solo Podcast Concept applied to the RRI Digital application.

But how far is the impact felt after watching the Podcast with the theme of Hobby and Lifestyle. There is one informant who has an opinion about it, an informant named Arif Septoaji who said: I feel I can organize my life better without dominating something that shouldn't be the main thing. I mean, I have a hobby gaming and playing musical instruments, but I don't have to always do that and don't make my hobby a priority. For me, a hobby is a hobby that I can do twice a week on the weekend. And my priority is work. (interview with Arif Septoaji on July 8, 04 at 12:14 WIB)

The information provided by Riski Budiansyah Utomo and Arif Septoaji is further strengthened by the explanation of the impact felt by podcast listeners, further information provided by Reki Saputra:

The impact that is felt means benefits, according to Reki, it is a positive benefit to each person if the person understands the concept and content of a message conveyed through a podcast. Meanwhile,



what Reki felt after watching the podcast on YouTube PRO 2 RRI Bandar Lampung was knowing how to take a moment to entertain yourself with fun activities for yourself. And also understand more that if it's time to work, work, if it's time off, don't use it to work, it means use it to have a vacation to please your mind and yourself and

family. (interview with Reki Saputra on July 9, 2024 at 16:30 WIB).

podcast approach efforts produced by PRO 2 RRI Bandar Lampung have made the three podcast listeners give their respective opinions on the benefits obtained just by listening to the podcast made with the theme of Hobby and Lifestyle. Of course, in a podcast production that has provided a real effect that is useful and has positive value to its listeners, there must be something that is an obstacle, be it an obstacle or even a challenge.

The researcher has conducted interviews with Key Informants with a list of questions that have been prepared. With the intention of finding out what are the obstacles in producing podcasts on the PRO 2 RRI Bandar Lampung information service channel. In the interview with the key informant, namely Mrs. Irawati as the Head of the Broadcast Team for approximately one hour due to limited time. On the occasion of the interview, the researcher with the key informant wanted to find something that was an obstacle in producing podcasts, in the list of questions that had been prepared by the researcher, an explanation was obtained from the key informant regarding the obstacles in each podcast production, namely Challenges. So in his explanation of the challenges presented, it is explained below.

4.2 Challenges in Podcast Production  
Based on an interview with Mrs. Irawati

regarding the challenges faced:

The biggest challenge is that we have to find creative ideas on how to make listeners or observers or followers like our podcast. Sometimes, people just look at the title and it's not interesting, ah, I'm lazy. That's how you see it, well creative ideas emerge when the brain is fresh, then creative ideas can emerge. Or moods and is that it again? the mood to do something like that, that idea is hard to come up with. (interview with Mrs. Irawati on June 21, 2024 at 12:35 WIB)

Based on the information provided by Mrs. Irawati regarding the challenges that will occur at any time will produce a podcast in this case Mrs. Irawati as the head of the PRO 2 broadcasting team has evaluated. So the solution suggestion was delivered by Mrs. Irawati in a research interview discussion with researchers. To overcome these challenges, RRI Bandar Lampung must provide a media workshop with the Communication and Information Service.

The factor according to the information given by Mrs. Irawati is mood or mood or efforts to be consistent in a certain time, the factor of a bad mood if it has to be set aside with a certain task will cause a lack of intellectual ability in word processing, this challenge if it can be overcome wisely by the podcast team then in generating creative ideas will occur without obstacles so that it can attract public interest. In this case, the Communication and Information Service which is a stakeholder for the sake of progress and development for LPP RRI Bandar Lampung can provide motivation for media workshop activities, for more details it can be conveyed

several problems that occurred in the RRI Bandar Lampung Podcast team so that it became the biggest challenge in generating creative ideas in producing podcasts while attracting public interest in



paying attention. According to Ngalim (2011:71) motivation is a driving force for a conscious effort to influence a person's behavior so that his heart is moved to act to do something so as to achieve certain results and goals. Related to the challenges in generating creative ideas:

- a. Lack of deeper observation on a topic that is of interest to most people.
- b. Limitations in understanding the contents of the topic raised
- c. Lack of reading books and self-motivation
- d. Limitations in building self-esteem

Efforts made to overcome the above challenges are:

1. There needs to be additional information media from various websites as an effort to make deeper observations so that we can find out a broader and more effective discussion.
2. It is necessary to make notes in a notebook to serve as a reminder so that you can find out the points. of talk that will have an effective impact and be easy for observers to understand .
3. Make it a routine to read a book every 30 minutes before starting an activity so that you can be motivated and able to design a list of topics to be discussed.
4. Need to improve soft skills by controlling emotions and committing to work hours so that...

bring out superior performance and be able to do the best according to their abilities.

## Conclusion and Suggestions

### 5.1 Conclusion

1. Based on the discussion description, it can be seen that RRI does its best in every media used as a means of publication, starting from the website , radio channel, YouTube. channel , until the launch of the RRI Digital application.

In the RRI Digital application which is a descriptive study on the research title by fulfilling the basic aspects of digitalization, namely modern visual and audio communication using the Agenda Setting theory consisting of Public Agenda, Politycal Agenda, Public Policy . The author also concluded that the information obtained from the RRI Digital application focuses on easy-to-use access services for the public simply by choosing interests and with a contemporary RRI Digital application display with many maximum menu options. RRI Bandar Lampung conducted in-depth research with work meeting efforts and so on in determining content based on issues that are currently viral among the community . The community chooses podcast broadcasts from PRO2 RRI Bandar Lampung as an information media that is committed to providing valuable and useful information insights.

for people who choose the Hobby and Lifestyle theme as their favorite theme menu on the RRI Digital application because it is considered very relevant to the lifestyle of people who are still in the stage of building a positive and useful lifestyle. People also choose this theme because of the condition of wanting a personality that wants to develop and hopes for progress in their personality so that they become a person with positive values and from podcasts with the Hobby and Lifestyle theme they can get benefits.

2. Podcast is a real work and a means of information that has been proven to provide a beneficial impact on its listeners. In every effort to create a work, there are challenges that are quite draining. These challenges are there to be faced. The PRO 2 RRI Bandar Lampung Podcast Team strives to commit to doing and providing the best information that can provide insight into information on something so





that the public can feel the benefits. The head of the broadcast team has evaluated and will act to maintain the commitment of the mood of the broadcasters and resource persons on duty to continue to provide sufficient information to the public by trying their best for public information services.

Based on the results of research conducted by researchers, the RRI Digital application remains the official RRI platform that is increasingly in demand by the public, as evidenced by several informants who have downloaded and used the application. Podcast is an information service from RRI Bandar Lampung which can be viewed via YouTube RRI Digital channels and applications that help people choose what content they are interested in. And of course, this RRI Digital Application has been in demand by the community, especially the province of Lampung, so RRI Bandar Lampung is considered successful in running podcast promotions on the application.

## 5.2 Suggestions

1. The RRI Digital application is an official platform that was launched and is a platform that accommodates various works with a variety of content choices from RRI throughout Indonesia. RRI Bandar Lampung must increase the content uploaded to the RRI Digital application.
2. Strengthening cooperation with other communities so that challenges can be faced well without having to wait for a good mood first. Because as a public information broadcasting institution, especially in Lampung province, delivering messages is a point of talk that can be understood and accepted by society.

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