



Analysis of the Role of Podcasts as a New Platform in Multiplatform Journalism in the Digital Era

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Abstract This study aims to analyze the role of podcasts as a new platform in multiplatform journalism, especially in presenting in-depth and critical information to audiences in Indonesia. This study uses a content analysis method on two podcast episodes: "Deliberation-in Political Dynasties, SYL Corruption, and Mass Organization Mining Permits" from the Narasi Conference podcast and "Land for Rice Field Printing Projects in the Land of Papua" from the podcast Bocor Alus Tempo. The results of the study show that journalistic podcasts are able to present in-depth and interactive discussions on social, political, and environmental issues that are not always comprehensively raised by mainstream media. The study concludes that podcasts have great potential as a more flexible and reflective journalism medium, but they face challenges related to regulation, content credibility, and sustainable business models. The suggestions provided include improving ethical and regulatory standards in podcast content production, empowering indigenous peoples in development projects, and exploring business models that support the sustainability of independent podcasts in Indonesia.

Keywords: podcast, multiplatform journalism, content analysis

1. Introduction

In recent years, the development of digital technology has drastically overhauled the landscape of the media industry. Traditional media, such as newspapers, radio, and television, face significant challenges due to the emergence of increasingly dominating digital platforms. One of the prominent phenomena is the increasing popularity of podcasts as a new form of multiplatform journalism. Podcasts offer a more flexible and on-demand model of information delivery, in contrast to traditional media which tend to have a fixed schedule and are less interactive. Globally, podcasts are growing rapidly. Based on data from Statista (2021), the number of podcast listeners in the world has reached more than 400 million, and this number is expected to continue to increase as internet access and mobile devices develop.

Podcasts are not only an entertainment medium but also develop into a tool for disseminating journalistic information. Newman et al. (2019) in their research show that journalism through podcasts is able to reach younger audiences, who tend to

prefer to get news through digital platforms rather than traditional media. This phenomenon underscores the change in media consumption behavior that is increasingly influenced by digital technology, especially among millennials and Gen Z.

In Indonesia, the popularity of podcasts has also experienced a significant surge in recent years. Based on a report from Spotify (2020), Indonesia is one of the fastest growing podcast listener markets in the world. Many mainstream media, such as Kompas, Tempo, and The Jakarta Post, have begun to leverage podcasts as part of their multiplatform journalism strategies to reach a wider and more diverse audience. However, in the midst of this rapid growth, there are a number of problems that need to be solved. One of them is the lack of clear regulations and ethical standards in the production of podcast content, especially those that focus on journalism. Unlike print or broadcast media, podcasts are not strictly regulated, allowing for the spread of unverified information, or even hoaxes.

In addition, many journalistic podcasts in Indonesia are still struggling to find sustainable business models. Most podcasters rely on advertising as their primary source of income, but this model carries the risk of relying on sponsors, which can ultimately affect the independence of journalism.

Several studies have highlighted the potential and challenges facing podcasts in the context of multiplatform journalism. Berry (2016), in his article "Podcasting: Considering the Evolution of the Medium and Its Association with the Radio Industry," emphasizes that podcasts have the potential to become an independent medium that is able to offer a more in-depth narrative than television or radio news. However, he also noted that there are challenges in terms of monetization and effective deployment.

Another study by Llinares et al. (2018); (Berry, Fox, & Llinares, 2018), in a book titled "Podcasting: New Aural Cultures and Digital Media," states that podcasts open up a new space for more interactive journalism, where listeners can actively participate through comments or discussions on social platforms. However, he also highlighted concerns regarding the quality of journalism offered by podcasts, especially those produced by individuals or small groups with no journalistic experience.

In Indonesia, a study conducted by Santoso (2020) titled "Podcasts and Their Role in Indonesian Digital Media: An Analysis of Journalism Podcast Content on Spotify, (Clifton et al., 2020)" found that although the number of journalism podcasts is increasing, many of these contents have not fully harnessed the potential of the audio format to present comprehensive and in-depth news. This research shows that podcasts are still in the stage of experimentation and adjustment as a multiplatform journalism medium.

The urgency of this research lies in the need to understand how podcasts can function as a multiplatform journalism medium in the digital era. With the increasing

consumption of news through digital platforms, including podcasts, it is important to explore how these mediums can convey credible and in-depth information. More than that, this research is also important to map the challenges and opportunities that exist, especially in Indonesia, where digital media continues to develop rapidly.

On the other hand, podcasts offer the opportunity to present different journalistic narratives, providing room for more in-depth and reflective analysis compared to traditional news media that tend to be faster and shorter. However, there are concerns about the quality and verification of the information delivered through podcasts, given the lack of strict regulations and journalistic standards within the platform. Therefore, this research is important to help form a more comprehensive understanding of the role of podcasts in the modern journalism landscape.

The novelty of this study lies in its specific focus on the role of podcasts in multiplatform journalism in Indonesia, a topic that is still relatively less explored in the academic literature. While there is a lot of research that addresses digital journalism in general, few have examined how podcasts, as a new platform, contribute to the dissemination of journalistic information in developing countries like Indonesia. This research will make a significant contribution in filling this void with an in-depth analysis of the trends, challenges, and opportunities of journalistic podcasts in Indonesia.

This research aims to:

1. Exploring the potential of podcasts in presenting in-depth and credible journalistic narratives.
2. Compile recommendations for journalistic podcast producers to improve the quality and credibility of their content.

This research is expected to provide benefits both theoretically and practically. Theoretically, this research will make a new contribution to digital journalism literature, especially regarding the role of podcasts in multiplatform journalism. Meanwhile, practically, the results of this research are expected to help journalists and podcast producers in improving the quality of their content, as well as provide guidance for media policymakers in regulating and supervising the development of journalistic podcasts in Indonesia.

The implications of this research include several important aspects. On the one hand, this research can help shed light on the role of podcasts in the evolution of multiplatform journalism, providing insights into how these mediums can contribute to a more inclusive and democratic dissemination of information. On the other hand, the findings of this study can also influence media policy in Indonesia, especially related to regulations and ethical standards in the production of journalistic podcast content.

Podcasts as a newly developed medium have great potential in presenting more flexible and in-depth journalistic content. However, challenges in terms of

information quality and monetization remain issues that need to be addressed. This study aims to provide a clearer picture of the role of podcasts in multiplatform journalism, as well as provide recommendations for industry players to improve the quality and credibility of their content.

Theoretical Studies

Digital Journalism Theory

Digital journalism is an evolution of traditional journalism practices that have adapted to the development of information technology. According to Deuze (2005); (Zayani, 2021), digital journalism includes various platforms such as websites, social media, and now podcasts, which are used to disseminate information quickly and widely. Digital journalism enables the presentation of news in real-time with greater interactivity between content producers and audiences. In this context, podcasts can be considered as one of the tangible manifestations of digital journalism that offers a different delivery format than traditional media, such as radio or television. Pavlik (2001) argues that digital journalism is not only changing the way news is produced but also changing the way people consume it, with audiences increasingly wanting access to news on-demand, as offered by podcasts.

Multiplatform Journalism Theory

Multiplatform journalism is a form of journalism that utilizes various media to disseminate information, including print, digital, audio, and video media. According to Jenkins (2006), the concept of media convergence encourages integration between these various platforms to create a richer and more connected experience for the audience. Podcasts as part of multiplatform journalism offer added value because they allow for more in-depth and personalized narratives through the medium of audio. This is important in an information age that is increasingly dominated by visual and textual content, as podcasts offer an alternative medium that is more intimate. Bradshaw and Rohumaa (2011) mentioned that multiplatform journalism also allows the distribution of journalistic content to a wider and more diverse audience, as well as allowing journalists to interact more personally with their audiences.

Audience Theory and Participation

The development of podcasts in journalism is also closely related to the theory of audience participation. Carpentier (2011) suggests that digital media, including podcasts, allows audiences to be more active in the process of news consumption and production. Audiences are no longer just passive consumers, but also play a role in providing feedback, participating in discussions, and even producing their own content. This theory is especially relevant in the context of podcasts, where

interactions between podcasters and listeners can be done through social media or the streaming platform itself. Podcasts allow for more intensive two-way communication, thus enriching the journalistic experience for both content producers and audiences.

2. Method

This study uses content analysis methods to analyze the role of podcasts as a new platform in multiplatform journalism in the digital era. Content analysis is a method that allows researchers to explore the messages contained in the media systematically and objectively, as well as identify patterns, themes, and meanings that emerge from the content (Krippendorff, 2004). This method is very suitable for this research because it provides flexibility in understanding how the Bocor Alus Tempo and Deliberation Narasi podcasts present journalistic information to the audience, as well as evaluate the quality and relevance of the information provided.

The object of research in this study is the podcast Bocor Alus Tempo and Narrative Deliberation. The Alus Tempo Bocor Podcast, produced by mainstream media outlet Tempo, presents more structured news and narratives and follows strict journalistic standards. In contrast, the Narrative Deliberations, which are independently managed, offer more relaxed and dialogical discussions, with in-depth narratives on social, political, and cultural issues.

The data in this study was collected through content analysis of several podcast episodes from Bocor Alus Tempo and Musyawarah Narasi. Content analysis was chosen because it allows researchers to explore how important issues in journalism are discussed, how audiences interact with the content, as well as how narrative presentation styles differ between these two podcasts (Neuendorf, 2017).

The content analysis process in this study involves several steps, including:

Data Collection: Collecting podcast episodes from Bocor Alus Tempo and Narasi Deliberation that focus on journalistic and socio-political topics relevant to this research.

Thematic Analysis: The encoded data will be analyzed thematically to identify patterns and trends in the presentation of journalistic narratives through podcasts. This method follows the approach outlined by Braun & Clarke (2006) in thematic analysis, where recurring key themes are identified and interpreted contextually.

Credibility Evaluation: This evaluation involves examining the extent to which the information presented is in accordance with journalistic ethical standards, as well as verified with credible sources (Silverman, 2013).

By using content analysis methods, this study seeks to provide a deeper understanding of how podcasts can play a role in multiplatform journalism, as well as explore the challenges and opportunities that exist in the development of journalistic podcasts in Indonesia

3. Result & Discussion

Content Analysis of Episode "Deliberation-in Political Dynasties, SYL Corruption, and Mass Organization Mining Permits"

In the episode of the Musyawarah-in podcast that discusses sensitive issues such as political dynasties, corruption involving SYL (Syahrul Yasin Limpo), and mining permits by mass organizations (CSOs), the narrative presented by the hosts is very rich in critical perspectives and in-depth analysis. This episode shows how journalistic podcasts can provide space for more reflective and in-depth discussions on topics that are rarely discussed in detail in mainstream media.

At the beginning of the episode, the host began with a discussion about political dynasties in Indonesia. They provide an analysis of how this phenomenon has become deeply rooted in Indonesia's political system, with examples of cases involving the families of prominent politicians. This discussion shows how journalistic podcasts can raise issues that are often obscured in the general news. The narrative used is informative yet relaxed, combining historical facts, academic insights, and critical perspectives that engage listeners in deeper thinking about the impact of political dynasties on democracy in Indonesia.

Next, the discussion turned to the corruption case of Syahrul Yasin Limpo, which at that time was a hot topic among the public. The narrative approach used by podcasters in discussing these cases is very effective in breaking down the complexity of the case into information that is easier for the audience to understand. This podcast highlights various aspects, from case investigations to their impact on local and national politics. The host also provided a space for listeners to reflect on how corruption continues to be a difficult problem to eradicate in Indonesia, especially when it involves high-ranking officials who have strong political networks.

Another interesting part of this episode is the discussion of mining permits by CSOs. This topic is of particular concern because it is rarely discussed in the mainstream media comprehensively. In the discussion, the host explained how CSOs—which are supposed to play the role of community organizations—can be involved in controversial mining permits. The analysis given is very critical of the role of CSOs in taking advantage of this situation, by including case examples in several regions in Indonesia. This discussion opened the audience's eyes to structural problems in the mining licensing system, including unclear regulations and the potential for abuse of power by CSOs.

The content analysis in this episode also shows how the Musyawarah podcast provides a space for the audience to not only listen, but also think critically and reflect. The dialogical and relaxed delivery style makes it easy for listeners to understand the issues discussed, even though the topics are quite heavy. This approach succeeded in creating a balanced discussion atmosphere between conveying facts and inviting listeners to participate mentally in the discussion.

In conclusion, the episode "Deliberation-in Political Dynasties, SYL Corruption, and Mass Organization Mining Permits" shows how journalistic podcasts can be a very effective medium in presenting in-depth and critical information, while maintaining light-hearted and engaging interactions for the audience. The podcast also manages to raise issues that are often overlooked by the mainstream media, providing audiences with a new perspective on important topics in the political and social landscape in Indonesia.

Content Analysis of Episode "Land for Rice Field Printing Project in the Land of Papua"

This episode raises the issue of the rice paddy printing project in the Land of Papua launched by the government, a project that theoretically aims to improve food security in the region. Through this podcast, the host from Tempo provides a critical view of the project, delving deeper into the challenges and social and environmental impacts faced by the local population.

The discussion began with the context of the project itself—why Papua was chosen as one of the targets of the paddy field printing project, and how the project was presented to the public. The host highlighted that although the goals of this project are good in terms of food security, its implementation actually creates new problems for the local community, especially related to customary lands and environmental management. This podcast reveals in detail the existence of inconsistencies between the government's plans and the real conditions on the ground.

In this episode, the host gives a sharp spotlight on the project's impact on indigenous Papuans. One of the main issues raised was the acquisition of customary land for project purposes without adequate consultation with indigenous peoples. The narratives presented suggest that indigenous peoples feel marginalized, where lands that have long been part of their cultural heritage and identity are being used for purposes that do not suit their needs. This narrative approach succeeded in eliciting empathy from listeners to the situation of local people and opened up a wider discussion about the rights of indigenous peoples in the development of large projects.

In addition, the environmental aspect is one of the important focuses in this episode. The host highlighted that the paddy field printing project in Papua raises major concerns regarding the destruction of forest ecosystems that are home to various endemic flora and fauna species. The discussion on the environmental impact became even more interesting when the speakers mentioned that the project can accelerate the deforestation process in Papua, which has been one of the richest areas in Indonesia.

The approach used in this podcast is not only limited to criticism, but also tries to offer an alternative perspective on how a project like this should be done. The host

proposed the importance of a more inclusive approach, where indigenous peoples are given a greater role in the project planning and implementation process. This is very important, considering that this kind of project not only has an impact on food security, but also on the social and environmental structure in Papua.

The episode also featured several speakers, including academics and environmental activists, who gave their opinions on the project's technical challenges. The narrative presented through interviews provides listeners with a more comprehensive perspective on the complexity of rice paddy printing projects in the Land of Papua. Through the speakers' statements, listeners gained insight into various technical aspects, ranging from the infrastructure needed to the climate constraints faced in the implementation of the project.

Overall, the Bocor Alus Tempo podcast in this episode shows how journalistic discussions can raise development issues in remote areas like Papua in a more critical and in-depth way. This podcast manages to provide a balanced narrative between the potential benefits of the project and the challenges faced in the field. With a relaxed yet informative delivery style, this episode provides a space for listeners to better understand the complex social, economic, and environmental problems related to the rice field printing project in the Land of Papua

4. Conclusion

This research shows that podcasts as a journalistic platform have great potential to become a more inclusive and critical discussion space. Listeners get access to deeper and more diverse information, and can actively engage in discussions through interaction on social media. However, the study also identifies some of the challenges faced by journalistic podcasts in Indonesia, such as the lack of clear regulations and ethical standards in content production, as well as business models that have not yet fully developed to support the sustainability of independent podcasts. Based on the results of this study, several suggestions can be given for the development of journalistic podcasts in Indonesia such as Improving Content Quality and Information Verification, Developing Clear Regulations for Journalistic Podcasts, Exploring Sustainable Business Models, and Further Research on the Influence of Podcasts on News Consumption.

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