



Utilization of Podcast as the Rising Star Audio on Demand Media at Corporate Sector in Indonesia

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Abstract. Podcast as the rising star of audio on demand is one of the audio-based file content that its performance begun on getting public's attention in Indonesia in recent years. Its flexible and accessible nature on demand is able to compete with the advantages of other audio content such as conventional radio and other digital media format. The large number of people who reach podcasts as alternative content in their daily lives, opens opportunities for companies to use them as one of the company's communication media. The study aims to offer a specific description of the use of podcasts in a corporate sector This study uses a qualitative approach with a literature review method in the process of data collection and its analysis. The result shows that corporates use podcasts to: creating public's awareness towards the company's brand or product; using podcast as a medium for digital marketing campaigns; and implementing social development programs. The type of content on corporate podcast are informative, investigative, educative, and entertain type. Meanwhile the communication style that used by corporate podcast in Indonesia is Equalitarian Style.

Keywords: audio on demand · brand awareness · public relations · podcast · social development

1 Introduction

Digital media existence is one of the impacts of the internet technology development in Indonesia. The trend of using digital media also brings many changes in people's lives, started from media consumption patterns, media preferences, until the trend kind of producing media content independently [1]. Nowadays people access digital media more often with various existing platforms, they still access the radio occasionally to fill their spare time while traveling to get information related to traffic, even though television is still the family's favourite choice but at the same time they also watch many platforms on digital media.

The advantages of digital media that make it as a popular media with the highest level of use is that the content can produced by anyone as long as they have digital technology devices. Thus, digital media users can not only enjoy the existing content,

but can also be actively involved in the content production process according to their own concepts and desires. This makes users feel taking control of what media would be used and produced independently. In contrast to conventional media such as television and other conventional media like radio which the contents can only be determined by the media manager concerned.

Over the time, the fact shows that the high uses of digital media among the society have finally been able to open up larger opportunities for various platforms to sell their content to the people who have access to sophistication in information and communication technology, both content produced institutionally and personally. One form of digital media that is on the rise and will be the focus of discussion in this article is podcasts.

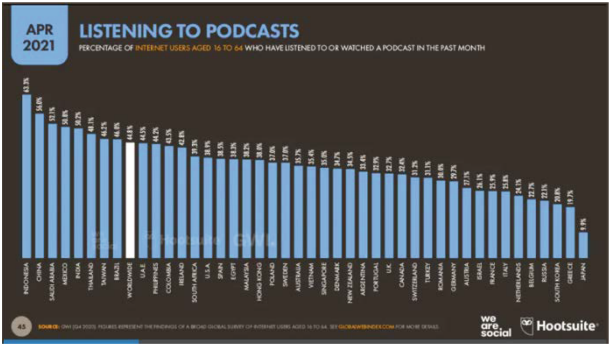
Podcast is the type of digital media with audio-based content media such as radio, but there is a significant difference between them. First, for being able on reaching the radio broadcast program, users must know the coverage range of radio frequency and the schedule of the on-air announcer program first, unless the radio has switched to an online streaming system. On the other side, podcasts offer the convenience to be accessed anytime and from anywhere as long as we have internet network [2].

The data survey conducted by Edison and Nielsen, shows that there are more than 850,000 active podcasts now with 30 million podcast episodes in 100 languages already available on digital platforms. The most popular podcast genres among Indonesian people are social & cultural, news & politics, business, Comedy, and Health [3]. In Indonesia, podcast user segmentation dominated by the millennial generation. The millennial generation as the largest podcast user is basically considered to play an important role in the world of both audio and video because they have characteristics that are familiar with communication, media, and digital technology and tend to like new things [4].

The develop of podcasts in Indonesia has brought significant changes to Indonesian's media consumption pattern, especially those related to their preferences and behaviour in consuming new media. Podcasts, basically is audio or video content files that uploaded on a network of websites so it can be accessed by people, either people who subscribed or not, so they have ability to listen or watch it using a computer or portable digital media player [5].

As I mentioned before, podcast is similar to radio that could be accessed from anywhere as long as under frequency coverage, podcasts could also be accessed anywhere and anytime as long as there is accompany by internet network [6]. Although podcasts have only appeared in the last decade, since their first appearance around 2004, podcasts have begun to get attention from the world society, and for the last three years podcasts have also begun to be known by users in Indonesia through various multinational platforms that offer music services and podcast recording feature.

Now, there are several music streaming platforms and podcasts that are popular in Indonesian society, such as Spotify, Soundcloud, Google Podcasts, and Apple Music. Recently, podcasts have begun to attract people's attention and even have a special place in the hearts of users, especially after the appears of Indonesian podcasters who offer interesting and creative content in various genres which is considered to suit the taste of millennial generation as the largest user in here. Even over the world, Indonesian is ranked as the largest podcast users in 2021. According to these data, as we can see,



Source: Datareportal.com

Picture 1. The percentage of broad global survey of podcast user by Globalwebindex.com

Indonesia ranks have 63.3% of the population surveyed as people who frequently access the internet for using podcasts (Picture 1).

Podcast has many types of content, with the convenience that user can have such as small bandwidth requirements and flexibility, explain that the content contained in podcasts can be accessed anytime and anywhere according to user needs. This is one of many reasons of the increasing popularity of podcasts among the world’s society [7]. The character of audio on demand content also considered capable of providing a new atmosphere for digital media users in Indonesia. Besides being a source of information, entertainment, and education for listeners, podcasts also provide opportunities for content creators from various sectors on taking advantage of podcast’s popularity to comply their stakeholders’ interests and needs, including in corporate sector.

Reviewing on international level, many corporations had been started to use the podcasts as their digital marketing media, for examples what MC Donald did with his podcast account “The Sause”, #Lipstories from Sephora, “Innovation” from Johnson & Johnson, and the “Future” account. company podcast launched by Microsoft. In Indonesia, I turn out that there are already several companies that also use podcasts as a medium on distributing and diffusing company’s information, such as Gojek with Go-Figure, Podcast, Narasi TV, Kompas, Kumparan, and many others, and the latest is an podcast owned by PT. Santos Jaya Abadi through one of its trademarks called Kapal Api, launched a Podcast entitled “Secangkir Kapal Api” at the end of 2020.

In this context, podcast have proven that it could be used as an alternative method that considered as a prospective communication channel in gaining company goals. Through creative, innovative, and variative information dissemination methods, the character of podcasts bring a cool breeze for the companies in their efforts in building and maintaining the relationship with their publics. According to those situations, this article is aims to give a comprehensive and specific description of the use of podcasts in the corporate context, including the purpose of use, the concept of content, and the communication style that chosen in conveying messages to their publics.

2 Method

In the data collection process, we obtained various supporting data through a literature review process and observation of the company's podcast account which became the object of research. Literature review is broadly defined as something that work systematically to collect and synthesize research that has been done before, then integrate these findings with perspectives from various empirical evidences [8]. Literature review can also be used to identify important attributes of articles that used as research material by researchers. The data collection process in this study includes a series of activities such as reading, sorting, and analysing articles in journals, reviewing reference books, previous research reports, and news related to podcasts.

In literature review process, there are also several previous studies that the researcher uses as a reference in designing and carrying out this research, such as Zinggara Hidayat [1] research which describes the impact of digital media in Indonesia, Iskandar Dinata [9] who explains the role of podcasts. as a modern broadcasting media, and one of the most significant is the research conducted by Zellatifanny [3] published in the Ministry of Informatic and Communication Journal about podcast opportunities in Indonesia.

The research provides an overview of the opportunities and challenges of podcasts in Indonesia, that "podcasting can be used as an alternative medium to disseminate message through audio content for both people and organizations to reach a wider audience...". The organizational context mentioned in this previous study includes the corporate sector, but there still needs further research, this article is trying to give more explanations to complete the study. Therefore, in the contrast to the previous studies which only mentioned podcast opportunities for the organizational sector in general, this research focuses on more specific things. The study aims to offer a specific description of the use of podcasts in a corporate sector, including the purpose of use, the concept of the content presentation, and the communication style chosen in delivering content to the public.

3 Result

Podcast User Company Profile

Based on the results of research conducted through literature studies and observations of podcast accounts on various digital platforms owned by various companies in Indonesia. It can be said that companies that choose to use podcasts as their communication medium have the foresight to see the potential opportunities about podcasts for their corporate's interests in the future. Here are some podcast accounts belonging to the company that the researchers observed:

1. Go-Figure by Gojek

This podcast broadcast on the Spotify platform hosted by the CEO and Founder of Gojek, Nadiem Makarim. This podcast has discussions with various business leaders in similar industries from domestic and international level, talking about the journeys of Gojek itself and other companies. Discussing various problems faced by a

technology-based companies, from the start-up period to becoming a decacorn company like Gojek today.

This podcasts sometimes shares uncommon and untold information, revealing internal company matters that are usually not disclosed to the public, such as about the struggles of starting a start-up, the ups and downs of being a CEO and founder, the challenges and difficulties they faced and how to overcome them, many mistakes that have occurred and how to make those mistakes as learning material. This podcast delivered in a light and relaxed communication style, using English for the conversation to reach more audience. Some of the titles on Go-Figure playlist are: Gojek's Organizational Principles, Gojek's Growth Dillema, Gojek's Growing Pains of Becoming Decacorn.

2. The Kompas TV podcast

This podcast concept similar with Mata Najwa program, the content divide into several categories which presented by different hosts in different episodes and topics. They have some programs, such as Rosiana's Room which hosted by Rosiana Silalahi also has a role as their executive producer, raising the latest issue in society by presenting guest stars related to the issue on that time, such as the episode "All England Drama 2021, Athlete Indonesia". Another program named Top 3 News, discusses the most popular news today, presented by the narrator with the formal communication style like they usually did as news readers. Budiman's Opinion program, this podcast presents the opinions from editor in chief Kompas TV, Budiman Tanuredjo about various issues in the Indonesia, but most of them are political issue as we can heard on the episode of Presidential Candidate.

3. MaknaTalks, from MaknaGroup

Makna Talks was one of the podcasts pioneers in Indonesia, around 2017's. Refers to the account's name "MAKNA" (Meaning), the podcast always trying to deliver inspiring and meaningful content for their listeners, inviting variety of guest stars who are willing to share the life lessons they have experienced, delivered through casual conversation style, discuss about the meaning of life around careers, art, and self-branding.

4. Secangkir Semangat Kapal Api

Kopi Kapal Api is a podcast that was just launched at the end of 2020, containing inspirational warm conversations by presenting guest stars from various fields. For additional reference, the researcher also looks at several accounts of multinational companies that have branch in Indonesia, such as #Lipstories Sephora. The content in each episode of this podcast contains conversations between Kristina Zias (Host) and female guest stars who considered as inspiring figure to their audience. Content delivered in a relaxing and fun communication style, complemented by honest and open conversation. Each guest star asked to talk about their self-image and self-concept, how they could become themselves known to the wider community, starting from how to build self-confidence, life journeys from childhood until they can feel as beautiful woman, and how they reach

their best version of life. The purpose of this Podcast content is to inspire the audiences, women leaders, creators, and activists.

The Purpose of the Using of Podcast for Corporate

According to the results of observations and literature review process, in the corporate sector podcasts is generally used as a form of expansion of communication channels that have been used before. As we know that podcast was starting become current generation's favourite digital media to be consumed. Younger audiences prefer to listen to most types of audio content through MP3 players and streaming media [10]. This potential audience give the opportunities to the corporate to expand their communication channels so that they can reach larger audience. This is also a momentum for the corporate to prove their ability to adopt and integrate their program with the latest technology of communication trend. For examples, they can use podcast as a new channel in creating brand awareness, increasing brand engagement through digital marketing campaigns, or doing some social development program through their educational content.

1. Brand Awareness

Brand awareness is the ability of consumers to recognize and recall a brand that is part of product category [11]. Based on that statement, we can say that when someone listens to a podcast that contain some jingles and taglines of the particular brand corporations repeatedly, then the repetition will make those people remember the brand that they listen to continuously, so they would easily recognize the brand when they accidentally heard about it in the middle of nowhere. In general, the podcast hosts usually mention their company's jingle and tagline at the opening and closing session of the program, their hosts will repeat the company's product or service of their brand every time when there is an opportunity to recall, and also provide information which related to the company's agenda so the audience will know about the company program too indirectly.

For the example, on Kapal Api program, "Welcome to Secangkir Semangat Kapal Api" on greetings that always said by Mario and Eda as their host. They also call the audience "Teman Ngopi" (coffee brother) which creates an atmosphere as if the listener is drinking coffee, supported by a jingle with the sound of coffee brewing. Brand mentions, taglines, and jingles help companies or corporates create their brand awareness and even put their brand on the top-of-mind level, the brand will be the first name that people remembered when someone ask them about something relevant to the product category [11]. For listeners who have never known about the existent of their product, will finally know about the brand after listening to the podcast, those who have never tasted it maybe they will interest to taste and will most likely choose a familiar brand when dealing with several coffee brands when shopping at the supermarket.

2. Digital Marketing Campaign

There are some companies that view digital transformation as only a temporary solution during the pandemic, even though the new reality for companies actually shows that there is a demand to become dynamic corporate and always become relevant to

the society, such as the demands of market tastes, lifestyles, and even the patterns on how they get information. To be able to keep up with public changes, companies must also be adaptive and carry out marketing campaign activities in a creative way and follows trends in society, using digital media, such as the internet and social media to reach audience [12]. In the book of Creative Digital Marketing by Josua Tarigan and Ridwan Sanjaya, that digital marketing is a marketing activity including branding that uses various media. Such as blogs, websites, e-mail, AdWords, and other social media networks [13]. Podcast not only as a medium of self-actualization, but also as an alternative medium for companies to support digital marketing campaign activities, the use of podcasts is currently considered as one of the best ways to deal with changing times.

The content presented in the company's podcast account includes interactive talk shows with figures and experts, product knowledge, and even discussions about inspirational things about the company's brand in each episode. As Sephora does through its podcast account, #LIPSTORIES uses a content marketing approach in every episode by mentioning various cosmetic products that are known to the audience, then using product brands to communicate important messages (like campaigns) and empower listeners through inspirational stories so the listeners are lost in the conversation. Forbes magazine also mention that podcast is very popular today and should be considered as a potential digital marketing tool for many advantages. To make sure that their podcast will be an effective marketing tool, corporate should pay attention to; (1) The reports of the analytical data, including listener profiles; the number of listeners in each episode, they location, age range, and others. This data will be used to find out how the audiences are listening to corporate podcast, to determine the suitable message content with the target audience's profile. (2) Selection of niche audience, podcasts must relevant to the company's brand and identity, in order to keep every marketing activity right on track with the right audience target [14].

3. Social Development Media

Every corporate who has a good corporate governance should carry a high responsibility for all its activities both related to internal and external stakeholder's management of the corporate. One of the activities that usually carried out is corporate social responsibility or social development program to the community who are living around the corporate. Basically, social development is a planned process of social change that aims to improve the standard of living and welfare of people in society so that they can reach their greatest opportunity in life, especially in social, economic and educational aspects [15]. Similar with the constitution which states that "Social Development is an effort to improve and develop the abilities of people, families, groups, and communities that are already functioning well". The form of social development such as building business, doing assistance funds, training, mentoring, upgrading knowledge and education through various program and communication channels.

To carry out this responsibility program, corporate fortunately can use podcasts as an effective medium in disseminating information and knowledge related to certain issues to the public to increase their knowledge and competency. Beside increasing brand awareness and assisting marketing campaigns, podcast also implementing social

development programs through their content, delivering knowledge for whom listen related to various issue, as we can see from #Lisptories Sephora, issues, management, and personal journeys of corporate leaders from Go-Figure, Gojek Indonesia, or financial management, and similar issues from Fintalks, so that listeners gain useful insights to improve the quality of their knowledge.

Communication Style on Company Podcast

Every corporate podcast has its own character, usually the characters are attached to the presenter that chosen to be host in delivering the content. Most corporate in Indonesia presents their podcasts in unformal ambience, so the conversation runs with a relaxing, fun, and flexible, but some of them delivered in a structured, assertive, and straightforward style like a news program. So, in general, the communication style that commonly used by podcast host in corporate sector is Equalitarian style. The main aspect in this communication style is the similarity shown by the two-way and open flow of verbal and written messages [16]. In this case, everyone involved in communication activities has the same opportunities to express their opinions and released their feeling in non-formal communication ambience, so the interaction between the host and guest star will run effectively, by showing mutual understanding among them.

4 Conclusion

Based on this article, we know that in the corporate sector the purpose of podcasts is: To create brand awareness of the corporate's brand or its products; To encourage digital marketing campaigns, to encourage social development program. The types of content presented by corporate podcast are various, started from inspirational, informative, investigative, educative and entertainment content. In my humble opinion this also have to be a concern for any corporate in Indonesia to consider podcast as their alternative digital media channel in disseminating information or ideas that they want to convey to the public, especially if their segmentation of target audience is millennial, although we know that there is no monetization system on podcasts as many other digital media can offer to increase corporate income from this platform.

Before the corporate determining to use podcast as their "extended" communication channel, they must do the research first, especially on the psychographic aspects of the target audience, so they can design the right programs for right target audience. The point that they must be profiling are the audience segmentation, audience tastes about the type of content, behavioural patterns and listening time, the attractiveness of the content and what kind of communication style they prefer, in order building relationships with its public.

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