



PODCASTS “DEPAN PINTU” AS A TOOL FOR POLITICAL LITERACY IN THE DIGITAL ERA

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ABSTRACT: *In Indonesia, social media holds significant sway in the political landscape due to its broad outreach. It also serves as a tool for fostering political awareness and education. This study focuses on evaluating how 'Podcast Depan Pintu' contributes towards attaining this objective within the digital era by using qualitative means such as content analysis of podcast episodes and observing related interactions through social media channels. Analysis shows that among millennials and Gen Z listeners, 'Podcast Depan Pintu' has been successful in enhancing their comprehension of current affairs with respect to politics owing partly to insightful guest speakers sharing expert opinions while creating inventive ways for diving deeper into ongoing issues via active engagement across various online platforms.*

KEYWORDS: Political Literacy, Social Media, Podcast, Qualitative Descriptive.



INTRODUCTION

The development of technology will also have an impact on changes in interactions in society and in general. Digital technology is currently giving birth to a variety of applications, to support community activities in conducting long distance communication (Abdul Latif et al., 2019).

The technological affordances of online media allow for a much greater variety of content, expanding the scope of “politics” beyond the evening news or cable talk show. Furthermore, this variety has increased over time, as increasingly different types of people and organizations produce that content (Guess & Munger, 2022).

The platforms of social media, including Facebook, Twitter, Instagram, YouTube and podcasts have been instrumental in shaping public views on politics. Political literacy is fostered through these various channels which play an increasingly crucial role. Social media has become the central source for news updates and political perspectives while encouraging discussion amongst citizens to create a unique information system that poses both challenges as well as opportunities.

Podcasts have become a popular trend in Indonesia, with programs now being produced not only in audio but also video format, and distributed through social media platforms under personal or company names (Zellatifanny, 2020). Young people, particularly students, are frequently indulging themselves in these shows. Moreover, podcasts serve as effective learning tools that can be used either offline or online, according to Rahman (2018).

Accessing podcasts has become extremely convenient in recent times due to the availability of multiple platforms, such as Spotify, YouTube, Anchor, Google Podcasts and Apple Podcasts that cater to public interest (Cin & Utami 2020). Among these platforms offering podcast content is Spotify which witnessed a threefold rise in its listenership in 2020 when compared with the previous year. Elucidating further on this growth trend observed within Indonesia's podcast industry landscape, Carl Zuzarte, Head of Studios for Southeast Asia at Spotify said that last year was an exciting period showcasing continuous expansion alongside increased listener engagement.

The researchers were particularly interested in "Podcast Depan Pintu" out of all the available podcast programs. What sets it apart is that it is a personal podcast belonging to Kaesang Pangarep, who serves as the chairman for Partai Solidaritas Indonesia (PSI). Starting from March onward, this program has been aired on YouTube channel called 'Kaesang Pangarep by GK Hebat.'

The distinguishing factor of this podcast is its one-of-a-kind approach, incorporating humor into the presentation. Kaesang Pangarep serves as both host and lead while a co-host supports him in running "Podcast Depan Pintu." What makes it alluring is that Kiki Saputri, an Indonesian comedian, fills the role of co-host. The comedy style satirizes Indonesia's government system coined under the term 'Jokes Pinggir Jurang.'

Jokes categorized as "Jokes Pinggir Jurang" are those that feature satirical and sarcastic comments, often with a cynical undertone. Such humor is commonly employed in discussing political or social concerns through platforms like “Podcast Depan Pintu.”



“Podcast Depan Pintu” has emerged to fulfill the crucial role of enhancing political literacy among its audience by conveying information, education, and entertainment in line with social media's function. The research aims to comprehensively explore the significance of political literacy on shaping individuals' opinions regarding politics within the context of social media. Additionally, a critical analysis will be conducted on how various social media platforms contribute towards either supporting or impeding this essential facet of digital citizenship. This research aims to explore ways of improving political literacy by utilizing social media. It will examine educational initiatives and methods that government entities, schools, and other stakeholders can employ. Ultimately, this study strives to provide a thorough understanding of the impact that social media has on contemporary politics and digital citizenship in general.

LITERATURE REVIEW

New Media

New Media, or what we often refer to as new media, is internet-based or online media that is used using computers, cell phones or other gadgets. New media usually refers to the tools used by communicators to convey messages to communicators via the internet. This tool is flexible, potentially interactive, and can be used publicly or privately. Communication Ethics in Social Media (Filter Before Sharing 2021) (Indrawan, J. & Ilmar, A., 2019). In the New Media theory, there are two views put forward by Pierre Levy:

1. The social interaction view, which distinguishes media according to its proximity to face-to-face interaction. Pierre Levy views the World Wide Web (www) as an open, flexible, and dynamic information environment, which allows humans to develop new knowledge orientations and also engage in a democratic world of mutual sharing and power sharing that is more interactive and based on society.
2. The social integration view, which is a description of media not in terms of information, interaction, or dissemination, but in terms of rituals, or how humans use media as a way of creating society.

New media refers to the presence of media that is considered new from the previous era of print media, such as magazines, tabloids, newspapers, to digital media such as blogs, social media, websites, instant messaging, and so on. Changes in the culture of technology lovers are also influenced by the increase in technological equipment that can make it easier for us to access digital media. This is also utilized by several companies to attract and foster relationships with their stakeholders, especially customers (Indrawan & Ilmar, 2019).

Media Social

According to Kottler and Keller, social media is a medium used by consumers to share text, images, sound, video and information with others. Taprial and Kanwar defined social media as media that a person uses to be social, or get social online by sharing content, news, photos and others with others (Fauzi, 2016).



Social media is the process of interaction between individuals by creating, sharing, exchanging and modifying ideas or ideas in the form of virtual or network communication. Social media is something that can create various forms of communication and information for all who use it. Social media always provides various conveniences that make it comfortable to stay on social media for a long time.

Podcast

Brown and Green (in Martianto & Toni, 2021) suggested that podcasts are data in the form of audio or video that are published on a web so that it can be seen by others, either for free or by subscription (paid) (Daniati et al., 2018).

Norton (Martianto & Toni, 2021) explains the communication styles in podcasts, namely impression leaving, argumentative, open, dramatic, dominant, precise, relaxed, friendly, attentive, and animated expressive. The communication style used by the communicator in the podcast is adjusted in the specific situation at hand.

Podcasts can be created independently from commercial media and public broadcasters and without highly professional studio equipment and technology. They are not subject to state regulation that governs other forms of broadcast media (Rae, 2023).

Definition of Political Literacy

According to Crick and Porter (1978:31), the concept of political literacy is defined as the knowledge, skills and attitudes needed to make a man or woman both politically literate and able to apply in the world of politics. The definition of political literacy is knowledge, skills and attitudes that participate actively, effectively, critically and responsibly that can influence government affairs at all levels. Our country Indonesia is a country that upholds the principles of democracy, which in the process requires an indicator of an educated society and has a level of intellectuality in the sense of the formation of citizens who are aware and understand each of the political policies and government bureaucracy commonly called political literacy (political literacy). Podcast-based political literacy is important in answering the needs of first-time voters and the public as a modern means of providing education or electoral political intelligence and democratic values in society (Anjani, 2021).

RESEARCH METHODS

The research method used in this research is qualitative research with a descriptive type; the descriptive type used by researchers is intended to obtain information using data where researchers analyze existing phenomena. In this study, the data collection technique used is Literature Study by collecting text from audience comments from the Podcast Depan Pintu program by watching, observing, recording, and understanding. In this study, the subject is Podcast Depan Pintu program on the Kaesang Pangarep by GK Hebat Youtube Channel, and the object in this study are political messages in the Podcast Depan Pintu program.

RESULTS AND DISCUSSIONS

The results of the study indicate the role of social media as a means of political literacy to develop citizens' digital literacy. This is evidenced by the data analyzed from several research subjects and objects.

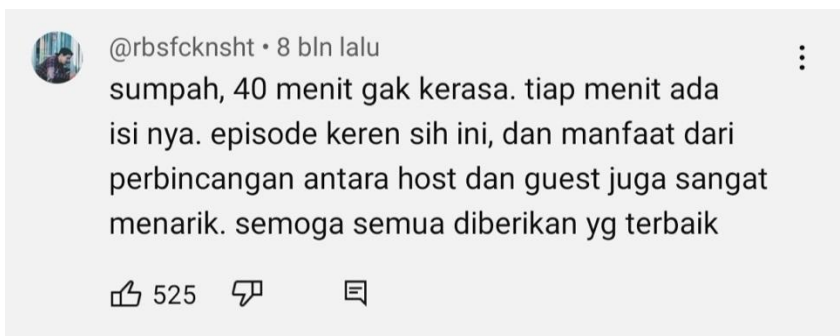
Social Media As a Political Literacy Tool

Political literacy is currently facilitated by the existence of social media that can be used as political literacy media. In addition, social media is now starting to be used as campaign media such as YouTube, Instagram and Twitter, which the author often encounters.



Picture 1: Opening Podcast Depan Pintu

The Podcast Depan Pintu is a means of political literacy in social media; the packaging of comedy-based shows turns out to be a lot of interest in watching the program. Then the discussion in the podcast becomes its own attraction for the audience, that political literacy does not have to be presented formally and rigidly; the delivery of information starting from the host and the speakers in the program is packaged with comedy and, until now, it is still an attraction in itself. The ability to create a dialog space between politicians and audiences makes social media increasingly important for politicians and the public.



Picture 2: Audience Comments on the Podcast Depan Pintu Account



Positive Impact of Political Literacy through Social Media

In its development, social media has become a new trend for Indonesians, especially the millennial generation, in voicing their aspirations in the political realm. Social media is seen as the most effective and practical means in an effort to convey ideas to criticize a government policy (Susanto & Irwansyah, 2021).

Political literacy through social media can have significant positive impacts, including:

1. **Accessibility of Information:** Social media allows people to access political information quickly and easily; this can increase political awareness and give individuals space to be more actively involved in the political process.
2. **Political Participation:** Through social media, individuals can participate in political discussions, express their opinions through comments, and join discussions on important issues. This can increase political participation, especially among the younger generation who tend to be more active on social media.
3. **Government Monitoring:** Social media is a platform for people to monitor the actions of governments and politicians. Thus, people can question public policies and hold their leaders and politicians accountable.
4. **Political Education:** Social media can be used as a political education tool, by providing information about the political process in Indonesia, the rights and obligations of citizens, and political issues.
5. **Community Engagement:** Communities can be involved in political campaigns and social movements. People can voice their interests and fight for the changes they want.

So on the Podcast Depan Pintu program, people can monitor, learn, know, and also have a part in the political process directly or discuss through the comments column provided.

The political literacy presented on the Podcast Depan Pintu program is arguably different from the others because the information presented is relatively relaxed and easy to understand for the community. Because most social media users are young people, the program audience also feels happy when watching the program.

Political Literacy Strategies in Social Media

Politicians should not often post negative content because it can change people's views on politics. Political literacy must be carried out in accordance with the target market on social media; therefore, a strategy is needed in delivering political literacy on social media. Here are some strategies to improve political literacy in the use of social media:

1. **Education and Information:** Provide accurate and easy-to-understand information about the political process, relevant political issues, and the rights and obligations of citizens. This can be done through informative posts, articles or infographics.
2. **Criticality:** Teach critical skills in evaluating information found on social media. Teach how to identify reliable sources, check facts, and detect disinformation or propaganda. For



example, the Podcast Depan Pintu program directly invites figures related to existing political issues, and then conveys information according to the facts.

3. **Understanding Perspectives:** Encourage social media users to understand various political perspectives. Encourage civilized and open discussions, and teach the importance of listening to different views with an open mind.

4. **Ethical Considerations:** Discuss the ethics of interacting on social media, including the importance of speaking politely, not spreading false information, and respecting others' opinions.

5. **Use of Official Sources:** Encourage the use of official and verified sources for political information. Encourage people to follow official social media accounts of government agencies, politicians, and trusted news organizations to avoid being exposed to false information or hoaxes

6. **Use of educational campaigns:** Organize educational campaigns that aim to improve political literacy on social media. These campaigns can be webinars, online quizzes or live events that promote better political understanding.

7. **Active Engagement:** Encourage active participation in healthy and constructive political discussions on social media. This includes asking questions, sharing informative articles, and participating in relevant petitions or campaigns.

By applying these strategies, people can be more skillful in using social media to get accurate political information, understand complex political issues, and participate actively in their political lives.

In the Podcast Depan Pintu, the packaging of the program wrapped in comedy is the key to the success of political literacy delivered on the Podcast Depan Pintu program. The delivery of information about politics becomes more relaxed; social media users are currently more widely used by young people.

CONCLUSION

Based on the results of the analysis, it can be concluded that the Podcast Depan Pintu program provides a new nuance in delivering political information to the public, especially for the younger generation. The packaging of the program is one of the attractions for the public to watch the program.

In addition, this program involves sources that are directly related to political issues in Indonesia, which makes the Podcast Depan Pintu program have factual information about political issues circulating on social media.

Therefore, the Podcast Depan Pintu program can be well received by the public. The information provided is accurate because it involves sources as well as hosts who are in the political field in Indonesia and through this program, the public can participate in criticizing politics in Indonesia.

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