Podcast Media Credibility as a Means of Fulfilling Public Information

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Abstract. In this era of high speed of information flow, a lot of information has the potential to become fake news. Mass media is an essential means of fulfilling public information, so that public trust is greatly influenced by the credibility of the related information media. Podcasts are a new phenomenon in the digital era which has become one of the users of new media to find various information used by the public. This study aims to see how far the credibility of podcast media in conveying information to the public. The type of this research is descriptive qualitative research with phenomenological method. The subject of the research was carried out by observing several podcast platforms, the researcher was only limited to observing to check interview data with content publications on a number of these platforms. The results of this study indicate that the credibility of podcast media in fulfilling public information is quite high because it is one part of the clarification of circulating information by presenting themselves not as anonymous and carried out through in-depth research. Listening to a podcast about a particular theme can stimulate the audience's brain to receive information which is equivalent to reading a book. Information on a podcast is based on the podcaster's specialty. so that with the credibility built, podcasters are able to become accurate and reliable presenters and help stimulate the audience's mind to be able to think further and also imagine a visualization, think more critically, be creative, and get various interesting inspirations.

Keywords: Podcast, Credibility, Information, Qualitative, Digital

1. Introduction

Podcast emerges as one of the perfect examples of media-based audio, which is automatically accessible, portable, has control over the audience, and is always available as long as connected to the internet. The current use of podcasts in addition to entertainment media is also a medium to provide information to the public. Podcasts can work well for the public when combined with inviting sources as key informants with discussions. Overall Podcasts continue to represent a great opportunity to spread information. Therefore, we need to know how big the level of credibility of the circulating information. Information credibility

is the level of trust in an information. Each information can have a different source. So, in this research will be measured the credibility.

The credibility of a podcast rests with more than gauging style and delivery. Often such concerns are subjective for the listener. Expanding the evaluation of podcast processes, while also recognizing production quality as one criterion of many, a more comprehensive assessment of determining the credibility of podcast processes is possible. Such detailed criterion helps ascertain ethos and viability for use in research and in the classroom. With an advanced model of evaluation, the academy may meet the emerging demands of evolving applications of research in media content and the distribution of knowledge. Assessing a podcast composition's digital ethos would include the following factors: 1) expertise and credentials, 2) accuracy of the information, 3) quality of the information provided, 4) understanding the production quality, and 5) the currency of the information presented [1].

Rinda Lavircana, et al. Stated that the use of podcasts as a medium of entertainment and information. Which shows that podcasts can be a medium of entertainment and information related to many who start listening to podcasts when they need entertainment and are useful for providing information to listeners [2]. Iskandar Dinata Ramadhany also pointed out that the Role of Podcasts as Audio-Based Modern Broadcasting Media. Shows the same pattern between potential and empirical data. namely the consumption pattern of podcast use which is divided into three stages, namely podcasts in modern broadcasting, podcasts in the minds of audiences, and the implications of podcasts as alternative media for entertainment in the modern broadcasting world [3]. Another study on Podcasts as Learning Media in the Millennial Era by Dewi Mayangsari, et al. Which shows the effectiveness of podcast learning media is considered effective for improving learning outcomes [4].

In shaping how podcasts are regulated, recorded, produced, delivered, received, organized, promoted, played, discussed, and monetized, technology, I argue, may be unmatched as a prevailing rhetorical force on the medium. Listening multimodally for both affect and argument, I find sound contributing structure as well evidence, builds persuasive immersion, and guides a listener's relationship to rhetorical content in highly produced podcasts, potentially impacting audiences' points of view on public issues. As with other elements of podcast rhetoric, conversation can both support and undermine democracy−deliberative-style conversation foregrounds complexity, while demagogic conversation flattens complex public issues into simplistic narratives of right and wrong that appeal to audiences' preexisting beliefs [5].

Muhamad Syahrul Muarif and Dadi Ahmadi in their literature entitled "Podcasts as an Alternative Anti-Hoax Information Media" explain that the existence of podcasts certainly makes it easier for people to obtain information. However, what needs to be worried about is the negative impact of the development of information technology which then gives birth to various forms of violence such as in the form of "cyber-crime" and even a new term appears, namely hoax, this is a problem that is often debated by netters in Indonesia.].

Our study focuses on how the level of credibility or public trust in podcast media as a means of fulfilling public information, in this case the researcher uses a phenomenological study that focuses on the main research subject of the researcher, namely podcast media, and produces one common thread, namely the level of public trust in podcast media. this is quite high. While the two literatures above use descriptive qualitative methods and the essence of the discussion is only a few that discuss the credibility or level of public trust in the existence of this podcast media. Therefore, this study combines both methods, namely descriptive qualitative and phenomenological. This study aims to examine the level of credibility of podcast media in

conveying information to the public. This research method uses a phenomenological method with a qualitative descriptive type of research.

2. Method

The method used in this research is to use a qualitative description approach that describes a focus of the problem and aims to review and identify a subject matter. The data collection technique is carried out by conducting scientific studies and literature studies from published journals and conducting in-depth interviews with 3 respondents who are engaged in the field of communication, especially podcasts. Furthermore, the focus of the problem will be compared and correlated with the theories contained in these journals in order to produce accurate data.

The study was conducted by reviewing several podcasts which are currently being used as a source of information dissemination. The information presented is in the form of facts and opinions about a problem that is currently happening. And the data collection comes from scientific observations and library studies about podcasts as well as conducting scientific reviews of several podcasts that have been published on social media.

3. Result and Discussion

3.1. Presentation of the wastewater treatment plant

Podcasts are audio files published on the internet that allow users to share information synchronously. Users can

. Users can subscribe to podcasts (for automatic downloads), which offer highly customizable learning materials, ideal for postgraduate medical education (GME). Users can now dictate the "who," "what," and "when" of their learning experience. Podcasts can vary in length and episodic releases can occur daily to monthly. The use of podcasts has grown exponentially relative to other asynchronous resources, with students devoting most of their time to podcasts and finding podcasts to be a more useful resource than traditional books and journals. Currently, the use of podcasts is not only limited to audio files, the sophistication of the technology world has brought podcasts to a much more mature and mature direction. [6]

Podcasts are currently a fairly effective source of information in the world of digital information. Relying on social media which has millions of users, the presence of podcasts is able to penetrate the public information market effectively and efficiently. Podcasts that were originally only as a source of student support, have now penetrated their existence as content that can be enjoyed by the general public. Currently, content is packaged attractively so that viewers can be interested in visiting social media channels for podcast content providers. Whether it's a channel of information, entertainment, viral issues, facts and opinions, health, paranormal etc. And the manifestation of content that can be enjoyed by the general public at this time is in the form of a conversation between 2 or more people consisting of informants and communicants who explore the latest information that is currently happening.

Various kinds of information outlets such as web, browsers, blogs, databases and feeds allow students to be able to find and access various kinds of data, statistics, interview transcripts. The text of the research agenda is very credible as a means of meeting information needs. According to Johnson & Kaye (2002) states that the transformation of the digital world in the form of podcasts mediated by the use of computers is useful for designing analytical performance and regulating the flow of digital information [7]. This is based on four factors namely;

1) Credential

expertise Credential expertise here is the expertise for podcast providers to find out who the speakers are, the appropriate hats to lift, determine and analyse the target market for the podcasts that will be delivered and determine the time regularly when the podcast will be held.

2) Accuracy of information

Accuracy of information here is intended for the information to be presented. Accurate information is obtained from the results of research on the latest news searches to produce factual information. The clarity of the information will make it easier for the podcast to target its target precisely and accurately. This process of accuracy is needed to avoid any irregularities in news and opinions.

3) Quality of information

Quality of information here is meant about how far the information is important to be conveyed, why it is conveyed and how to convey it. Information that has weight and quality will be able to increase the understanding of readers and listeners, and quality information is needed so that the conversation feels more contained and meaningful.

4) Production quality.

The quality of production here is intended as a podcast provider's attention to podcast facilities and infrastructure. Starting from audio, mic, conductor, PC and other means of providing complete podcasts. This is so that when the podcast process takes place, there are no crucial obstacles that occur in the middle of the road.

3.2. The Emergence of Podcasts as Compositions

Historically, podcasts have been around for more than a decade. For more than a decade, Podcasts have basically been considered radio shows recorded and distributed for listening on an iPod (or another MP3 player) [8]. However, at that time Podcasts were not sufficiently attractive to the general public until finally Podcasts came back victorious in 2018. That's when Podcasts began to become mainstream media. People simply open their phones, click on Podcasts, and the app will make recommendations to listen to. And at the same time all of this is happening, YouTube is also growing into the second largest media search engine in the world, as well as one of the top media consumption sites on the internet. And even though it's a video platform, people don't just consume video content there. There are also millions of audio files on YouTube and they are very easy to find for all audiophiles out there.

With the times, the boundaries between YouTube and Podcasts are getting blurry. Podcast broadcasters can easily upload videos to YouTube and title them as Podcasts, but on the one hand, broadcasters can also upload their audio recordings to Podcast services such as Apple Podcasts, Spotify, or Google Podcasts. Even platforms like Apple Podcasts are now moving more toward streaming, although the original files can be found via RSS. Then there's the audio giant Spotify which has entered the Podcast industry quickly, and while they pull Podcast content from RSS feeds, they also pretty much stream their content entirely. Only a small number of Spotify listeners come from fully downloaded content. Most are streaming listeners. So again, what is a Podcast? From all the explanations above, the idea to literally describe Podcasts today is the shows we listen to on the internet. Significant developments have made podcasts an easily accessible communication rubric. The implementation of verbal-visual communication through podcasts can provide a series of information and messages that can be conveyed

. As we may already know above, there are 4 ways to listen topodcasts. The following is a chart of podcast instruments commonly used in Indonesia;

3. Results and Discussion

The development of technology and information is marked by the entry of the internet in human life that makes a significant change. With the development of technology, it makes many application platforms appear including social media. Social media are experiencing a rapid development. Therefore, social media is often used by businessman as a tool to promote their products (see Figure 1).
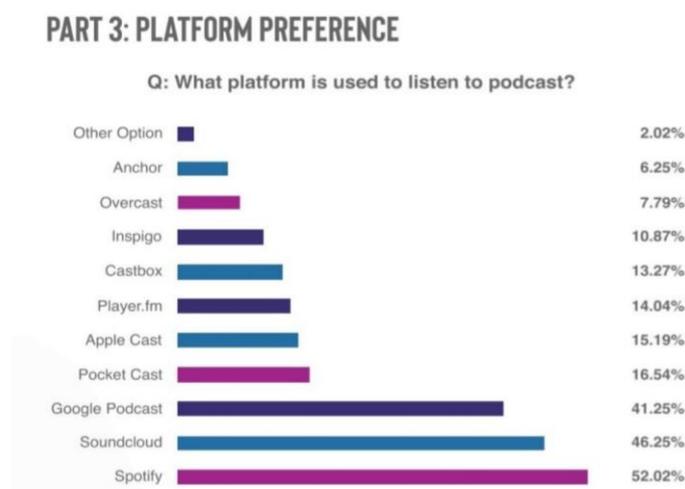

Figure 1. Data on Podcast Usage in Indonesia in 2018
Source. Podcast User Research in Indonesia (Daily social id and JAKPAT)

Currently, Podcast listeners are increasing in Indonesia, some of them quite enjoy services in audio and video formats, because the discussion is very diverse, and various topics The variety that we can choose according to our favourite genres such as news, conversations, sports, mysteries, talk shows, music, comedy, art, entertainment to daily experiences or chats, this is what makes Podcasts an alternative choice. Podcasting can be a great channel to reach an audience. Even Podcasts can build loyalty and positive sentiment towards brands. In essence, every media has its own segmentation and audience, as well as podcasts. Although the audience is not as large as audio-visual content, Podcasts are starting to grow and have their own market and are starting to penetrate the increasingly massive development of the digital world and of course its existence will continue to grow.

3.3 Podcasts as a Means of Education

The presence of podcasts as a means of communication also aims to educate the audience. Podcasting can be a great channel to reach an audience. Even Podcasts can build loyalty and positive sentiment towards brands. In essence, every media has its own segmentation and audience, as well as podcasts. Although the audience is not as large as audio visual content, Podcasts are starting to grow and have their own market [9]. As a nation that is ranked as the

4th largest internet user in the world after the United States. The age range in Indonesia in the interest of listening to podcasts can be illustrated in the following graph;
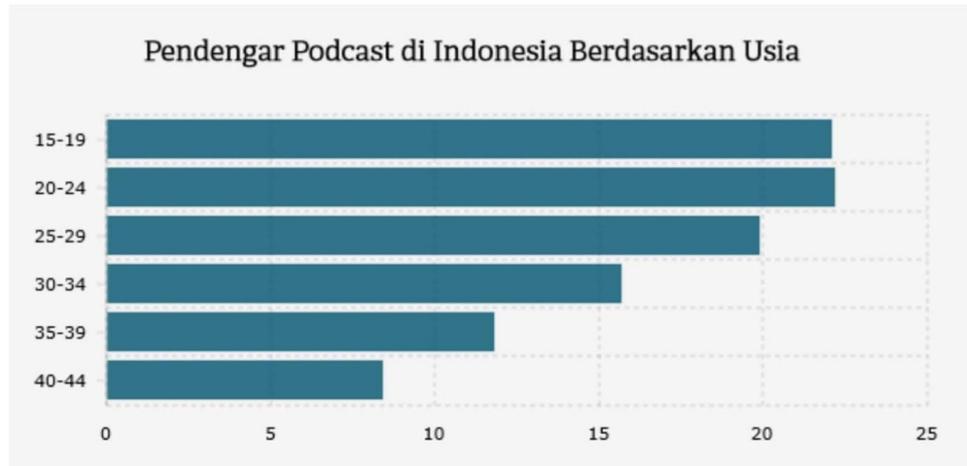

Table 2. Graph of Podcast Listeners in Indonesia by Age in 2021

From the data above, it shows that the age range of 20 years and over shows an interest in podcasts. Podcasts that can be accessed on various social media can foster a spirit of literacy and think analytically about related information so as to get actual facts and truths. The podcasts that are heard are very diverse and the podcast instruments are also very diverse. This is based on the needs of each individual in exchanging information in a straightforward and explicit manner. So that there is continuity of information that occurs between informants and communicants who are intertwined impulsively. The growth of podcasts in the digital world has also enlivened the flow of the digital ecosystem that allows digital information to continue to develop at any time and at any time [10]. Therefore, digital transformation in the form of podcasts can educate teenagers that literacy is important in selecting and sorting valid and actual news.

4. Conclusion

It can be concluded that the use of Podcast media as a means of information to the public has good credibility to be applied. The public space that has become increasingly wide open since the existence of social media has made the existence of podcasts rise to the surface. The presence of the podcast service which was originally only in the form of audio has now penetrated into the visualization of videos that are displayed in order to make it easier for recipients of information to interpret the information content. Podcast components that must be considered include credential capability, information accuracy, information quality, and production quality. All of these things are closely related to the components that support the running of a podcast in distributing information to the public. Considering the development of digitalization that focuses on Visual-verbal, podcasts are not just audio files but can be spiced up with videos so that they can add to the atmosphere of conversation and can attract the general.

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