

SPOTIFY PODCAST BECOME A NEW LEARNING MEAN FOR YOUTH

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ABSTRACT

The development of technology, especially in the field of communication, has experienced a significant change in the practice of consuming information or content, teenagers who are not included in the adult/older group or children, are vulnerable to being affected by the new media they consume, one form of digital technology that is developing are podcasts. Spotify podcast is a new medium in the consumption of information or content. The nature of podcasts that can be used freely by teenagers will affect them in social and even educational aspects. The widespread use of podcasts among teenagers makes it a new means of learning. The main problem in this research is how the Spotify podcast becomes a new learning tool for teenagers. The purpose of the study was to find out how Spotify's podcast became a new learning tool for teenagers. Using qualitative research methods, primary data in the form of questionnaires distributed via google form to the youth of Bogor City, and secondary data is the result of previous research. Using descriptive analysis, observations were made with direct observation of the results of the questionnaires that had been collected. The results obtained in this study show that Spotify podcasts are a new educational tool for teenagers that contain elements of education in it, formal or non-formal, packaged in a concise and entertaining way. This research can be a recommendation for lecturers, especially lecturers at the University of Djuanda, to apply the new Spotify podcast media in teaching and learning activities.

1. INTRODUCTION

The current digital era changes and affects various aspects of human life, including in the field of communication. Digital technology is the most influencing information system in the world today (Healy & Kynigos, 2010). This is because the digital era provides the effectiveness, efficiency and attractiveness available in digital-based communication, two people can share information directly with each other with the help of digital technology without having to be in the same place or at the same time both physically and physically. The use of communication technology appropriately serves to improve the mastery of conceptual understanding and the development of students' intuitive abilities (Putrawangsa & Hasanah, 2018). The development of technology cannot be denied has a great influence in everyday life, for the community especially teenagers, the growing information media makes them more active in using it. Teenagers who are increasingly active in using social media will show a picture of their life through social media to keep up with the times, so they are considered more popular in their surrounding environment (Putri et al., 2016). The theory of "uses and gratification 2.0" carries the concept of "active audience" which states that people will actively seek certain media and certain information (content) to produce certain personal satisfaction (or results) (Sundar & Limperos, 2013). Media users will become more active in determining the media they want to use and looking for information that suits their needs.

Mainstream media such as television, radio, newspapers and magazines experience a shift in the presence of internet-based media that can be used anytime and anywhere without being hindered by space and time. Media technology is the beginning of a change in consumer satisfaction in the use of the media itself, the presence of internet-based media changes the consumption pattern of information seeking no longer one-way like conventional media before but users can be more active in finding content or information that suits their desires and it is available in internet-based media. Internet users in 2020 as many as 175.5 million, an increase of 25 million or 17 percent compared to 2019," said Ahmad M Ramli (Mursid & Maharani, 2020). 30 million came from among children and adolescents and there are three motivations for teenagers to access the internet, namely to find information, connect with friends and entertainment (Efendi et al., nd). This makes media consumption patterns wider with the presence of internet-based media, Spotify podcast which is the result of the development of internet-based information technology, is one of the new media whose emergence is growing in Indonesia. The data collected shows that 67.97% of respondents admit to being familiar with using audio-based information media and 80.82% of respondents who are familiar with, listening at least in the last 6 months, and Spotify is the most used platform to access material by percentage 52.02% of all respondents (Eka, 2018).

In the context of the development of new media, adolescents are categorized as digital natives, namely the internet generation, net generation, digital generation, or millennials, this generation accesses digital technology, and has skills and knowledge of computers (Budiman & Isneani, 2019). The high use of media without being accompanied by knowledge and skills will have an influence on children's development, this is related to media content that presents various content that unconsciously affects the development of children and adolescents (Mazdalifah & Moulita, 2021). Good use can increase achievement, otherwise bad use can have a negative impact on children and adolescents (Pratiwi & Pritanova, 2017). An understanding of new media is needed in society, especially children and adolescents to filter the information presented in new media, poor understanding of new media can lead to disturbances in adolescent psychology, this is caused by the emotions of children and adolescents who are still unstable, they tend to accept complete information without finding out whether the information is true or not (Pratiwi & Pritanova, 2017).

Podcasts as a new medium that can be accessed by teenagers, have varied content, which can be freely enjoyed without any limitations of space and time. Seeing phenomena that occur in classrooms that are less lively in discussion to lower interest in learning is sometimes caused by several factors, including psychology which consists of motivation, attention, interest and also educational institutions (Mayangsari & Tiara, 2019). Infrastructure facilities provided by educational institutions can trigger students' interest in learning, one of which is media defence, which is given of course must consider the target user and also the development of the era. Therefore, the use of Spotify's new podcast among teenagers will be a discussion with the aim of finding out how Spotify's podcast has become a new learning tool for students in terms of improving their learning abilities.

2. METHODS

The presence of new media has provided a communication behavior on a large scale. The uses and gratification theory suggests that there are at least three reasons for large-scale communication behavior. First, connectedness. Connectivity in new media significantly strengthens the core understanding of active users. Connectivity in mass communication has long been regarded as the degree to which participants in the communication process have control, and can change roles in their discourse reciprocally (Baran & Davis, 2016). Second, demassification, namely the ability of media users to freely choose the available information. Because new media provide selective characteristics that allow individuals to tailor messages to their needs. Third, asynchronies, ie mediated messages and the sender and receiver can send messages at different times, but can still interact comfortably. Each individual can send, receive, store and get messages when he wants (Rianto, 2016).

The explanation (Sundar & Limperos, 2013) that the technology of the media is the basis of changes in satisfaction in the use of the media itself. The presence of the internet that changes consumption patterns in using media, is no longer one-way as conventional media does, but users can be more active in finding the information they want and all these things can be searched through the internet. According to Gleeson (2001). Humans adaptively shape their behaviour based on their information environment, and vice versa the information environment is also shaped by humans, therefore the need for the most striking increase is the need for information. The conclusion from this makes it clear that the selection of information sources determines a person's fulfilment of his needs. Meanwhile, McQuail (2011) explains that the grouping of new media, which consists of four categories, first, interpersonal communication media, among others; telephone, cell phone, e-mail. Second, interactive entertainment media such as computers, video games, online games. Third, the media for searching for information via the internet in the form of portals or search engines. Fourth, collective participation media such as the use of the internet network to share needs and exchange information, opinions, experiences and establish communication relationships through computers where its use is not only for tools but can also cause affective and emotional.

Adolescence comes from the Latin word *adolenscence* which means to grow or grow into adulthood. Adolence has a broader meaning which includes mental, emotional and physical maturity, but at this time teenagers do not have a clear place because they do not belong to the group of children and do not belong to the adult or old group (Gani, 2020). Online risk as a heterogeneous set of experiences that intentionally or unintentionally can harm internet users; include exposure to pornography, self-harm, violence, racism or hateful content, contact with pedophiles or harassment, cyberbullying, and invasion of privacy (Staksrud & Livingstone, 2009). the role of the family influencing the use of the internet, the role of parents who pay less attention to children or adolescents who prioritize obedience and are less open with children or adolescents, tend to produce children who are shy and not

confident (Luthfia, 2018). Teenagers are accustomed to accessing the internet via mobile phones so that they can be accessed anywhere, the motive for using new media is for the need to seek information and entertainment (Pramiyanti et al., 2017).

The object of the research is the youth. The location of the research was carried out in the city of Bogor. This type of research uses qualitative methods with an assumption approach, that Spotify podcast is part of the media that is used as a means of information among teenagers (Sugiyono, 2010). Primary data in the form of questionnaires distributed via google form with closed-ended questions to informants as many as 100 teenagers in Bogor city, secondary data in the form of previous research. The selection of respondents was carried out intentionally using purposive sampling, describing the demographics of the respondents, in terms of age, gender, and product use during the specified time, and data collection was carried out for one week. Data collection techniques are carried out by observation by distributing questionnaires, using descriptive methods in data analysis, a method that describes or analyzes a research result but is not used to make broader conclusions (Sugiyono, 2010).

The validity of data in qualitative research can be done with source credibility. A high level of credibility lies in the success of the study in achieving its goal of exploring problems or describing settings, processes, social groups or patterns of interaction that are plural or complex. (Afiyanti, 2008). To strengthen the validity of the data used, the triangulation technique which is the most commonly used method for increasing the validity of data in qualitative research (Bachri, 2010). the data triangulation research model directs researchers to collect data using different data sources. The truth of the same type will be stronger if it is obtained from several different data sources, therefore data triangulation is often also referred to as source triangulation. The data that has been obtained from the results of the questionnaire are collected by looking at the similarity of the answers from each resource person with the theory used.

3. RESULTS AND DISCUSSION

3.1. Spotify Podcast Creation

Spotify podcasts are audio-based media, presenting a variety of content delivered in audio form. Interesting content and not boring listeners, podcasts have their own value in the eyes of listeners. According to (Arief, 2009), audio media is a medium to convey messages to be conveyed in the form of auditive symbols, both verbal and non-verbal. The use of new media for Spotify podcasts aims to reach listeners as an effort to distribute content, making Spotify the public's choice for accessing entertainment sourced from around the world for free, such as music with a special channel for podcasts, which can make distribution easier (Sucin & Utami, 2020). The distribution of spotify podcasts is getting easier and is decorated with various content in it and can be easily accessed by anyone without any fees required. Millennials refer to the AdWeek infographic, showing that 72% of Spotify's podcast users are millennials (Cummings, 2016). Many Spotify podcast users are classified as millennials, teenagers describe the impact of physical changes, and deep emotional experiences, a turbulent youth mass, full of various introductions and adventures for new things. Besides being marked by primary and secondary physical maturity It is also characterized by tertiary maturity including negative feelings, wanting to be separated from parental power, opposing the environment, restlessness and pessimism, this is meant by children as their actual form in equating their status with adults (Fatmawaty, 2017).

Spotify podcasts have several similarities with traditional radio as an audio-based media, but with the advantages of the characteristics of the new media it has, making it quickly attract audiences while shifting the popularity of traditional radio (Habib, 2019).

There are three trends that are driving the rise in popularity. First, it is increasingly being used as an alternative to sharing content by the media, entertainment and journalism industries, many broadcasters and news publishers are now increasingly taking advantage of. The second trend is the increasing ownership and use of portable music for digital audio listening and the third trend is the increasing availability of free software and tools to create and distribute it on the internet, including the ease of downloading and playing it (Edirisingha et al., 2007). This makes spotify podcasts have several characteristics, including; varied content, flexible (on demand) in its use, convenience for users and has a personal character (Meisyanti, 2020). To find out the function of the Spotify podcast, data were collected using these characteristics, which resulted in the fact that the varied content in the Spotify podcast can increase the growth of teenagers. The existence of new media plays a major role in changing the face of adult information finding behavior, this function shows that its potential lies in its superiority; is automatically accessible, easy and control is in the hands of the consumer, portable and always available.

The manufacturing process is quite easy, with makeshift tools without having to have expensive tools, only with a smartphone everyone can create, record sound through their smartphone and then get the results from voice recordings that can be distributed as via the web or an application called anchor, through anchor teenagers can make them each without any special provisions, teenagers can make according to the potential or interests, talents they have or like. Anchor will automatically distribute podcasts that have been uploaded to various podcast platforms, one of which is Spotify. Apart from distributing the finished audio to various podcast platforms, the anchor can also edit the audio that we have recorded using a smartphone, providing various sound effects in the anchor. Installing the anchor, first enter the playstore application on the smartphone, then look for the anchor application and then install the application on the smartphone. Not an anchor application and register an account, account registration can use a google account or google email, after registering an account, podcast files that have been created can be directly imported or moved from mobile storage directly into the anchor application, or created from scratch through the anchor application. The finished recording can be previewed or listened to again to ensure there are no errors in the audio that has been made, the audio podcast can also be added to the backsound available in the anchor application, after completing and making sure the podcast is ready to be uploaded, the file can be uploaded or saved first. First in the anchor application. This convenience allows everyone to create podcasts without any costs, even though anchor podcast creators who get paid for the ads that are available in it.

This is what makes Spotify's podcasts contain a lot of varied content in them, making podcasts is so easy that anyone can work freely, podcasts that have been uploaded via anchor will have their own chart for each episode, each graph will show the gender of the podcast listener, daily number of listeners as well as the number of listeners accumulated over the last seven days and the country of origin of the podcast listener. Such complete information can be used as a reference for teenagers to challenge the development of their podcast, and the more specific the target audience they want to reach and reach.

3.2. Spotify Podcast Perspective on Teenagers

Based on the problem formulation and research objectives, to find out how the Spotify podcast is a new learning tool for teenagers. The results of the questionnaire that have been distributed via google form to 100 teenagers in the city of Bogor with an age range of 17 to 25 years. Shows the results which state that the Spotify podcast contains educational elements in it with a value of (4.22) in the good category and can be a new learning tool for teenagers in improving learning abilities (4.00) in the good category. According to (Mayangsari & Tiara, 2019) the spotify podcast makes students know an

overview of the material to be discussed more easily and quickly so that students are better prepared to discuss the existing material, podcasts can be a means to get closer to the campus environment, where students can listen to stories inspirational so that students are more motivated in lectures and develop their abilities.

Spotify podcasts have an important role in the growth of youth development, teenagers' needs for information can be met through Spotify podcasts, not only entertainment content is available, but Spotify podcasts have content that can educate teenagers to grow their interest in learning, the results of the data are (4.09) entered into in the good category. The use of Spotify podcasts has a positive impact on increasing the learning abilities of teenagers. Students find it easy to get learning material and can repeat it again, the ease of getting material and satisfying results make students have higher motivation when using it as a medium for online learning (Bolliger et al., 2010).

The function of the spotify podcast is to become an information technology-based educational media for teenagers that accommodates independent learning abilities, through this youth can repeat the material but the interaction process is minimal. The podcast media developed should not only be made to accommodate audio learners, but can also be accompanied by a visual version. and giving assignments to accommodate variations in learning styles (Fahyuni, 2017). A function that can be used by teenagers for their growth, the Spotify podcast can be an educational tool, with useful content for teenagers. Kingston students enjoy learning using podcasts. because, different, interesting and new ways of learning, consider a mixture of entertainment and relaxation, learning that stimulates their interest in the subject (Edirisingha et al., 2007).

Table 1 Data results

No.	Statement	Result
1	1 Elements of education in the spotify podcast (Good)	4.22 (Good)
2	2 Spotify podcast content develops youth characteristics (Good)	4.03 (Good)
3	3 Educational values on spotify podcasts improve learning abilities (Good)	4.00 (Good)
4	4 Educational contents on spotify podcasts can improve adolescent learning development (Good)	4.09 (Good)
5	5 Content on spotify podcasts can be enjoyed by children under 17 years old (Good)	3.53 (Good)
Average		3.97 (Good)

Spotify podcast, which is a new internet-based media, has gained considerable value in influencing the growth and development of teenagers, as evidenced by the spotify podcast stimulating their interest in subjects, mixing entertainment with learning as well as different, interesting and new ways of learning. There are still not many teachers who practice using it in their schools, so it would be better to use it as an alternative distance learning media, through which teachers can invite students to build creativity and experience. In fact, teachers can invite or practice being a podcaster (as a podcast maker) by filling in the content that has been created. Innovation in digital learning devices is very important in today's conditions, to maintain and increase students' enthusiasm and willingness to learn, considering that teenagers are millennials who are sensitive and keep abreast of technological developments, the presence of Spotify podcast as a learning supplement media can increase the enthusiasm and learning experience of teenagers. However, there has been a decrease in the age limit for using Spotify podcasts which can be enjoyed by children under

17 years old (3.53) which is still in the good category, provided that it is always under parental supervision.

Another study that had the same results as this study, namely research conducted by (Mayangsari & Tiara, 2019) stated that student responses were quite high in accepting new learning media, student learning outcomes increased but were not effective in increasing interest in learning. In the spotify podcast research, the results of the responses of teenagers regarding the spotify podcast are also categorized as good or satisfied even though there are still obstacles in the internet network and inadequate device facilities.

4. CONCLUSION

Based on the results of research that has been carried out on teenagers in the city of Bogor, it shows that the Spotify podcast is a new learning tool that can improve learning abilities and interest in learning for teenagers. The effectiveness of the Spotify podcast as a learning medium from the results of the questionnaire is in the good category, namely 3.97 from the average results of each question given to the respondent, and requires supervision for children under 17 years of age in using Spotify podcast. Recommendations for further researchers who will discuss spotify podcasts or other podcasts: 1. Podcasts are still a new medium that will continue to develop in the future, increasingly varied content can be used as a formal learning tool for teenagers by involving them directly in making podcasts about subjects. or courses studied. 2. The next researcher should be more specific in determining the sample or population in order to make it easier to search for data. 3. Other variables that can be investigated for further research related to podcasts are listener psychology, concentration and online learning.

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