The Role of Podcasts as an Alternative Media for Learning and Distribution of Audio Based Content

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Abstract. In the era of communication technology development, podcasts have become a means for audio-based content distribution. The purpose of this research is to explain the effectiveness of podcasts as alternative media for learning and audio-based content distribution. The method used in this research was a descriptive method with interview and observation techniques to obtain information. The results showed that with the increasing development of podcast media, many people use it as a learning medium. The conclusion obtained from this research is that with the existence of podcast media, learning can be done variedly and innovatively. Podcasts are also rated as an effective medium without the need to take so much effort to be able to get creative and innovative content in them. Creators can also share materials that they master easily, time-savingly, and more affordable to audiences.

1. Introduction

The podcast comes from two syllables, namely "iPod" and "broadcasting" [1]. Podcasts are digital audio media that can be downloaded at certain online platforms use internet access. One can download discussion material that they want to hear and can be heard at any time if they want [2]. In the millennial era, the generation currently dominating in Indonesia, namely students with the main characteristic attached to digital technology. The current use of podcasts has touched education, namely as a medium of learning. The existing learning media requires development to become more accessible, used, and understood by students. A lot of once audio media were created to provide flexible learning tools. Podcasts have become an application that is widely used today to get the desired information. Through podcasts, people can listen to the things they want to know easily. Podcasts can therefore be fruitfully studied in-depth to capture how the interaction between the podcast speakers (re-)produces a particular universe [3]. In this 21st century, digital technology has developed rapidly. The general public already has a device, laptop, or computer at home. Likewise, general internet access used because there are already many sectors that carry out their activities online, such as business, social, to education. The development of this technology, especially information and communication technology, is a lot offers various conveniences in learning, especially the availability of media learning. The learning media is a tool that

functions to convey learning messages in a planned manner so that a conducive, efficient and learning environment occurs effectively [4].

As downloadable content, they can carry podcasts on portable devices and listen to them in places that suit them, such as on busses, cars, and while exercising, making them a valuable affordance for blended and distance learning [5]. Previous research with a similar topic was conducted by Berry entitled A Golden Age of Podcasting: Evaluating Serial in the Context of Podcast Histories, Journal of Radio & Audio Media. It became an opportunity rather than a threat, one that public broadcasters [6].

Another study was conducted by Güler et al. that discussed Podcast applications in pre-service language teacher education from a constructivist perspective. Wherever the present study attempted to explore the perceptions of pre-service teachers towards the potential of podcasting in promoting the constructivist approach in, for example, is language learning [7]. And next, another study was conducted by Florini about The Podcast "Chitlin' Circuit": Black Podcasters, Alternative Media, and Audio Enclaves, Journal of Radio & Audio Media which discussed. The podcasts also share heavily overlapping audiences. Will be found many of the same people in the chat rooms of various podcasts or leaving reviews and listener feedback for multiple shows in the network [8]. Also, previous research with a similar topic was conducted by Phillips entitled Empowering students: Using technology-enhanced learning to foster learner autonomy, in Pannonia Research Award: Regionale und Europäische Zukunftsfragen regarding Producing podcasts requires students to master several skills, including researching and analyzing information, creating an outline, drafting and editing a script, and repeated rehearsals to practice pronunciation and fluency [9]. Also, another study was conducted by Clare et al. regarding 'It was all in your voice' - Tertiary student perceptions of alternative feedback modes (audio, video, podcast, and screencast) and regarding the current study is the first to examine the podcasting diffusion phenomenon by integrating the perspectives of social discourse, normative influence, and behavioral theory, the main objective here is to help advance theory development in new media diffusion research [10].

Unfortunately, the gap of previous research includes not showing such an extraordinary role from the podcast itself. It is always identical to the language learning method and is done formally, even though podcast learning material is not only done formally because students can listen intensely yet relax. The purpose of this research is to analyze and determine the level of effectiveness and efficiency to explain the effectiveness of the role of podcasts used as alternative media for the learning and distribution of audio-based content.
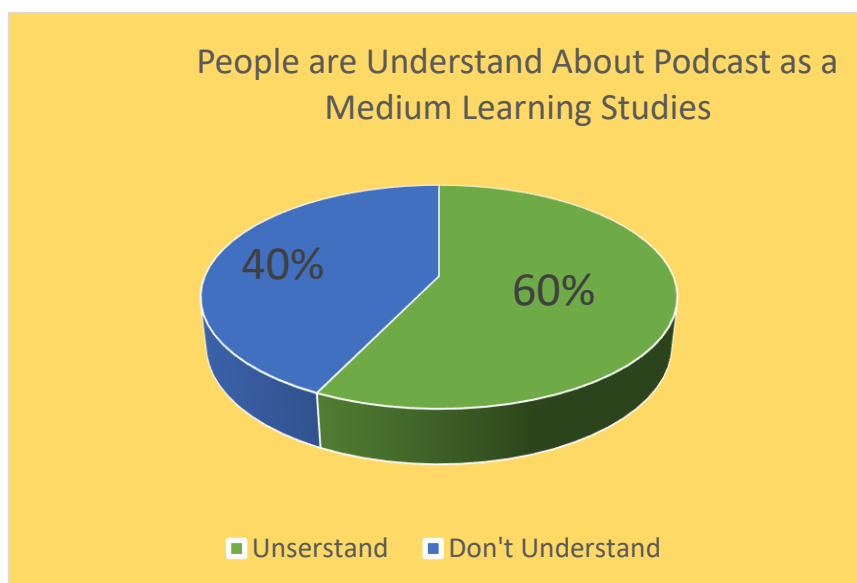
2. Method

This study used descriptive qualitative research methods by conducting literature studies from other various studies and distributing questionnaires to the community. This research prioritizes discovery problems in data quality rather than the number of samples drawn.

3. Results and Discussion

With the growth and development of communication technology, all media have become multimedia. Previously all media was separate, visual and audio. Audio media is considered less supportive of the learning process and boring when used in the classroom. But now, audio media is increasingly in demand with time and technology. People are becoming more and more mobile and don't have time to open their devices to get information. The podcast is a digital recording medium that is distributed over the internet and is usually delivered in an

episodic format. Most podcasts are in audio format, but some are in pdf or video file format but are rarely used. Podcasts can be played on computers or mobile devices that can play digital audio files, including smartphones, iPods, and other MP3 players. It can be played on a digital music platform. For example, it can be played on Spotify, Apple podcast, Soundcloud, and many more. The most common format is MP3. By using audio files that can be read on multiple devices, we can listen to content while doing other things such as driving a car, traveling, or exercising. Listening to audio podcasts through mobile devices is another form of mobile learning.
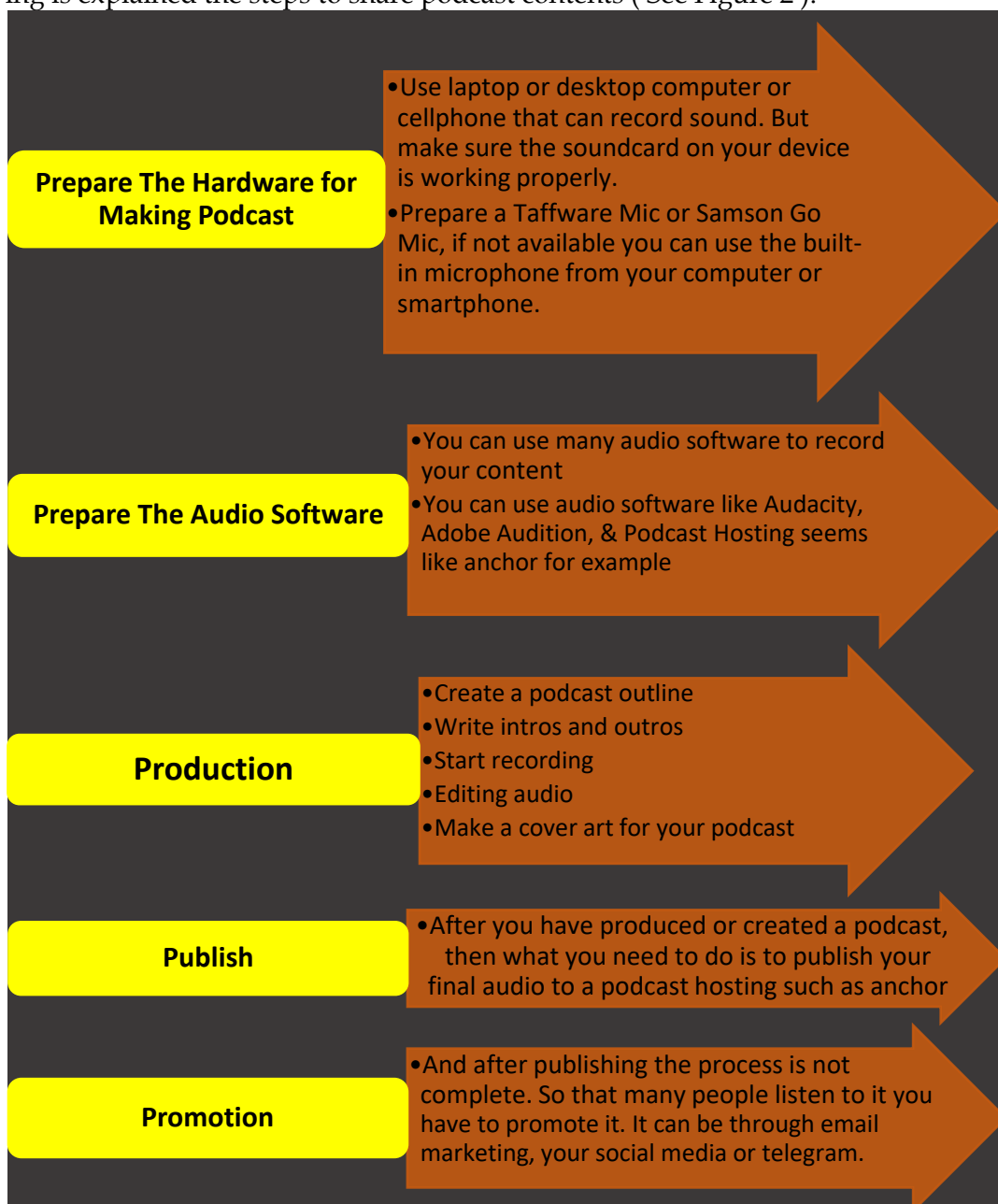
Podcasts have the advantage of time efficiency and can do multitasking like someone can hear learning during other activities [11]. Moreover, podcast playback can be done by replaying topics, because it has been downloaded beforehand. This can be a definite advantage of podcasts compared to radio. In fact, people can listen to podcasts while waiting for the train, eating breakfast, and other moments. There are many kinds of topics to listen to on podcasts. It is different from radio, where information and advertisements broadcast on the radio are spread right away. In the learning process, podcasts provide opportunities for teachers to share interactive audio content which learners can listen to anytime and anywhere. A learner only needs to subscribe to the podcast feed, and instantly, the teacher can send them educational content without waiting. Podcasts can be easily used in schools, universities, or educational institutions and enhance the learning process. From the obtained graphic results, many people did know about the podcast. However, there are still a minority of people who did not know what podcast is. Socialization about the podcast as medium learning studies is needed to give insights to people who currently did not understand podcasts. Therefore, the podcast can continue to keep in touch with the current technological medium (See Figure 1).

Figure 1. People are Understand about Podcast as a Medium Learning Studies

Many people listen to podcast content that talks about psychology, business, language, self-development, etc. With a relaxed discussion but not leaving seriousness in delivering content, many people end up making podcasts an alternative, creative, and innovative learning medium. Based on the survey results obtained, 60% knew about the podcast as a

medium learning study. However, 40% do not understand the podcast as a medium of learning studies. There are still many people who do not understand how to create learning content on Spotify because they still think that how to do it is difficult. It turns out that if we find out more about how to do it, all is not as difficult as it thinks and only needs a few ways to do it easily. The required tools are a microphone, a smartphone with good speaker quality, audio editing applications such as Adobe Audition, Audacity, and many more. After that, the podcasts are published episodes of learning content via podcast using the Anchor application, and it will automatically be published on Spotify. Ideally, audio podcast activists work on topics that are in the field of interest and their abilities. Besides, it is necessary to consider the availability of resources to produce selected topics [12]. For more detail, the following is explained the steps to share podcast contents (See Figure 2).

Prepare The Hardware for Making Podcast
- Use laptop or desktop computer or cellphone that can record sound. But make sure the soundcard on your device is working properly.
- Prepare a Taffware Mic or Samson Go Mic, if not available you can use the built-in microphone from your computer or smartphone.

Prepare The Audio Software
- You can use many audio software to record your content
- You can use audio software like Audacity, Adobe Audition, & Podcast Hosting seems like anchor for example

Production
- Create a podcast outline
- Write intros and outros
- Start recording
- Editing audio
- Make a cover art for your podcast

Publish
- After you have produced or created a podcast, then what you need to do is to publish your final audio to a podcast hosting such as anchor

Promotion
- And after publishing the process is not complete. So that many people listen to it you have to promote it. It can be through email marketing, your social media or telegram.

Figure 2. Steps on how to share podcast content as an audio-based alternative learning media

Similar to radio, finding a radio station is the first step. After finding the desired channel, users can subscribe. When users subscribing to a channel, there will be a notification to users for new episodes. 62% of users listened to a podcast as a learning medium alternative because they are bored with the conventional learning method. In the second quarter of 2019, published by Spotify, the growth of podcast listeners is claimed to have increased as much as 50% over the previous quarter. Party Spotify itself has announced that Indonesia is the only market in Asia with the fastest growth in content consumption of audio [13]. Users need an extraordinary method of learning, and they feel that by getting learning knowledge from podcasts, they will get additional knowledge that may not be obtained when learning is carried out as usual, especially amidst the pandemic. Meanwhile, 38% of users listened to a podcast just to get other entertainment (See Figure 3).

Figure 3. People Listen to Podcast as Medium Learning

The role of podcasts as medium learning studies is to enrich learning and educations. The potential of the podcast lies in its excellence; accessible automatically, easy, and control is in the hands of the consumer, portable, and always available [14]. Podcasts can provide benefits for both teachers and students or listeners, such as improving listening and understanding skills. If used properly, podcasts can be a powerful and positive learning medium. Based on this discussion, this learning can support previous research on the use of podcasts as an alternative learning medium from the development of communication technology and digital evolution. There have also been many educational institutions that have successfully implemented podcasts into their education system and received positive results. This is supported by the easy process of producing and distributing creative and innovative content and the various ways in which podcasts can enhance the learning experience. Some of the benefits of learning that can be obtained by using podcasts such as:

- *A creative source of information*

Conventional learning methods emphasize the teaching format, which continues to be the standard in classroom learning. However, not all teachers are able to lock the focus of students that easily zone out after a few minutes. Podcasts that are informative, well-crafted, fast-paced and entertaining, can capture a student's attention and imagination. It doesn't mean that every teacher has to produce their own podcast. They can use existing free podcasts. Many sources can be taken, for example, *iTunes, Spotify, Google Music, Soundcloud,* and others.

- *To increase understanding*

The role of podcasts as medium learning in the future is to improve comprehension skills through listening. Many students are able to absorb more information when they listen than reading, in some cases even three times as much. This encourages the discussion process, which can encourage creative thinking and open communication between teachers and students.

- *As an instrument to be able to learn foreign languages*

Another advantage of podcasts as a learning medium is the ability to hone foreign language skills. Many podcasts share learning content, such as using the English language, for example. Listening to unfamiliar words can help learners learn correct pronunciation and contextual meaning.

- *Can stimulate the ability to think creatively*

Podcasts can also be used to stimulate creative thinking skills, critical thinking, and artistic talents. One of them is by giving several podcasts content about creative thinking and implementing it into a project.

4. Conclusion

The role of podcasts as alternative medium learning studies is to enrich learning and educations. Podcasts can provide benefits for both teachers and students or listeners, such as improving listening and understanding skills. If used properly, podcasts can be a powerful and positive learning medium. Podcasts can be easily used in schools, universities, or educational institutions and enhance the learning process. Some of the benefits of learning that can be obtained by using podcasts such as a creative source of information, an increased understanding, an instrument to be able to learn foreign languages and can stimulate the ability to think creatively.

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