

THE INFLUENCE OF PODCAST APPLICATIONS ON STUDENT INTEREST IN PRODUCING LITERATIONAL CONTENT

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Abstract

Literacy activities in the higher education environment are important and fundamental. In addition to receiving and understanding information obtained from literacy, students must also be able to produce literacy content themselves. Content is not only limited to writing, but also audio or podcast-based content. This production activity must be supported by the media which can be a place to work and increase the spirit of literacy. This media must be able to become a place to share works, be interactive with each other and provide criticism of this audio-based content so that literacy activities are more alive. This study aims to provide an overview of the influence of the presence of podcast media on students' interest in being able to produce and share podcast content through online media. The research method used in this study was quantitative with survey research type, the sample in this study was 25 respondents, the results of the analysis showed 90% of the respondents stated that the existence of audio-based podcast media greatly increased students' interest in producing podcast-based literacy content.

Keyword: Literacy, Podcast Application, Podcast

Abstrak

Kegiatan literasi di lingkungan pendidikan tinggi merupakan hal yang penting dan mendasar. Selain menerima dan memahami informasi yang diperoleh dari literasi, siswa juga harus mampu memproduksi sendiri konten literasi. Konten tidak hanya sebatas tulisan, tetapi juga konten berbasis audio atau podcast. Kegiatan produksi ini harus didukung dengan media yang dapat menjadi tempat berkarya dan meningkatkan semangat literasi. Media ini harus bisa menjadi tempat berbagi karya, saling interaktif dan memberikan kritik terhadap konten berbasis audio ini agar kegiatan literasi semakin hidup. Penelitian ini bertujuan untuk memberikan gambaran tentang pengaruh kehadiran media podcast terhadap minat mahasiswa untuk dapat memproduksi dan membagikan konten podcast melalui media online. Metode penelitian yang digunakan dalam penelitian ini adalah kuantitatif dengan jenis penelitian survei, sampel dalam penelitian ini adalah 25 responden, hasil analisis menunjukkan 90% responden menyatakan bahwa dengan adanya media podcast berbasis audio sangat meningkatkan minat siswa dalam belajar. memproduksi konten literasi berbasis podcast.

Kata kunci: Literasi, Aplikasi Podcast, Podcast

INTRODUCTION

Technological developments are changing the way of life, the way of communicating and the way of human survival today, starting from Industry 1.0 to Industry 4.0, humans must continue to adapt and be able to carry out literacy activities. According to Savitri (2019), industry 4.0 refers to the technological revolution that is currently happening, which is marked by the development of internet of things (IoT) technology, artificial intelligence (AI), and other technologies that change the way industry works and

communicates. Literacy refers to a person's ability to read, write and understand information, as well as having the skills to use that information effectively. Literacy is a basic ability that is very important for everyone, because it allows one to learn and develop continuously. The higher a person's literacy level, the more capable he will be of utilizing the available information and developing himself continuously. Therefore, literacy is very important to develop. Furthermore, the literacy skills of the people in a country greatly affect the level of progress of a country, the higher the level of literacy in a country's people is proven to be able to bring the country into a successful country, literacy becomes an inseparable part of existing education, because in essence an education is a literacy activities, activities to seek and obtain various information and knowledge.

Industry 4.0 has a very close relationship with literacy, industry 4.0 requires workers who have good digital literacy to be able to operate and manage existing technology equipment and systems. Digital literacy is also important for the workforce so that they can use technology effectively at work, such as searching for information, communicating, and managing projects online. In addition, literacy is also important for business leaders and managers to be able to make the right decisions regarding the use of technology and business strategies in the midst of the industrial revolution 4.0. Finally, literacy is also important for the general public in order to be able to understand the changes taking place in the industry and adapt to them, for example by seeking appropriate training or education to prepare themselves for these changes.

According to Robinson (Pranowo, 2007, p.6), literacy is the ability to read and write well to compete economically completely. This shows that fundamentally literacy is the activity of reading and writing, although in its current development there are many derivatives of the term literacy itself, such as technological literacy, media literacy and other literacy (Musthafa, 2008, p.14). Currently, besides reading and writing, literacy also includes listening and viewing activities. The diversity of literacy activities also affects the content presented and produced, not limited to text or images, but also video and audio images. Content in the form of audio podcasts is currently one of the preferred types of content.

Podcast

Podcasts are a digital audio format that can be played via mobile devices or computers. Podcasts usually consist of a series of episodes that can be played in

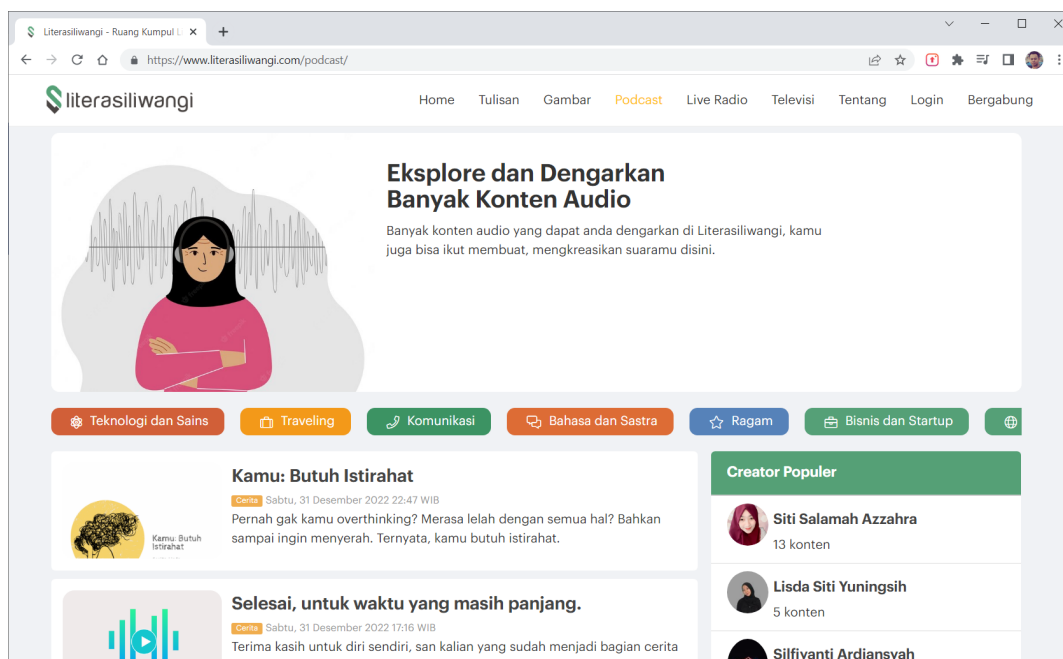
chronological order or randomly. According to Popo (2013), Podcast podcasts are a kind of talk show. In podcasts, various topics can be found that can be of interest, ranging from news to entertainment, from comedy to science, and many more. Podcasts are also often created by individuals or groups who have an interest in a particular topic, so that anyone can find a unique and original point of view in it.

There are several advantages that can be felt when using podcasts, namely (1) Can be accessed anytime and anywhere: Anyone can access podcasts via a mobile device or computer, so they can listen to the content as they wish. (2) Can be customized according to needs, podcast users can choose a podcast according to their interests and needs, so that they can learn or just have fun as they wish. (3) Easily accessible, users can find and load podcasts via the podcast player app or via popular podcast websites such as Spotify or Apple Podcasts. (4) Free, many podcasts are available free of charge, so you can access many sources of information without having to spend money. (5) Variety of topics, there are many topics discussed in the podcast, so users can find something that suits their interests.

Podcast Applications

In general, the podcast application has similarities with various other available applications and is a product of information technology. Podcast applications can be web based applications or mobile based applications. Podcast applications are generally available in a free format, meaning that users can enjoy podcast content in the form of audio as much as they like, there are also podcast applications that charge a fee for more services such as rich content.

When viewed from the communication point of view, podcast applications have two types, namely one-way, meaning that podcast users only have the right to listen without producing their own content. This type of podcast application usually works with specific creators. also create their own content to share. Some examples are Google Podcast, Spotify, Noise and among students and campuses is the Literasiliwangi Podcast.



Literasilwangi.com, The Examples of Podcast Application for Students

According to Fadhilah in his journal entitled Podcast as an Alternative to Audio Content Distribution, he explained that there are several advantages possessed by the Podcast system, among others, 1) it can be accessed automatically, 2) media control makes it very easy for users, 3) its use is very efficient and does not take up a lot of space and internal memory, 4) The main advantage of Podcasts is that Podcasts are relaxed and light in nature, so that listeners will be lulled by the material being conveyed¹³. The advantages of Google Podcasts can make students have abilities.

Podcasts are seen as improving language skills, one of which is speaking skills. Speaking skills are a form of human behavior that involves broad physical, neurological, linguistic, and psychological factors. These factors can be used as a determinant of success in speaking so that these factors must be considered when determining whether someone is able to speak or not (Priatna & Setyarini, 2020).

Several previous studies conducted, among others, by Suriani (2021) stated that podcasts have an influence on students' motivation in learning to speak, another study conducted by Shohwah & Wibowo (2021) stated that with the help of the Podcast application it can improve students' information analysis abilities. In this paper, it will be explained how the influence of the existence of a podcast application on students' interest in producing podcast content.

METHOD

The description of the needs and challenges that the author mentions in the introduction is obtained from previous research. The research method used in this paper is literature study and also uses a quantitative descriptive method. According to Yusuf (2014, p. 62) that the quantitative descriptive research method is a type of research that aims to describe in a systematic, factual and accurate manner the facts and characteristics of a particular population or tries to describe phenomena in detail. The data collection method used in this study is the questionnaire method which is distributed through online form services to make data collection more effective and easier. The definition of a questionnaire according to Sugiyono (2008, p. 199) which states that a questionnaire or questionnaire is a data collection technique that is carried out by giving a set of questions or written statements to respondents to answer. Meanwhile, according to Arikunto (2006, p. 151) which states that a written statement is used to obtain information from respondents in the sense of personal reports or things that he knows.

Respondents in this study were students of IKIP Siliwangi Bandung majoring in Language Education. Some of the instruments used are questionnaires with several questions about the identity or demographics of the respondents and also some questions related to the research object. Some of the questions used are: 1) Do you think a student should have good literacy skills? 2) Is audio-based literacy interesting to use? 3) Does the literacy process require a podcast application? 4) Do you think students should have speaking skills, especially in producing sound content? 5) Are you passionate about creating audio content and sharing it on podcast apps? 6) Does the community in the podcast application require gamification?

RESULTS AND DISCUSSION

The results of research using a descriptive questionnaire method can be described as follows.

- 1) All respondents stated that students' abilities must have good literacy skills.
- 2) As many as 85% of respondents consider that audio-based literacy is appropriate and good for use as a medium for obtaining information.
- 3) As many as 85% think that the literacy process requires alternative media in the form of podcast applications that present content in the form of sound (sounds).

- 4) As many as 83% said that students must have good speaking skills to produce sound content.
- 5) As many as 90% of respondents are excited to create audio-based podcast content and share it widely on the internet.
- 6) As many as 90% of respondents think that gamification is needed in the podcast application so that it motivates them to continue working.

Overall, student responses to the existence of podcast applications, especially those that support the lecture process, are very good, this is indicated by the student response as a high number of respondents. Students think that apart from getting various information from the podcasts they listen to, students can also produce audio content from knowledge gained during lectures and from outside the classroom. Apart from that, podcast content also does not require video editing skills and you have to prepare more things because there are pictures to be taken.

The addition of gamification features to applications as well as interactive features such as providing comments is also considered to further increase enthusiasm for listening to content and producing content. Giving gamification can focus on being active in creating or producing content as well as being active in commenting as an appreciation for the content that has been created.

CONCLUSION

Strengthening literacy skills, especially in producing useful content in the form of audio, is an attractive alternative for students. This content production can be accommodated by the existence of a two-way podcast-based application that allows students to listen to and produce content, besides that fellow students can interact with each other and give appreciation to the existing content. This podcast application must be in the form of an application that is easy to access and use, besides that various interesting features can be added such as gamification based on active content creation and active interaction. Creating audio content in the podcast application indirectly trains students to be able to find ideas, put ideas into content frameworks and finally produce the content itself so that students become more creative, innovative and literate.

It is the author's hope that what is presented in this paper will become new information material for those who read it and also the ideas presented in this paper can

also be applied and become an inspiration to improve students' abilities and willingness to be literate and become literate individuals. Thus in addition to forming a generation that is good at communicating, both in language and also in technology so that a competitive generation can be formed to build a strong and independent nation.

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