THE CONCEPT OF PODCAST PRODUCTION DESIGN "RUANG KITA" AS A MEDIUM OF INSPIRATION FOR MILLENNIALS IN SELF-DEVELOPMENT

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Abstract: Ruang Kita" is a program that has been designed with the aim of allowing millennials to enjoy themselves while obtaining a space where they can find self motivation and inspiration in this podcast program which has been packaged with a casual and educative conversation. The "Ruang Kita" podcast consists of 3 episodes. The first episode is titled Becoming a Content Creator for a Better Living which discusses the struggle of Rahel Tama, a college student who is currently building her career as a content creator. Second episode is titled From Passion to Career, which discussed the story of Kelvin Christian who is very passionate about his hobby in the coffee industry. Finally, the last episode is titled Starting a Business Successfully with Best Friend, which discussed the story of two best friends, Mufti and Miqdad in their Betta Fish Business together. This non thesis work uses New Media Theory which explains that the communication message is focused and easy to be channelled through the internet technology and involves the audience to increase the interaction and communication process. "Ruang Kita" will be uploaded to Spotify and Youtube as the main platform.

Keywords: Millennial, Podcast, Self Motivation, Inspiration, Internet, New Media Theory

INTRODUCTION

In this era, information and communication technology has developed and undergone very rapid changes. New innovations have emerged to support these developments. This can be proven by the existence of the

Internet. The Internet is a global computer communication system that allows all services to be available. The Internet provides a wide range of services that led to a revolution in the way of human life [1]. With its fast and easy operating system, the internet has a big role in society, especially in the process of disseminating information on a platform called online media.

The development of digital media in Indonesia has been very widespread, because many of our people have used smartphones in 2020. One concrete example of the rapid development of digital media is also marked by allowing schools or online work during the COVID-19 pandemic. The changes are a sign of technological developments and mass communication that has turned digital. With the existence of online media, people who previously depended on conventional media, now many have switched to using online media. According to HootSuite, Indonesia has 175.4 million active internet users out of 272.1 of its existing population.

This shows that people are familiar with using the internet. Millennials are also the most active internet users in Indonesia using the Internet as a medium to find the most important information on a daily basis

Figure 1. HootSuite Mobile, Internet, and Social Media Data in Indonesia From "Indonesian Digital Report 2020" by HootSuite, 2020

The Internet and everything in it, including online media, is a form of new media. "New media are various devices of communication technology that share the same traits that in addition to the new are possible with digitization and their wide availability for personal use as a means of

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[1] Douglas E Comer, *The Internet Book: Everything You Need to Know about Computer Networking and How the Internet Works* (Chapman and Hall/CRC, 2018).

communication" [2]. Based on this theory, all existing focus on conventional media or other forms of communication technology is generally available on one online (digitized) platform. The changes are a sign of technological developments and mass communication that has turned digital. One of them, from audio communication technologies such as podcasts. Podcasts are downloadable digital RSS 2.0 feeds and media files can be audio, video or both [3]. With podcasts, users can listen to audio broadcasts with any theme, anywhere and anytime. Podcasts are a new form of radio change that finds a new form in this digital age. The name of the podcast itself is obtained from a music player device created by a product made by Apple, namely the iPod which stands for ipod broadcast.

Based on the article "Podcasts Are Increasingly Popular Among Young People" (2020), in 2017 Spotify asked Kantar TNS to survey radio and podcast listeners in Indonesia which showed that almost half of audio listeners spent time listening to podcasts through platforms such as Spotify. In addition to being uploaded audio,podcasts are also available in video (audio-visual) form. Not infrequently podcast creators upload their content on YouTube to provide more experience to the public by showing who the Hosts and Guests are present at the time of the broadcast. This was done by one of the most popular video podcast creators in Indonesia, Deddy Corbuzier, with 12.1M subscribers. According to survey data from Daily Social in 2018 regarding Podcasts in Indonesia, 67.97% of respondents are familiar with the term podcast. In addition, 80.82% of respondents said that they listened to podcasts in the last 6 months.
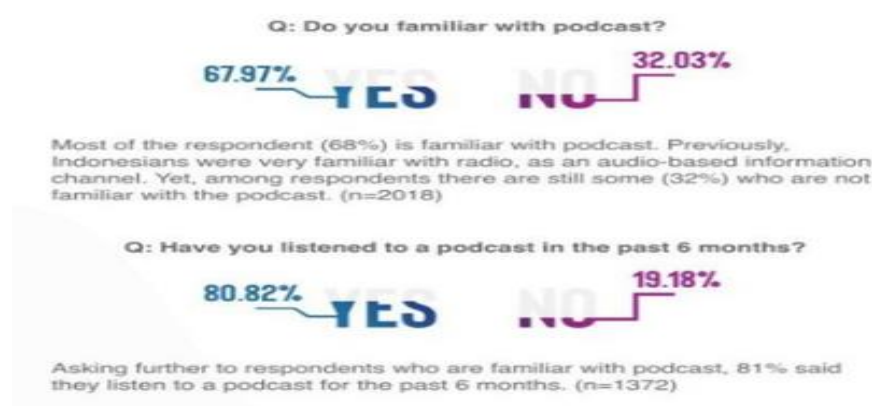

Figure 2. DailySocial Survey Data: Podcast Users

[2] Denis McQuail, 'Teori Komunikasi Massa, Edisi 6 Buku 1', *Jakarta: Salemba Humanika*, 2011.

[3] Tim Sweeney, 'Free for Educators" from the Original on September 5, 2014. Retrieved 2014-09-05.^ Nutt, Christian (February 19, 2015)." Epic Games Offers up $5 Million in Unreal Dev Grants" from the Original on March 12, 2015. Retrieved March 11, 2015.^ Conditt, Jessica', *Focus On: 100 Most Popular Unreal Engine Games*, 1540.

platform. As many as 52.02% of respondents chose Spotify as the most popular platform to listen to podcast content.
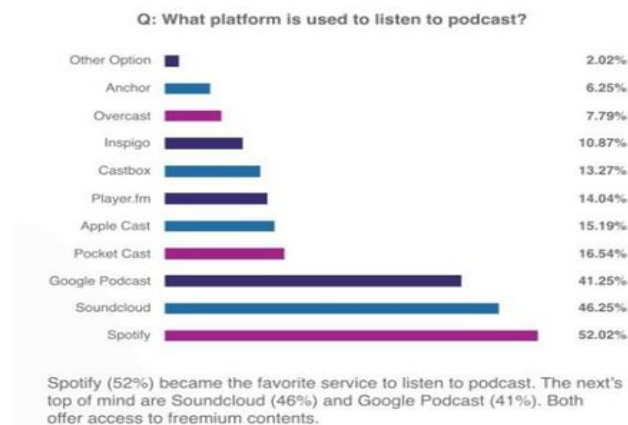

Figure 3. DailySocial Survey Data: Platform

In the same survey data, it was also explained that as many as 70.00% of respondents chose entertainment content as the most popular content. In addition, as many as 60.00% choose Lifestyle as the content they are interested in.
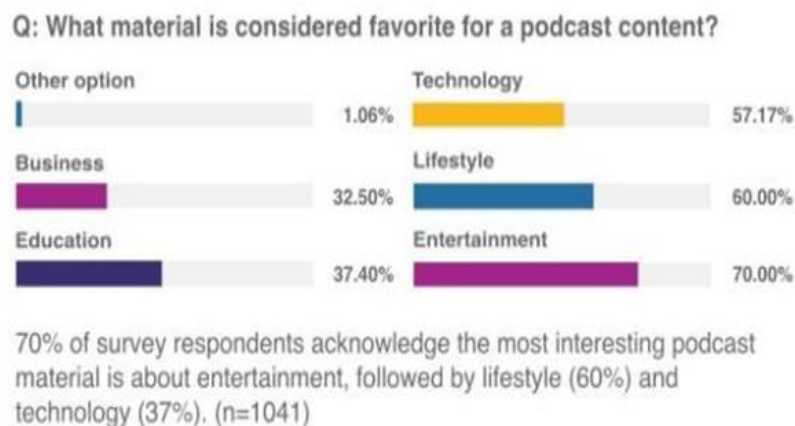
Figure 4. DailySocial Survey Data: Content Preferences

According to data from the 2019 Indonesian podcast survey from Suarane which was attended by 344 respondents, 11 of them chose to listen to podcasts through the Youtube platform. Meanwhile, 162 respondents chose to listen to podcasts through Spotif

Figure 5. Suarane Survey Data: Platform

Figure 6. Suarane Survey Data: Demographics
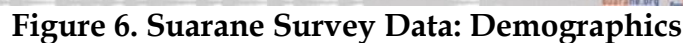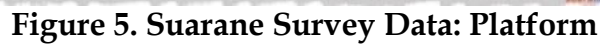
In the same Suarane survey data, it was explained that for the millennial age range (21 – 35 years) there were around 68.2% of users from the number of respondents who followed. Suarane also presented several popular podcasts in Indonesia such as "Makna Talks" with exciting and inspirational content about self-branding, career to art. Then there is also "RAPOT" which discusses interesting topics such as soap operas, romance, work twists and turns, funny experiences to unique habits when spreading. Podcasts - These podcasts tend to cover topics that are casual but have informative, educational, and entertaining elements. Based on an article from "Podcast Is Increasingly Popular Among Young People" (2020), the results of Katadata's interview on February 4, 2020 with 15 people with an age range of 20 - 40 years showed that 93.3% of the speakers were podcast

listeners, of which 26.6% of them listened to podcasts once a week with an average duration of about five to 30 minutes with topics related to entertainment, knowledge and self-improvement, and mystery stories that have a percentage of 20% each.

Figure 7. Suarane Survey Data: Podcast Broadcast

The term millennial generation is indeed familiar and often becomes a public conversation. Millennials belong to the age group of 20 to 35 years [4]. According to data from the Indonesia Millennial Report 2020 from the IDN Research Institute, millennials start from the age of 21 years to 36 years starting in 2020. If concluded, the millennial generation is a generation that is in the early age range of 20 to mid-30 years. [5] states

From their late teens to their late twenties they explore the possibilities available to them in love and work, and move gradually toward making enduring choices. Such freedom to explore different options is exciting, and this is a time of high hopes and big dreams. However, it is also a time of anxiety, because the lives of young people are so unsettled and many of them have no idea where their explorations will lead. (p.1).

This generation is developing in line with technological developments, making a generation that is fluent in the internet world and active on social media. The way millennials consume news and information centered on their phones and their path to discovery is more nuanced and varied than imagined [6].

Although arguably closer to technology, millennials are in a crisis phase of youth to adulthood or it can be called a quarter life crisis. According to research conducted by Frontiers in Psychology, whose

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[4] Jangam Bhavana, S Sanbagavalli, and C Chinnusamy, 'Influence of Nipping and Spacing on Growth and Yield of Rainfed Horsegram (Macrotyloma Uniflorum)', *Journal of Pharmacognosy and Phytochemistry*, 8.3 (2019), 3206–8.

[5] Jeffrey Jensen Arnett, *Emerging Adulthood: The Winding Road from the Late Teens through the Twenties* (Oxford University Press, 2014).

[6] I D N Times, 'Understanding Millennials' Behaviours and Demystifying Their Stereotypes Indonesia Millennial Report 2020 i', *Indonesia Millennial Report*, 2020.

participants are in the age range of 18 - 35 years, it shows that participants experience a quarter life crisis as evidenced by words in their tweets on Twitter social media associated with quarter life crises such as, "work", "time", "night", "weekends" and "my work", this is considered suitable for the phenomenon of emerging adulthood and early adult crisis theoretically. In [7].

Emerging adulthood can be defined as the "in-between" life stage that occurs approximately between the age of 18 and 25, in which a young person is legally an adult, but remains unsettled, exploratory and relatively free of long-term commitments (p. 4). Quarter-life crises tend to occur when a person is aiming, or actively trying, to move out of the life stage of emerging adulthood. In other words, they occur when a person is switching or has just switched from a life structure that is unstable, open and exploratory to one that is more settled, more predictable and more rooted in productive roles (p. 5).

[8] also stated that during the period of maturation, there is a significant environmental and cultural change, this phase will make them (young adults) feel the existence of uncertainty, therefore this phase is described as the most complex and challenging phase for humans because there are three criteria as a sign of the development of the life stage into adulthood, namely, being responsible for oneself, make your own decisions and become independent in personal finance.

It can be concluded that the millennial generation is in the process of maturing or transitioning towards a better, productive and independent life structure. This strengthens the interest of creators in creating podcast production designs that can help the problems experienced by millennials. Creators are interested in using the podcast platform because the number of users from the millennial generation is quite significant. In addition, creators want to provide a platform that millennials can use as a place for them to find motivation and inspiration for their self-development to overcome the quarter life crisis. The inspiration and motivation given to the audience is to go through the stories of our sources, who come from the millennial generation as well but they have already passed their quarter-life crisis. We hope that our work plan can help millennials get through their difficult times well, just like the speakers.

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[7] Oliver C Robinson, 'A Longitudinal Mixed-Methods Case Study of Quarter-Life Crisis during the Post-University Transition: Locked-out and Locked-in Forms in Combination', *Emerging Adulthood*, 7.3 (2019), 167–79.

[8] Varda Konstam, 'Emerging and Young Adulthood', *Multiple Perspectives, Diverse Narratives*, 2007.

THEORETICAL BASIS
New Media Theory

New media or "New media are various communication technology devices that share common characteristics which are otherwise new made possible by digitization and their wide availability for personal use as a means of communication" (McQuail, 2011, p. 152). In (Jamilah, Utami, Kurniadi, 2020) it is said that

Pierre Levy put forward a theory that discusses the development of media known as New Media Theory. There are two views, the first is the view of social interaction, which distinguishes media according to their 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 the democratic world of mutual sharing and the granting of powers that are more interactive and based on society (p. 72)

With the development of the digitalization era, this affects traditional media that already exists. Now, traditional media such as newspapers, magazines, television and radio are experiencing media convergence into digital.

Podcasts

Gray (2016) explained, a podcast is a series of audio or video recordings which are episodes formed into a series, just like TV programs with many episodes. The term podcast came into use in 2004, when the iPod was in vogue. At the time, technology was developed to allow subscribing to feeds with links to downloadable audio files. Radio media characteristics on podcasts are different from television, radio listeners do not need to judge something that appears from the screen. Because radio has a personal character, which makes listeners feel close. The podcast is delivered directly by the announcer through audio that enters the listener's mind so that it is immediately accepted. Therefore a broadcaster who is good at broadcasting should speak like to one person or individuals, not to many people. The closeness of listeners to this radio station is an added value than radio media that only relies on sound.

Millennials

According to data from the Indonesia Millennial Report 2020 from IDN Research Institute, millennials start from the age of 21 to 36 years starting in 2020. If concluded, then the millennial generation is a generation that is in the age range of early 20 to mid-30 years. The millennial generation is often described as a generation that grew up with instant technological developments, spent a lot of time on social media, preferred to travel, eat

out, and spend money (Utomo, et al., 2019). In the Indonesia Millennial Report 2020, it is also explained that the millennial generation is a significant engine of Indonesia's economic growth because based on the Indonesian Central Bureau of Statistics, it is projected that Indonesia's productive population (aged 15 to 64) will be 179.1 million people in 2020 and the millennial generation (aged 21-36) contributes to around 63.5 million people.

RESEARCH METHODS

The "Ruang Kita" podcast will produce 3 episodes of 30 – 60 minutes each. This podcast will later be published on Spotify & YouTube platforms. Creators will package the production of this podcast in a relaxed, educational and entertaining manner. The dialogue between the host and the speaker will be carried out in such a way as to create a sense of closeness like a conversation between friends and interspersed with light humor. Each episode will be attended by speakers from the millennial generation who have passed the maturation period or mid-life crisis and discovered their potential.

Based on survey data from Suarane regarding podcasts which was attended by 344 respondents, 68.2% of them were listeners in the age range of 21 – 35 years (millennials). The survey also presented several popular podcasts in Indonesia such as "Makna Talks" with exciting and inspirational content about self-branding, careers to art. Then there is also "RAPOT" which discusses interesting topics such as soap operas, romance, work twists and turns, funny experiences to unique habits when spreading. The data concluded that the number of podcast listeners from the millennial age group is quite significant and they are interested in topics – topics that are entertaining, relaxed and motivating. Millennials are a generation that is in the stage of self-maturation, they are often trapped in the phase of quarter life crisis.

RESULTS AND DISCUSSION
A. Steps to implement the project
1. Pre Production

In the design of this work, the creator of the work plans to produce a podcast called "Ruang Kita" where this podcast has a total of 3 episodes each lasting 30 – 60 minutes which can later be listened to and watched via Spotify & YouTube. Targeting an audience of millennials, creators will package the production of this podcast in a relaxed and entertaining manner so that it can be enjoyed well by the audience. This can be seen from the way the host and the speaker have a pleasant conversation and is

seasoned with a little laughter and the overall atmosphere of the current location. In the production of this podcast, the creators invited 3 speakers from the millennial generation with various backgrounds and have different passions and activities. The selection of speakers is based on the similarities of the speakers who have passed the quarter life crisis phase and finally succeeded in developing their potential. Despite being in a period of self-maturation, the speakers managed to find solutions to their problems. So it is hoped that, by sharing the story of their journey through the production of the podcast "Ruang Kita", it can help audiences who need motivation and inspiration for self-development.

In the first episode entitled "Becoming a Content Creator for a Better Life" we invited Rahel Tama, a final year student at LSPR who is now starting her career as a content creator to make ends meet. Experiencing a quarter-life crisis in terms of family and finances, Rahel Tama then built her potential as a Content Creator. He found that his passion was to appear on camera and share many things with the public. From his story in the episode, it is hoped that it can motivate the audience who are experiencing similar unrest and help in their self-development.

In the second episode, "From Passion to Career" invites the story of Kelvin Christian, a 21-year-old student who is now continuing his studies at Padjadjaran University. He is currently pursuing his hobby in the coffee industry until he finally managed to build his own business. Already having this hobby before the coffee industry became mainstream, Kelvin decided to use his knowledge to make something different from everything else. From this episode, it is hoped that audiences who have similar situations can get motivation to continue their passion because passion can be a business opportunity.

In the last episode that the creators titled "Success in Building a Business with Friends", two friends Mufti and Miqdad shared their stories in the ornamental betta fish livestock business. Mufti is an 8th semester biology student at the University of Indonesia while Miqdad is a PNJ graduate majoring in civil engineering who has just graduated.

The two of them are friends since childhood who have the same hobby, namely raising ornamental betta fish. Ornamental betta fish has indeed been something famous for a long time, but it has only recently returned to fame since the COVID-19 pandemic. Mufti and Miqdad, who have lost contact since growing up, re-established a friendship in 2020 because of their hobbies.

During this time, both experienced a quarter-life crisis in terms of work and finances. The difficulty of finding a job during a pandemic is indeed something experienced by almost all millennials who want to continue to the world of work, this is experienced by these two friends so they use the existing opportunities, namely the betta fish business which is increasingly popular during the pandemic. In this episode, it is hoped that it can provide motivation to millennials who experience the same unrest. In the hope that they will create their own opportunities. The process of writing a script guide is carried out by the creator of the work after conducting a pre-interview with the speakers. The creator asks for basic things such as their full name, busyness and interest. The creator also asked several things about the kapa hat alone that the source did not want to discuss during the production process.
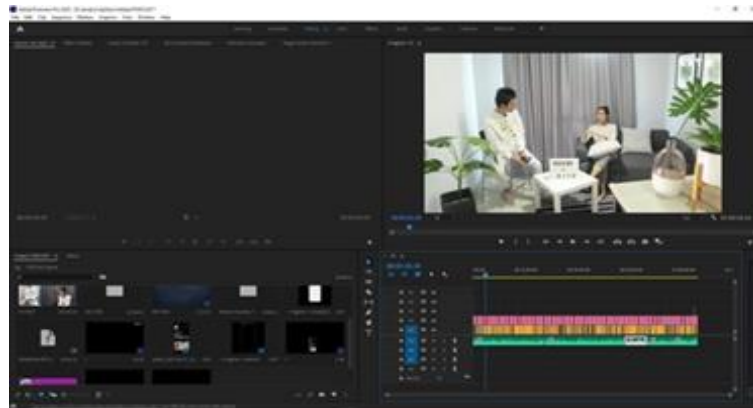
2. Production

The production process begins with audio and video recordings. The creator of the work provides a script guide to the source and host to read first. Then the creator directs what to do such as how to speak and body language, so that the production runs based on the concept.

The recording begins using 2 cameras, a main camera that highlights the host and source and a second camera that highlights the side. The host, each speaker and camera are equipped with a microphone that will capture audio. During the recording process, the creator monitors the conversation and will give aba – aba if there is noise or need to break for a while before continuing the recording. This is done to reduce the duration of the audio/video file so that it is not too heavy when processed in the editing process. After the production process is complete, the creator saves the recorded file.

Figure 8 The State Before Production BeginsPost-Production

In the post-production stage, which is the last stage of production, the creator will carry out the editing process using Adobe Premiere Pro software. The editing process starts with editing the video recording first. Each video will be put together in an aligned sequence along with the bumper in, bumper out and audio. For audio that is less clear, the noise reduction process will be carried out on the same software.

Figure 9 Editing Process Episode 1 Podcast "Ruang Kita"

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B. Technical Implementation of the Plan

1. Pre Production

We prepare the concepts that we will apply to the production of the "Ruang Kita" podcast, determine the production section (task positions), determine the sources and topics relevant to them along with the guide script for the host, determine the budget, location, design set position and properties and other completeness of recording equipment. In the pre-production process we also compile promotional materials on our social media. The pre-production process takes 3 months, starting from November 2020 to January 2021

2. Production

Our activity started by recording the bumper in/out audio first, after that we continued the process of taking audio and video with each speaker based on the concept, rundown, and compiling the set design according to the set plan that had been made. In this process we ensure that everything is running according to the plan made in the pre-production period. We shot at a predetermined location after arranging a schedule with the speakers. Shooting time with speakers takes 1 to 2 hours each episode. During this production period we remained active in social media to promote our podcast. This production period lasts for 4 months, starting from January 2021 to April 2021

3. Post Production

This process begins with editing each episode using the Adobe Premiere Pro application. Then we will give a preview of the edited recording to the source to ask for publication approval, this is done to ensure that there are parts that are not pleasing to them. If we have received approval, then we will

continue the process of uploading recordings on the YouTube and Spotify platforms. Our posts are uploaded as many as 2 episodes every month, and after they are uploaded will be promoted through our social media accounts. This process took 4 months, starting from January 2021 to April 2021.

The creator of the work will upload the work on Youtube and Spotify which are the main platforms for the "Ruang Kita" podcast. The pictures below are an illustration of how our content is published on Youtube and Spotify accounts. In the content upload, it will be equipped with a thumbnail containing a photo of the source and the title of each episode to make it clear what audience and who will be in the podcast episode "Our space".
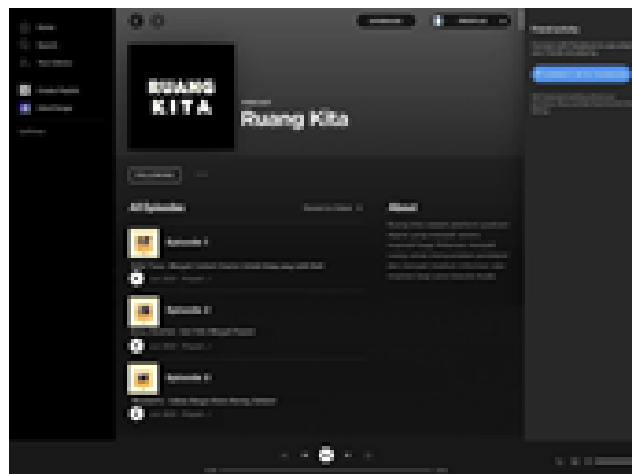
**Figure 10. "Our Space" podcast display on Spotify
Project Evaluation**

Based on the observations of the creators in the production process of the "Ruang Kita" podcast, there are several things that need to be marked. There are some camera angles that look awkward because the location is not large enough. Then, even though it has

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passed the noise reduction stage, there is still minor noise in some parts of the audio that captures the AC hum sound. Regarding the speakers, in this production process we were faced with a situation where one of our prospective speakers was unable to attend because he was outside the city which we then replaced with a new source. Another incident, we had invited a fourth speaker but after the editing process we realized that the story he told in the podcast production did not fit our concept. In addition, one of our speakers had arrived late so that buying production time that should have been completed in the afternoon was delayed until the evening.

The limitation of our production is our segmented target audience (millennials), so it is possible that the topics discussed will be less relevant to audiences outside the millennials. Then this work will only be published Youtube and Spotify and will not be available on other platforms

CONCLUSION

The millennial generation is a generation that grew up together with technological developments. This makes them a significant number of internet users in this era. Even so, millennials are a generation that is in the maturation phase or is experiencing a quarter life crisis. This inspired us to create a podcast production of "Ruang Kita" where we aim to be a place for millennials to get inspiration and self-motivation in self-development. This podcast has an element of entertaining, relaxing, and informative. The production of this podcast presents speakers who come from millennials with various backgrounds and have different passions and activities. They share stories of finding motivation and inspiration to develop themselves. We publish the "Our Space" podcast on online media that makes it easier for millennials to access it. The two platforms are Spotify & YouTube. In addition, we also use Instagram as a promotional medium for our podcasts.

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Times, I D N, 'Understanding Millennials' Behaviours and Demystifying Their Stereotypes Indonesia Millennial Report 2020 i', *Indonesia Millennial Report*, 2020