

Audience's Motives and Gratification in Listening to The Podcast

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ABSTRACT

This research aims to find out how much the level of audience satisfaction in listening to the podcast. The researcher views this research based on the positivism paradigm with the quantitative descriptive method approach and the uses and gratification theory. The technique sampling in this research uses non probability sampling technique with available sampling / convenience sampling types. The results of the analysis using paired t test, it is known that the gap contained in the Gratification Sought and Gratification Obtained variables has a significant value indicating a significant difference between the GS variable and the GO variable, and it is known from the results of the study that 385 respondents obtained the results of GS > GO (Media not satisfying the audience), even though in theory the expectancy value that Palmgreen satisfaction-satisfaction created from each indicator is fairly high, overall satisfaction obtained by the audience in listening to the podcast has a satisfaction value above 99%.

Keywords: *motive, new media, podcast, satisfaction, uses and gratification theory*

ABSTRAK

Penelitian ini bertujuan untuk mengetahui seberapa besar tingkat kepuasan khalayak dalam mendengarkan podcast. Peneliti memandang penelitian ini berdasarkan paradigma positvisme dengan pendekatan metode kuantitatif deskriptif dan teori uses and gratification. Teknik pengambilan dalam penelitian menggunakan teknik non probability sampling dengan jenis available sampling/convenience sampling. Dari hasil analisis menggunakan paired t test diketahui kesenjangan yang terdapat pada variabel Gratification Sought dan Gratification Obtained memiliki nilai signifikansi yang menunjukkan adanya perbedaan yang signifikan antara variabel GS dengan variabel GO, dan diketahui dari hasil penelitian pada 385 responden diperoleh hasil GS > GO (Media tidak memuaskan khalayaknya), walaupun demikian secara teori expectancy value yang Palmgreen kepuasan-kepuasan yang tercipta dari masing-masing indikator terbilang tinggi, secara keseluruhan kepuasan yang diperoleh khalayak dalam mendengarkan podcast memiliki nilai kepuasan di atas 99%.

Kata kunci: *kepuasan, media baru, motif, podcast, teori uses and gratification*

INTRODUCTION

Currently the development of technology is growing very rapidly. Various countries are competing to develop innovations in the field of technology, which have an impact on changing people's lifestyles today. So that lifestyle changes encourage the emergence of innovation in the mass media, this can be seen from the many new media that have sprung up, one of which is podcasts, which is a new media that is currently being loved in Indonesia.

In Indonesia, research on podcasts was conducted by Social Daily ID with the title Podcast User Research in Indonesia 2018. From this research, data obtained from 67.97% of respondents claimed to be familiar with podcasts.

The podcast phenomenon, which is currently a trend, brings up interesting things, namely what makes podcasts start to attract audiences. So that it inspires the industry and media creators to follow the high demand from these audiences. Podcasts generally contain conversations or monologues of a podcaster (individual/group that produces podcasts) with a fairly long duration, namely with an average podcast content of 15-60 minutes,

This raises a question in the minds of researchers, "how much is podcast media considered to meet the needs of the audience", so that audiences are willing to allocate a lot of time to listen to podcasts, and the high demand for podcast content causes podcasts to grow.

METHODS

This research method uses a descriptive quantitative approach, in determining the number of samples in this study using a non-probability sampling technique with the type of available sampling/convenience sampling. Available sampling is the selection of samples based on the ease of data owned by the population. Researchers are free to choose any member of the population who has abundant and easily obtained data (Kriyantono, 2016: 160).

In this study, the researcher used the Expectancy Value Theory analysis technique which is a variant theory of the theory used, namely the Uses and Gratification theory, the technique is used to find the gap between motives and audience satisfaction. The Expectancy Value Theory formula is as follows:

$$D = \frac{\sum_{i \neq j} n_{i,j}}{\sum_{i \neq j} \sum n_{i,j}}$$

Information:

D : Discrepancy

n : Number of samples

i : Expected satisfaction

j : Satisfaction obtained where i

In this study, the discrepancy formula serves to calculate the gap that occurs between motives (GS variable) and satisfaction (GO variable). The discrepancy formula is operationalized by using cross tabulation between the variables GS and GO, so researchers will be able to determine the level of audience satisfaction in listening to podcasts.

RESULT AND DISCUSSION

This research was conducted on 385 respondents, using descriptive quantitative research, data collection was obtained through the distribution of questionnaires conducted online, from the collected data the researchers analyzed the data in the form of answers to 24 questions asked.

Based on the analysis carried out, it was obtained data that the audience had a gap in satisfaction in listening to podcasts, the researcher conducted an analysis using the expectancy value technique, it was known that the mean value between the GS and GO variables had a difference/gap, the GS variable had a mean value of 2.98 while the GO variable has a mean value of 2.93. Where $GS > GO$, it can be said that there are audience motives that are not fulfilled by podcasts.

The overall results of the expectancy value analysis are as follows:

Table 1 Level of Audience Satisfaction in Listening to Podcasts

| Research Dimensions | Indicators | Satisfaction | Average satisfaction dimensions |
|--|---|--------------|---------------------------------|
| Information Satisfaction | Looking for various information, events, knowledge, or social conditions that occur around. | 99,91% | 99,91% |
| | Seek guidance regarding practical issues, opinions and matters relating to choice. | 99,88% | |
| | Seek answers to general curiosity and interest. | 99,93% | |
| Personal Identity Satisfaction | Convince yourself of the values you believe in | 99,88% | 99,90% |
| | Looking for a model of behavior that fits the audience. | 99,91% | |
| | Increase self-understanding. | 99,92% | |
| Satisfaction of Integration and Social | Seeks insight into the plight of others and increases empathy. | 99,89% | 99,87% |
| | Looking for wider conversation material with | 99,87% | |

| | | | |
|---------------|------------------------------------|--------|---------------|
| Interaction | people around. | | |
| | Seek help to fulfill social roles. | 99,86% | |
| Entertainment | Looking for entertainment. | 99,87% | 99,88% |
| Satisfaction | Filling time | 99,90% | |
| | Relax | 99,88% | |
| Total | | | 99,89% |

CONCLUSION

Based on the results of the research conducted, it can be concluded that overall listening to podcasts has a fairly high satisfaction because it has a gap of under 11%. The average overall audience satisfaction in listening to podcasts is 99.89%.

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