


Storytelling Digital Pada Youtube Simamaung Podcast

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| Article Info | ABSTRACT |
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| Keywords: Podcast, Digital Storytelling, Digital Literacy, Narrative Communication, Simamaung Podcast. | In the digital era, narrative communication through podcasts has developed as an effective digital storytelling medium. This study analyzes how Simamaung Podcast utilizes narrative communication in building interesting stories and engagement with audiences. The method used is a qualitative approach with a case study on Simamaung Podcast, examining narrative elements that influence listener engagement and challenges in its implementation. The results of the study show that the use of narrative elements such as plot, characterization, and simple but distinctive language style, provides a strong appeal to the audience. Listeners are not only passive consumers, but also contribute to shaping the narrative through interactive features such as comments and online discussions. In addition, this podcast also strengthens the audience's digital literacy by presenting important issues such as club management and the dynamics of supporter culture in a reflective and critical manner. Simamaung Podcast utilizes digital media convergence to increase audience reach and engagement, especially through social media platforms such as Instagram and X. |
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INTRODUCTION

The development of increasingly advanced digital technology has changed the way humans communicate and share stories. Storytelling is now not only a tool for conveying information, but also allows for deep interactions between content creators and audiences. Podcasts are audio products whose files are uploaded to the internet which can later be listened to either by streaming or downloaded first for those who do not want to listen directly. Podcasting uses a cheap production method, based online, making it easier and the growing global audio speech community shows that audio speakers have great potential worldwide . (Iqbal et al., 2022)

Podcast, as one of the popular digital media since the early 2000s, has become an effective platform to combine story elements with consumption flexibility, allowing audiences to access content anytime and anywhere. This media provides a stronger emotional experience than traditional media (Harper, 2003).

In Indonesia, podcasts are still a new thing for creators in creating audio broadcast content. However, there have been several people who have launched podcasts since 2017. The emergence of podcasts at that time may not have been widely known to the public, until one day podcasts became a trend on a streaming application that made it easier for users to access the content. (Chandra & Azka, 2022)

Podcasts have started to experience significant development in Indonesia since the availability of the Spotify platform in 2018. Based on a DailySocial survey (2018), 68% of respondents are familiar with podcasts, and 80% of them have listened to podcasts in the last six months. This trend shows that podcasts have become a relevant digital media for conveying information, especially for the younger generation who are increasingly connected to the internet (Namira & Wicaksono, 2020). This confirms the potential of podcasts as a digital storytelling media that continues to grow rapidly in Indonesia.

As a form of digital storytelling, podcasts combine narrative elements with voice, music, and audio effects to create an interactive and personal experience. According to Jenkins, Ford, and Green (2013), podcasts have spreadability, which is the ability to flexibly disseminate content and reach a wide audience. Features such as polls, comments, and Q&A sessions allow listeners to actively engage in discussions, making podcasts an interactive and participatory medium.

Simamaung Podcast is an example of local media that has successfully utilized podcasts to deliver informative and entertaining stories. This podcast focuses on topics around Persib Bandung, including match reports, exclusive interviews, and unique stories from the supporter community. With its distinctive narrative style, Simamaung Podcast is able to create a sense of solidarity and strengthen the identity of the Persib Bandung supporter community. This is in line with Putnam's (2001) view that digital media such as podcasts can strengthen social connections between geographically dispersed community members.

The success of Simamaung Podcast lies in its ability to build emotional engagement with the audience through authentic digital storytelling. Relevant and interesting stories, such as supporter journeys or player interviews, are not only entertaining but also provide space for the audience to share their experiences. This strengthens Levy's (2000) argument that digital media enables the creation of collective intelligence, where the audience is not only a passive consumer, but also contributes to the narrative process.

Despite offering many advantages, digital storytelling in podcasts also faces challenges. One of the main challenges is maintaining the authenticity and relevance of the content to attract the attention of the audience. According to Dalila & Nadana (2020), podcasters must be able to choose interesting topics, prepare the material well, and convey the story authentically. In Simamaung Podcast, this challenge is overcome by raising topics that are close to the audience, such as match analysis and stories of the supporter community.

This study aims to analyze how Simamaung Podcast uses digital storytelling elements to create an engaging and relevant narrative. Through a qualitative approach, this study is expected to provide a better understanding of the role of podcasts in building emotional connections with audiences and influencing their perceptions and behaviors.

METHODOLOGY

This study uses a qualitative approach with a case study method on Simamaung Podcast. Data collection was carried out through observation of podcast content and in-depth interviews with the podcast production team. Analysis was carried out on the narrative elements used in the podcast and audience engagement.

Literature Review

Digital Storytelling

Digital Storytelling is a short story based on technology. Usually accompanied by text, illustrations, and sound that is displayed for several minutes. *Digital storytelling* is usually personal or factual material that is narrated (Ohler, 2008). This DS is generally also used as mental therapy, teaching and learning processes, and as a form of documentation of a community or institution. *Storytelling* is one way for humans to convey information.

Podcast

A podcast is an audio or video file uploaded to the web for individuals to access, whether subscribed or not, and can be listened to or watched using a computer or portable digital media player. The use of the term podcast, such as "radio" or "video", can be seen from the content or method of delivery and distribution. Meanwhile, Richard Berry (2006) defines podcasts as a convergence application that is able to create, collect, and distribute personal audio and video programs freely through new media and is able to collect various formats such as mp3, pdf, ePub, and download so that they can be combined in one container and can be accessed by many people throughout the world.

Geoghegan & Klass in Kencana (2020), explains that podcasting is an interesting development in media technology because anyone can get involved, express themselves, exchange ideas, or promote their products. Podcasting places individuals as a force in communication. There will be a place for anyone and any theme in the world of podcasting, and most importantly, podcasting can reach a more geographically diverse audience than radio stations with AM / FM transmitters. The potential that makes podcasting superior is that it can be accessed automatically, easy because control is in the hands of consumers, can be carried anywhere, and is always available

DISCUSSION

The success of Simamaung Podcast as a digital communication medium lies in its ability to build emotional attachment with the audience through a digital storytelling approach. In the increasingly broad world of communication, Simamaung Podcast is a real example of how digital narratives can create meaningful relationships with their listeners. By utilizing relevant stories such as supporter journeys, player interviews, and in-depth reviews of local football issues, this podcast has succeeded in making the audience more than just passive consumers. They also contribute to the narrative process, as stated by Levy (2000) about the concept of collective intelligence. Levy stated that digital media provides a space for communities to share knowledge, experiences, and perspectives, and Simamaung Podcast realizes this concept through a simple yet powerful narrative approach.

In the world of podcasting, strong storytelling is one of the keys to building an emotional connection with the audience. Simamaung Podcast has succeeded in packaging stories that are not only entertaining but also invite the audience to feel emotionally involved. For example, the story about the long journey of supporters who support their team outside the city provides a personal touch that often reflects the listener's own experience. By combining elements such as setting, plot, characterization, and a distinctive style of language, this

podcast is able to create an intimate atmosphere, as if the listener is listening to a story from a close friend.

This narrative style also strengthens the sense of togetherness in the supporter community. In the Simamaung Podcast media, the audience not only listens to stories or match reports, but can also contribute by providing questions, suggestions, or personal stories that are relevant to be discussed in future episodes.

The presence of interactive features in podcasts, such as polls or comments, also allows the audience to play an active role in directing the direction of the discussion. Q&A sessions with listeners or guest speakers can also enrich the narrative that is built, giving the audience the opportunity to get direct answers to their questions or discuss further about issues that interest them. In one of the episodes, the broadcast with the former Director of PT Persib Bandung Bermartabat, Muhammad Farhan, received a lot of positive responses from the audience.

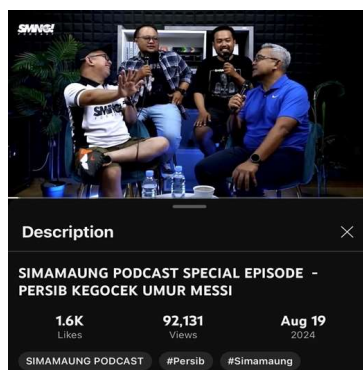


Figure 1.2. Simamaung Podcast Broadcast with Former Director of PT Persib Bandung Bermartabat. Source: Personal Document

<https://youtube.com/@simamaung?si=36OrChZD0GI3LsiB>

It can be seen in a comments column that the podcast content carries a narrative that leads to information about marketing activities at the Persib Club.

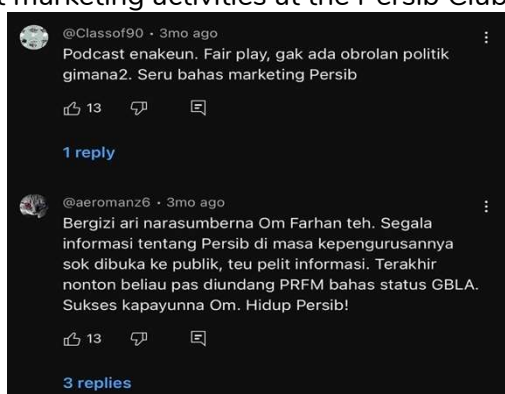


Figure 2. Simamaung Podcast Audience Response. Source: Personal Document

<https://youtube.com/@simamaung?si=36OrChZD0GI3LsiB>

This creates a collaborative platform that combines voices from various audiences, so that this podcast is not only a channel for information but also a place for different ideas and perspectives to gather. The presence of Simamaung Podcast is not only a medium for information but also opens up a space for reflection for the audience about values such as

loyalty, struggle, and love for the club. The effectiveness of this storytelling is in accordance with the views of Dalila and Nadana (2020) who stated that successful digital media is media that is able to create emotional closeness with the audience, so that their interest can be maintained.

However, digital storytelling on the Simamaung Podcast is not only about personal stories. This podcast also uses broader issues such as fan culture, club management challenges, and the social impact of football to provide a deeper perspective. This makes the content relevant to a wide range of people, from casual supporters to sports researchers. This approach provides a uniqueness that is rarely found in other podcast research or practices that often only focus on the entertainment side.

In addition to building social ties, Simamaung Podcast plays an important role in increasing the digital literacy of its audience. Digital literacy includes the ability to understand, analyze, and use information delivered through digital technology. In each episode, this podcast presents a narrative that is not only entertaining but also educational. Information about club management, football league dynamics, and supporter culture is delivered in a way that is easy to understand but remains critical. The audience is not only given raw information but is invited to think reflectively about these issues.

For example, when discussing the issue of transparency in the management of a football club, Simamaung Podcast presents adequate data, interviews, and analysis. Listeners are invited to understand the complexity of this issue, from the perspective of management to the demands of supporters. This approach shows how a podcast can be an inclusive and transformative learning medium. In an era where information is often delivered superficially, Simamaung Podcast's efforts to present an in-depth narrative are a significant differentiator.

The success of Simamaung Podcast cannot be separated from the increasingly complex context of digital culture. In the modern media ecosystem, media convergence is an inevitable trend, where various formats such as audio, visual, and social media interact with each other to create a rich experience for the audience. Simamaung Podcast takes advantage of this very well, especially through the promotion of its latest episodes on platforms such as Instagram, Twitter, and YouTube.



Figure 3. Instagram Feed Post @Simamaung. Source: Personal Document

<https://youtube.com/@simamaung?si=36OrChZD0GI3LsiB>

Social media is not only a means of promotion but also a discussion platform that strengthens audience engagement. For example, after an episode is released, Simamaung's social media accounts often upload interesting audio clips or quotes that spark discussion in the comments section. This strategy allows listeners to share their views, ultimately creating deeper interactions between the audience and the content creator. This approach reflects how podcasts can serve as a bridge between different forms of digital media, creating a holistic experience for the audience.

Like other digital media, digital storytelling on Simamaung Podcast faces certain challenges. One of the main challenges is competition with other digital content that is increasingly diverse and easily accessible. In an ecosystem where audiences have many choices, Simamaung Podcast must continue to innovate to maintain audience interest. One strategy used is to present a variety of narrative formats, such as monologue episodes, interviews, or panel discussions, which provide interesting dynamics for listeners.

Another challenge is the limited duration to tell a complete story. In the podcast format, the ideal duration is often a limitation, especially for complex topics. However, Simamaung Podcast overcomes this by dividing large topics into several series of episodes. This strategy not only allows for more in-depth discussion but also creates anticipation among the audience for the next episode.

On the other hand, digital technology provides a great opportunity for Simamaung Podcast to continue to grow. By utilizing digital platforms such as Spotify, Apple Podcasts, and social media, this podcast can reach a wider audience, including those who may not have access to traditional media. Technology also allows for the integration of visual elements, such as infographics or short videos, which can complement the audio narrative.

When compared to other research or practices in the field of digital storytelling, Simamaung Podcast has several unique features that are worth noting. First, its focus on the football supporter community provides a very specific yet relevant perspective. In many studies on podcasts, attention is usually focused on popular genres such as comedy, business, or technology. Simamaung Podcast shows that niche markets such as local football also have great potential to be developed.

Second, the interactive approach that involves the audience in the narrative process is another aspect that is rarely found in previous studies. Listeners not only listen but also contribute, either through comments, stories, or even suggestions for the next episode's topic. This creates a two-way relationship that strengthens emotional engagement while enriching the narrative. Third, the use of local cultural elements in the narrative adds a unique dimension to this podcast. Simamaung Podcast often includes Sundanese cultural references, which not only enrich the content but also provide a distinctive identity that sets it apart from other podcasts.

CONCLUSION

Narrative communication through podcasts is an effective form of digital storytelling in attracting audiences and building engagement. Simamaung Podcast has shown that with its distinctive storytelling style and relevant topic choices, podcasts can be a powerful medium in shaping perceptions and building a community of listeners. Digital storytelling on

Simamaung Podcast is proof that unique, educational, and interactive narratives can be a very effective communication tool in the digital era. By building emotional attachment through relevant stories, strengthening the audience's digital literacy, and leveraging media convergence, this podcast not only entertains but also empowers its audience. In the realm of communication research, Simamaung Podcast offers a unique and relevant model for further study, especially in understanding how digital media can be used inclusively and transformatively. This research suggests further exploration of the influence of narrative communication in other podcast formats and the potential for monetization that can support the sustainability of this medium in the future.

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