

## ABSTRACT

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***The Role of Deddy Corbuzier's Podcast in Building Changes in Thinking (Case Study on Deddy Corbuzier Podcast Listeners Through the Youtube Application)***

*Keywords: Podcast Deddy Corbuzier, Way of Thinking, Technological Determinism.*

*(XII + 59 + Appendices)*

*This study discusses the role of Deddy Corbuzier's podcast in building changes in the way of thinking using the Theory of Technological Determinism. This study aims to determine the relationship between Deddy Corbuzier's podcast role in building changes in the audience's way of thinking. The method used in this research is a qualitative approach with case studies. The results of this study indicate that there are 4 stages of things from the informant when listening to Deddy Corbuzier's podcast content. Namely the introduction of the Deddy Corbuzier podcast, the changes in the way of thinking that occurred before and after listening to the Deddy Corbuzier podcast, the experience of listening to the Deddy Corbuzier podcast, and the connection in building changes in the way of thinking and the results of the research also show a tendency that listening to Deddy Corbuzier podcast content has a significant impact on informants both in terms of cognitive, behavior, thinking, to culture in the community. although the changes that occur are only limited to temporal cognitive changes, the results of the study show even greater progress for Deddy Corbuzier's podcast media in building significant changes in people's ways of thinking and habits.*

*Bibliography (2005-2020)*