ABSTRACT

RARAS ARGITA. 10820645

Podcast Communication Strategy in Maintaining Listeners
(Case Study Podcast “Somestory”)

Keyword : Communication strategy, Maintaining listeners, Podcast

Along with the times, digital technology is also developing rapidly for human needs. Technological development cannot be separated from the use of the internet. Many new media, one of which is podcasts, “Somestory” podcasts are podcasts that contain stories that inspire and provide various perspectives on life and hope to benefit anyone and the topics discussed are not limited, it can be related to anything that can inspire friends who listen. The purpose of this study was to determine the communication strategies used by “Somestory” podcasts in maintaining listeners. This research uses qualitative research methods by collecting data using interviews and observations. The theory used is technological determinism and uses and gratification theory. The results of the research on communication strategies carried out in maintaining listeners by the “Somestory” podcast are choosing guest stars or guest stars who have unique or interesting stories by delivering content with their own version, quality content, interesting and easy-to-understand content for listeners.

Bibliography (2010-2022)