

COMMUNICATION STRATEGIES OF RADITYA DIKA'S YOUTUBE PODCAST : AN ANALYSIS OF CONTENT AND AUDIENCE INTERACTION

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ABSTRACT

The rapid development of digital media has made YouTube podcasts one of the most popular communication platforms. Raditya Dika's podcast has attracted a large audience through its informative content, humor, storytelling, and engaging interactions. This study aims to analyze the communication strategies employed by Raditya Dika in his YouTube podcast and to examine the forms of audience engagement generated through the content. This research employed a descriptive qualitative method using observation and documentation as data collection techniques. The data were obtained from six podcast episodes published between January and May 2026 and analyzed using content analysis. The findings indicate that the dominant communication strategies include storytelling, humor, communicative language, informative and persuasive message delivery, and active interaction between the host and guests. These strategies enable complex topics to be delivered effectively while creating an engaging and enjoyable discussion. In addition, audience engagement is reflected in the high number of views, likes, comments, and both cognitive and emotional engagement shown through discussions, questions, personal experiences, and opinions shared in the comment section. Therefore, the communication strategies employed by Raditya Dika play a significant role in increasing audience engagement on his YouTube podcast.

Keywords: *communication strategy; YouTube podcast; audience engagement; content analysis; Raditya Dika.*