

CHAPTER 1

INTRODUCTION

1.1 Background of the study

The rapid development of digital media has changed the way people access information and entertainment. McQuail (2011 in Radika et al., 2020) explains that new media is supported by digital technology and widespread connectivity that allows audiences to access and exchange information interactively. One form of digital content that is growing rapidly is podcasts, which offer flexible audio and audio-visual communication that can be accessed anytime and anywhere. Podcasts are increasingly popular because they present a variety of topics, a communicative delivery style, and interactions that make audiences feel closer to the content presented. The increasing popularity of podcasts reflects changes in audience media consumption patterns, especially among younger generations who tend to choose on-demand digital content.

Data shows a significant increase in the number of podcast listeners in 2024. According to the Reuters Institute Digital News Report 2024, global trends show that around 35% of adults in 20 countries listen to podcasts every month. In Indonesia, podcasts are also gaining considerable attention, especially among younger generations such as Gen Z. Research conducted by IDN Media notes that 32% of Gen Z in Indonesia listen to podcasts, with comedy being the most popular topic.

Raditya Dika's podcast is one of the most popular podcasts in Indonesia due to its comedic content that is in line with current trends. Raditya Dika, a comedian and writer, utilizes his strong personal branding, which further enhances the appeal of the podcast. The combination of humor, in-depth material, and a relaxed delivery style makes this podcast a favorite among Indonesian listeners.

Based on data from Social Blade YouTube stats, Raditya Dika's YouTube channel exhibits strong performance with a steadily increasing number of subscribers and video views, the table below presents a comprehensive explanation of the data.

Table 1.1. Data from Social Blade YouTube stats

Metric	Value
Subscribers	10.5 Million
Average Daily SubscriberIncrease	685,164
Video Views	2,443,597,844
Average Daily View Increase	4,796,148
Estimated Monthly Revenue	\$5.1K - \$82.2K
Average Daily Income	\$171

This table summarizes the key performance indicators of Raditya Dika's YouTube channel, highlighting its significant growth and earning potential, which is seen in over 10.5 million subscribers and significant daily engagement. The channel's strong performance indicators indicate a promising future, with the potential to surpass other channels in its field.

Based on the data presented, Raditya Dika's podcast can be categorized as a successful podcast and stands out among all content that has a similar theme. Therefore, the author is interested in choosing Raditya Dika's podcast as a research object because of its ability to combine entertainment elements with in-depth perspectives, making it attractive to a wide range of listeners. In addition, his effective communication strategies, such as the use of humor and personal anecdotes, foster a closer relationship with listeners.

Another factor that contributed to this selection was the high level of listener engagement. This podcast not only presents entertaining content, but also fosters interaction with its listeners through social media. podcasts that emphasize social interaction tend to be more successful. This success makes Raditya Dika's podcast worthy of further research as a prime example of an effective communication strategy in the podcasting world.

A considerable body of research has been conducted on podcasts in Indonesia. Notably, Mochamad Irfan Radika & Sri Dewi Setiawati (2020) investigated "Podcast Communication Strategies in Maintaining Listeners," while Atmanto, Eriawan Akbar (2023) explored "Communication Strategies of the 'Ancur' Podcast in Building Audience Engagement with Listeners on the Spotify

Platform." In contrast to these studies, this research focuses on the communication strategies employed by Raditya Dika within his YouTube podcast, highlighting the distinct platform utilized. Through content analysis and audience interaction analysis, this research aims to elucidate how Raditya Dika leverages the YouTube platform to achieve his communication objectives

Based on the description above, it can be concluded that Raditya Dika's podcast shows a high level of audience engagement and the use of interesting communication strategies in delivering its content. Some of the strategies seen include the use of humor, storytelling, and a relaxed and interactive communication style that makes the audience feel closer to the content being delivered. These strategies not only make the content more interesting, but also encourage the audience to participate through comments and discussions on the YouTube platform. This high level of interaction shows that there is a correlation between the communication strategies used and the level of audience engagement, making Raditya Dika's podcast a suitable subject for further research.

This research is expected to contribute to the development of effective communication strategies in YouTube podcasts, both for creators seeking to launch podcasts and for those aiming to enhance the quality and effectiveness of their content. The findings of this research are also expected to provide insights for marketers and advertisers who wish to leverage the YouTube podcast platform as a promotional medium.

1.2 Formulation of the study

Identification of this problem directs research to formulate the problem as a research question as follows:

1. What communication strategies does Raditya Dika employ in YouTube podcast?
2. How are audience engagement in Raditya Dika podcast Youtube?

1.3 Scope and limitation of the study

This study focuses on analyzing the communication strategies employed by Raditya Dika in his YouTube podcast by examining both the podcast content and audience engagement. The unit of analysis consists of podcast videos published between January 1, 2026, and May 31, 2026. The study analyzes six podcast videos with the highest number of views during this period, as these videos are considered to represent the highest level of audience engagement and interaction. The selection of these videos is based on the assumption that highly viewed episodes are more likely to attract audience attention, generate active participation through likes and comments, and demonstrate effective communication strategies in engaging a wider audience..

1.4 Purpose of the study

Referring to the identified problem, this study is conducted with the following purposes:

1. To analyze the communication strategies employed by Raditya Dika in his YouTube podcast.
2. To explain the audience engagement in Raditya Dika's podcast content on YouTube.

1.5 Significance of the study

Based on the identified problem, the significance of this study is described as follows:

1. For Academic

Providing theoretical contributions as a reference for further research related to digital communication and audience interaction on YouTube podcasts.

2. For Practical

Providing insights for podcasters and YouTube content creators on effective communication strategies in building audience engagement and experience.

3. For Social

Raising awareness of the importance of communication strategies in encouraging interaction, creativity, and content innovation on the YouTube platform.