THE INFLUENCE OF DEDDY CORBUZIER'S PODCAST CONTENT ON YOUTUBE ON THE INTEREST OF WATCHING RESIDENTS OF GANG MANTRI 1 RT 007 RW 010

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Abstract

A podcast is a broadcast in the form of a voice or audio recording of a host or person speaking inside a podcast that addresses a particular topic and is usually aired through applications such as apple music and spotify. Even now podcasts can be listened to via YouTube. The content presented is also a lot so that we can choose to listen to the content we like. Most famous artists or people have also begun to be interested in creating podcast content that is able to attract people to listen to podcasts and the result is podcasts become more and more in demand by the public. One of the artists who created podcast content on YouTube is Deddy Corbuzier. Deddy Corbuzier was the first artist to create podcast content on YouTube. In his podcast he discusses issues that are going viral and attracting the attention of many people. In addition, Deddy Corbuzier podcasts usually display content that attracts the attention of the audience to see the podcast on YouTube and this content is also very influential on Deddy Corbuzier's podcast because this podcast is often trending on Youtube because of the topic discussed and also the number of viewers who see the podcast.

INTRODUCTION

The development of information technology in this global world gives rise to various forms of alternative media in obtaining information. Media is a place where we search for and receive various information, many types of media that can be used to find information ranging from social media, print media, electronic media and so on. Therefore, many residents use the media to find information or various interests.

According to Mandibergh in Nasrullah (2015:11), social media is a medium that accommodates cooperation among users who produce content (user-generated content). Now we can use social media freely to do anything such as looking for entertainment, doing business, looking for news, looking for knowledge, socializing, showing various works in the form of pictures, videos, writings and audio. Examples of works in the form of audio, one of which is a podcast.

A podcast is a broadcast in the form of a voice or audio recording of a host or person who speaks inside the podcast and discusses a particular topic and is usually broadcast through applications such as apple music and spotify. Unlike radio, this podcast is a very practical medium because it can be played and listened to anytime and anywhere by the listeners. As it develops now podcasts are increasingly in demand and enjoyed, even a lot of people make podcast content and it is no wonder that podcasts are now a medium of entertainment and information for their listeners.

According to Phillips (2017, accessed on November 25, 2021), a podcast is a digital audio file that is created and then uploaded to an online platform to share with others. Donnelly and Berge (2006) said that podcasts share interesting benefits and advantages, compared to other technological devices.

With the advancement of technology, podcasts today are very helpful from various aspects of the needs needed by users, especially among young people. Young people are the people who most often use podcasts as a medium of entertainment and information. They are very easy to accept trends or information that they find interesting that is trending or viral around them because young people can easily accept what they see.

Podcasts are increasingly enjoyed because of their many advantages, one of which is, practical and podcasts are easily accessible. We can easily access podcasts and then listen through smartphones and applications that provide podcasts and we only need wifi or quota then, we can listen anytime and anywhere. At any time and any activity the podcast can be listened to.

Most famous artists or people have also begun to be interested in creating podcast content that is able to attract people to listen to podcasts and the result is podcasts become more and more in demand by the public. The content presented is also a lot so that we can choose to listen to the content we like. Usually from the content of the podcast we can also get additional information and can also get inspiration. Now in podcast content usually also talk about issues that are trending or viral among the wider community. Even the information presented in the podcast is given in more detail.

One of the artists who created podcast content on YouTube is Deddy Corbuzier. Deddy Corbuzier was the first artist to create podcast content on YouTube. In his podcast he discusses issues that are going viral and attracting the attention of many people. So that other artists also began to bring up podcasts that discuss the problems that occur in the surrounding environment. Most podcasters create podcast content about entertainment which is only made to entertain listeners and viewers, but there are also those who make content related to education and also informative.

Unlike the others on the Deddy Corbuzier podcast in it more discusses issues that do attract the attention of the audience and listeners who cover all ages both among young people, teenagers, and the elderly. Which from the podcast video that has been made can lead public opinion about issues that occur in the public and from these opinions raises pro and con opinions on the issues that occur.

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In addition, Deddy Corbuzier podcasts usually display content that attracts the attention of the audience to see the podcast on YouTube and this content is also very influential on Deddy Corbuzier's podcast because this podcast is often trending on Youtube because of the topic discussed and also the number of viewers who see the podcast.

Based on the background of the above problems, the researcher formulated the problems in this study as follows:

"How much influence does the content of Deddy Corbuzier's podcast show on YouTube have on the interest of watching residents of Gang Mantri 1 RT 007 RW 010?"

LITERATURE REVIEW
Stimulus – Response Theory (S - R)

Stimulus Response Theory (S - R) is a very basic communication model. This theory is influenced by the discipline of psychology that associates Response Stimulus. This theory assumes that communication as a process of very simple reactions, where spoken words, non-verbal signs, pictures, and special actions can trigger a person to respond by certain methods (Mulyana, 2008: 143-144).

Stimulus Response Model

According to Mulyana, this method describes changes in the transfer of information and is reciprocal, and has many impacts, which can change the next communication action. The S-R theory also argues that if an individual's attitude (response) can be predicted, as a result communication is considered static. Individuals respond because of the presence of external stimuli (stimulus), not based on will, desire, or free will. This Response Stimulus Theory estimates that if a message has been designed and distributed in a systematic way and on a very large scale, then simultaneously the message is conveyed to several people, and not shown to people per person, (Effendy, 2003: 244). The initial form of mass communication is often described in one direction only. This is because the audience is still suspected of being very passive and receiving all the messages that are informed. In mass communication, the response stimulus model includes 2 parts, namely the mass media and the audience. There are 2 components in this model, including:

1. Stimulus: Stimulation, a message from the communicator focused on the communicant, which in this study is the content of Deddy Corbuzier's podcast.
2. Response: the message can be obtained by the audience, it is expected that there will be changes in behavior that occur, in this study is the emergence of interest in watching residents of Gang Mantri 1 RT 007 RW 010 on the content of Deddy Corbuzier's podcast on YouTube.

Mass Communication

Mass communication is communication that utilizes mass media both print and electronic. Not only that, mass communication is also interpreted as a communication directed at several audiences through print or electronic media so that similar messages can be obtained in unison and momentarily.

Mass communication has become a part of the life of the individual himself, at all times the individual is affected by the process of mass communication. Both print, electronic and *cyber* media have become a meaningful part of the lives of the population in general. Each medium has

certain characteristics. Ordinary characteristics that seem real comparisons include the form or form presented by each media.

Social Media

According to Van Dijk (2013: 11) social media is a media *platform* that prioritizes the presence of users who facilitate them in their activities or partners. Therefore, social media can be observed as an online medium (provider) that strengthens the bond between users as a social relationship. There are also characteristics of social media as follows:

a. Network (network)

The character of social media is, creating a network among its users. It does not matter whether in the real world between users they both know or not, but the presence of social media distributes intermediaries for users to connect technologically. The network created between users in conclusion makes the community in the population that consciously or unconsciously wants to cause the value of the numbers contained in the population.

b. Information (information)

Information becomes one of the useful things of social media, because it is not similar to other media tools on the internet, social media users create representations of their identity, produce content, and conduct information-based interactions.

c. Archive (archive)

Archive as a trait that explains that a data has been stored and can be accessed if also and through any feature.

d. Interaction (interactivity)

Social media makes the existence of a network among users one of which is to expand friendships where interaction between users must be formed. In simple terms, interactions that occur on social media such as commenting on each other or giving likes to posts spread on social media.

e. Content by users (user generated content)

Content by these users is a marker on social media audiences not only produce content but also produce content produced by other users. As in YouTube, social media whose content is video, provides a means of creating channels. In this channel, users can upload videos based on the desired category or type.

f. Deployment (share/sharing)

Spread is another characteristic of social media. This link not only creates content that is formed and consumed by its users, but also developed by its users (Benkler 2012; Cross, 2011). Deployment occurs in the first two types, through content. The content on social media that is disseminated also makes it possible to develop with additional data, revision of information, comments, to opinions that agree or not. Second, through the device.

YouTube

YouTube is a social media in the form of web videos that provide a variety of popular information where users can load, watch, and share video clips for free. *YouTube* was founded in February 2005 by three former employees of PayPal, Chad Hurley, Steve Chen and Jawed Karim. Nur Rohim (2019:20) *Youtube* according to Dr. Rulli Nasrullah is an internet-based social media with video content, in that media one can provide various information by creating a channel. The owner of the *channel* is an audience that has an account. From each channel, users can upload videos with various categories. The process of uploading the video is like a picture on a television *channel* packaged in social media.

Podcast Impression Content

a. Content

According to a large dictionary of Indonesian (KBBI) content is information available in media or electronic products. Content delivery can be done through various mediums both directly and indirectly such as the internet, television, audio CDs, even now it can be through mobile phones (mobile phones). Content is a very important component in a medium. Content concerns what we will broadcast to the audience or listeners. Often the content used goes unnoticed. Many people pay attention to the methods, media, and even strategies used in the content, but pay less attention to the content conveyed. Content is divided into four types, namely, educates, informs, entertains and creates trustworthiness.

(1) Education (Educates)

Education is an interactive process that encourages learning, and is an effort to add new knowledge, attitudes, and skills through strengthening certain practices and experiences.

(2) Information (Informs)

Information is a set of facts that have been processed into data, so that it becomes more useful and becomes information when read or known by people who need the information and can be used for decision making.

(3) Entertainment (Entertaints)

Explaining about the quality of entertainment in a marketing content consumed by its audience.

(4) Trust (Creates Trustworthiness)

Explains about the quality of trust formed after a person consumes video content.

b. Podcast

According to Bonini (2015) podcasts are a technology used to distribute, receive, and listen to content on-demand produced by professionals and amateur radio. Phillips (2017), a podcast is a digital audio file that is created and then uploaded to an online platform to share with others. The podcast itself began appearing in 2004 and began to develop since 2005, when Apple added podcasts to iTunes with limited themes. Over time, podcasts have grown and varied. The term podcast is synonymous with audio. In recent years, podcasts have also appeared in the form of videos. So the definition of podcast can refer to audio podcasts or video podcasts.

Audio podcasts are also used by Indonesian artists. Among them is Deddy Corbuzier with a podcast account #CLOSETHEDOOR. The theme taken in making this podcast also always attracts the attention of the audience, especially young people because the guest stars and discussions contained in the podcast attract people's attention to see it. Podcasts are also used for educational and community empowerment purposes.

Residents

According to the Great Dictionary of Indonesian (KBBI) residents are people or people who inhabit a place (village, country, island, and so on). Meanwhile, according to Kartomo Wirosuhardjo, residents are a number of people who inhabit a certain region, called residents regardless of citizen status. As for some population compositions as follows:

a. Population Composition Based on Age and Gender

The system of grouping age and gender is depicted in a graph in the form of bars in horizontal lines. Groupings of this age are divided into:

(1) The population structure of young people with the age of 15 years reaches 35% in contrast to the number of people aged or aged whose age reaches 65 years and above only reaches 3% traffic.

(2) The structure of the old population achieves the opposite of the young population.

b. Population Composition By Labor Force

In general, the age of the population 15 years and above is more active in work activities that include:

(1) People who are still actively working.

(2) There are groups of people whose age is working but for a while not working.

(3) There are groups of people who are active to try to find a job.

c. Population Composition Based on Dependency

Comparison numbers that can prove the dimensions or large capacity of weights that are dependent on the productive age group over the age group are not or have not been productive. Among the population who are productive residents, among others, the age of the population 15 to 64 years, while the age of the population that is not productive starting from the age of 15 years and below is a population that is not productive and 65 years and above is a population that is no longer productive.

Viewing Interest

According to Widyastuti (Ikbal, 2011: 12) interest is a desire that arises after seeing, observing, and comparing and considering the desired needs. Slameto (2010) said, that interest is a sense of liking and interest in a thing or activity, without anyone telling. Interest has a considerable influence on the process and achievement of the results of a *podcast* content. If the content created is not in accordance with the interests of the audience, then they will not be interested in seeing or watching the video. No interest in the audience resulted in them having no interest in watching the video. The absence of interest in watching resulted in no response to the video. But on the contrary, interesting videos can add interest in watching.

Watching is an activity of seeing something that is done every day. Inside KBBI watching comes from the basic word watch. Watching has meaning in verb or verb classes so that watching can express an action, existence, experience, or other dynamic sense.

Viewing interest is an interest or tendency with a certain motive to see or watch an impression. The interest in watching has a close relationship with the impulse in the individual which then gives rise to the desire to participate or engage in something he is interested in.

RESEARCH METHODS

The object of this research is the content of Deddy Corbuzier's *podcast* on *YouTube*. Content is information available through media or electronic products and an important part of a medium. Deddy *Corbuzier's podcast* throughout 2021 with various types of reporting and became popular in the community, this community caused interest in watching from the public.

This study uses a quantitative approach with survey research methods where in this study researchers will focus on a more specific scope of data that can represent the overall population. According to Sugiyono (2019: 36) the survey method is a quantitative research method used to obtain data that occurs in the past or present, about beliefs, opinions, characteristics, variable relationship behavior and to test some hypotheses about sociological and psychological variables from samples taken from a particular population, data collection techniques with observations (interviews or questionnaires) that are not in-depth, and the results of research cendrung to be generational.

The methods used in this study are quantitative descriptive methods and surveys on residents of Gang Mantri 1 RT 007 RW 010. Quantitative descriptive is a research method that describes and explains independent variables to analyze their effect on dependent variables (Sugiyono, 2018). The purpose of descriptive research with this quantitative approach is to explain a situation to be studied with the support of literature studies so as to further strengthen the researcher's analysis in making a conclusion.

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According to Sugiyono (2018: 68) research variables are a characteristic or nature or value of people, objects or activities that have special variations set by researchers to be studied and after that conclusions are drawn. The variables used in this study are

a. Independent Variables

According to Sugiyono (2018: 69) independent variables are "variables that affect or are the cause of changes or the emergence of dependent variables". An independent variable in the study was the content of Deddy *Corbuzier's podcast*.

b. Dependent Variables

According to Sugiyono (2018: 69) "dependent variables are variables that are affected or that are the result, from the existence of free variables". The dependent variable in this study is the interest in watching residents of Gang Mantri 1 RT 007 RW.

The sampling used in this study was *non-probability* with *purposive sampling* techniques. Sugiyono (2018: 133) suggests that *purposive sampling* technique is a sampling technique with certain considerations. The sample used by the researcher is a sample that can represent the population with the criteria of the study. The consideration used is that the sample was taken from residents of Gang Mantri 1 RT 007 RW 010 who had watched the content of Deddy *Corbuzier's podcast* show on *YouTube.*

After the data is collected, the next data will be processed and analyzed using the following data analysis techniques:

a. Descriptive Statistical Analysis

According to Sugiyono (2019: 226) descriptive statistical analysis is an analysis used to determine the existence of independent variables, either only on one or more variables (free variables) without making comparisons on the variables themselves and looking for relationships with other variables.

b. Validity Test

According to Saptutyningsih and Setyaningrum (2019: 164) validity is the accuracy of measuring instruments in measuring an object. Validity is done to see how well the measurement test is in measuring the object that should be measured. Instruments that are considered valid when the tool used can properly measure measuring objects.

c. Reliability Test

According to Saptutyningsih and Setyaningrum (2019: 166) reliability is the stability of repetitive measurement results over time. The reliability of the item is tested by looking at the *Cronbach Alpha* value. The *Cronbach Alpha* value for reliability can be seen on the entire item in one variable. If the alpha value> 0.60 then the reliability level is met (sufficient reliability), but if the alpha value< 0.50 then the reliability is low and the item should not be used.

d. Normality Test

According to Ghozali (2018: 161) states that the normality test aims to test whether in the regression model, the disruptor or residual variables have a normal distribution.

e. Linearity Test

Linearity test aims to find out whether two variables have a linear relationship or not significantly. This test looks at how variable (X) affects variable (Y). This test is performed as a prerequisite in linear regression.

f. Regression Analysis

Regression analysis is used to find out how dependent variables can be predicted through independent variables, individually. In this study, researchers used a simple linear regression analysis based on the functional or causal relationship of one independent variable with one dependent variable. Some of the tests that need to be done for the results of the simple regression equation above are as follows:

(i) Coefficient Significant Test (Test t)

According to Imam Ghozali (2016:99-100), this test is done to see if independent variables individually affect dependent variables.

(ii) Coefficient of Determination (R2)

According to Ghozali (2018: 97) the coefficient of determination (R^2) is a measure of how far the model's ability to explain variations of bound variables is. In this study, determination coefficient analysis was used to find out how much the ability of free variables to explain the variations of bound variables.

RESULTS AND DISCUSSION

In this study, data processing was obtained from respondents who were then processed using the SPSS computer program, after which hypothesis testing was carried out. From the results of the analysis can be explained the influence of free variables (*podcast* impression content) on bound variables (viewing interests) as follows:

a. According to respondents, the content provided by Deddy Corbuzier seen from the variable content of podcast shows attracts attention to watch.

b. The content of Deddy Corbuzier's podcast in the educational dimension also adds new knowledge, discussing education broadly.

c. Deddy Corbuzier's podcast content also encourages learning.

d. Deddy Corbuzier's podcast content in the information dimension also always provides updated information, discussing health information.

e. Deddy Corbuzier's podcast content also discusses facts that have been processed into data.

f. Deddy Corbuzier's podcast content in the entertainment dimension provides entertaining content, and jokes in the conversation, and invites well-known figures in the entertainment world.

g. The content of Deddy Corbuzier's podcast in the dimension of video trust continues to be watched by residents.

h. The content of Deddy Corbuzier's podcast in the dimension of trust sparks conversation in the community and increases public confidence in a matter or information provided in the content.

i. In the problem topic dimension, Deddy Corbuzier's podcast content discusses topics that are currently viral, discusses topics that are liked by the audience, and discusses topics that are currently becoming a conflict in society.

j. In the guest star dimension, namely guest stars who are invited according to the topic of the problem, invite favorite characters, and guest stars who are being discussed, the hosts are interesting, and use language that is easy to hear and understand.

k. In the cognitive aspect, respondents understand the content of the content, but there is 1 respondent who chooses to disagree because they do not understand the content of the podcast, the second statement, namely increasing knowledge or ability, and respondents paying attention to the content there are 2 people who answered disagree because they did not pay attention content.

l. In the affective aspect, respondents enjoy the content, and the content entertains respondents.

Based on the results of this study, it can be seen that the determinant coefficient is 0.819. This shows that variable X (podcast content) (education, information, entertainment, and trust) influences the Y variable (interest in watching) by 81.9%. While the remaining 18.1% is influenced by factors not examined in this study.

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.905^a	.819	.815	2.727

a. Predictors: (Constant), Konten Tayangan Podcast

b. Dependent Variable: Minat Menonton

Source : SPSS Statistics 22

From the results of the study, it is known that the interest in watching the residents of Gang Mantri 1 RT 007 RW 010 is 81.9%. So it can be concluded that there is an effect of Deddy Corbuzier's podcast content on YouTube on the interest in watching the residents of Gang Mantri 1 RT 007 RW 010.

CONCLUSIONS AND SUGGESTIONS

Based on the research and the results of data analysis that has been carried out on 54 respondents regarding "The Influence of Deddy Corbuzier's Podcast Content on YouTube on Interest in Watching Gang Mantri 1 Residents RT 007 RW 010", the following conclusions were obtained:

1. From the results of testing the research hypothesis, there is a positive and partially significant effect between podcast content on viewing interest. This is indicated by looking at the value of the t-test results which show that t count 15.319 > t table 2.007 and sig. 0.000 < 0.05. So it can be stated that Hypothesis Ha is that there is "The Effect of Deddy Corbuzier's Podcast Content on YouTube on Interest in Watching Gang Mantri 1 Residents RT 007 RW 010" based on the hypothesis test that has been carried out.
2. Variable Podcast show content (X) influences interest in watching as the dependent variable (Y) is 81.9% and the remaining 18.1% is influenced by other factors outside this study.

So based on the results of this study, researchers can conclude that respondents have an interest in watching content on Deddy Corbuzier's podcast.

The suggestions that researchers can give related to this research include the following:

1. **Academic Advice**
   a. Suggestions from researchers for future research with similar topics can use qualitative research methods with question and answer methods (interviews) so that they can analyze the interest in watching podcast content on YouTube in more depth and detail.
   b. It is hoped that future researchers can improve other variables and dimensions outside of the variables and dimensions contained in this study, to make research results better and more varied.
   c. Further researchers are expected to develop research objects into groups and research areas so that subsequent research is more detailed and in-depth because the thoughts of each group are different.
2. **Practical Advice**
   The researcher's suggestion for video creators of podcast content on YouTube to be able to make more interesting shows is to educate, entertain, and provide information by observing the delivery of the message of the host, guest stars, and the topic of the problem taken because it can affect interest.

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