

The Effect of Podcast Rintik Sedu on the Behavior of Celebrity Worship K-Popers (Episode When You Fall in Love with Your Idol)

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Abstract

The rapid growth of communication and news technology at this time certainly has a major impact on all areas of life. Online media in Indonesia, this development has succeeded in combining several media platforms. Podcasts is an on-demand service, which means listeners can select, loop, and skip content which want to they hear. The purpose of this research is to get information and To do analysis about influence communication in Rintik podcast sad to behavior k- poppers. This research includes causal associative research with quantitative descriptive approach. The sample in this study has criteria, including male or female, aged 17-25 years, listening to the Rintik Sedu podcast and a K-poper so that 100 respondents were obtained. The analysis used multiple linear regression. The results of this study indicate that the Rintik Sedu podcast has a positive and significant influence on celebrity worship. This is because podcasts have a more efficient one-time production rate, podcasts must be able to upload at least daily, weekly or monthly to keep listeners loyal, podcasts can have a good impact because listeners can directly download podcasts they want to hear and podcasts that can be listened to. anywhere and anytime has succeeded in captivating the listener's desire because it can be listened to at will wherever and whenever.

Keywords

podcast rintik sedu; behavior of celebrity; worship k-popers



I. Introduction

The rapid growth of communication and news technology at this time will have an impact on all people's lives both through media such as text, audio, visual and even audio visual formats. In online media in Indonesia, its development has succeeded in combining several media platforms. This is starting to emerge and makes it easier for users to use according to their needs and desires, such as *online* media, social media, *e-books* to digital radio. New media New media is a digital communication technology device that has wide access as a sender and receiver of interactive messages that can be reached anytime, anywhere. (McQuail, 2011 in Septarina, 2021) .

Not only is traditional media one-way, but new media is to prevent audiences from passively receiving news or messages, connecting to wider networks, interacting with each other, and creating meaningful messages. Reported from (Kemenparekraf/Baparekraf RI, 2021) that industry radio experienced a golden age in 1980-1990. During these years, radio has many programs that are very popular among listeners, such as dramas radio. However, with progress technology which fast, listener radio finally starts move towards visual television broadcasting.

Adaptation to radio is appearance radio on line or podcasts. If radiously be heard on time which has determined, so with presence radio *on line* (podcasts), listen when even

listener want it. The podcast is recorded and then processed or used in the post-production process. Unlike podcasts, radio is broadcast *live* (live). Many radio stations have been recorded since the pandemic. Podcasts is an on-demand service, which means listeners can select, loop, and skip content which want to they hear. *Podcast* is a technology that is used as a medium for distributing, receiving, and listening to content according to *on* - demand whose production is carried out by experts and amateurs.

The more Up technology, podcast the more known in Public global, especially in Indonesia. DailySocial 2018 poll, reported by idntimes.com, found most podcast listeners aged 20-25 years with 42.12%, followed with they which aged 26-29 year and 30-35 year. Podcasts in Indonesia, supported by 68% of survey respondents who know podcasts, and even though some of them have listened to broadcasts repeat in six-month final, people which very interested also allowed to be on podcasts in Indonesia.

There is 3 type podcast that is podcast solo, podcast with Interview and podcasts. with multiple hosts. They usually publish their podcast episodes on Google podcasts, SoundCloud podcasts, Anchor Podcasts and which most popular is Spotify, podcasts made from genre or theme which different, like; comedy, romance, horror, business and self-improvement, sports, health and more.

My-best.id has recommended best *podcasts* Indonesia based on its popularity on Spotify which is available from various genres, says that the position of the first is occupied by Rintik Sedu with the romance genre (Mybest.id, 2021). drizzle sad provide content which worthy for be heard moment You currently sad or have relationship problems. Every episode always has a different theme, so listeners are free to choose who they want to hear. He managed to make drizzle sad as 3 big podcast Indonesia year then.

Rintik Sedu has ten or even almost hundreds of podcast episodes on Spotify, which everything of course just relates with emotion. From sadness until K pop. Tsana must be able to keep up with current trends in order to keep a loyal audience, including the desire to enter a world he had never known before. In one of Rintik Sedu's episodes, "When You Fall in Love with Your Idol," he tells how her friend adore artist boy band Korea. Seeing this finally made the writer interested in doing research, is it just Tsana's friend? or indeed most *K-popers* have traits or behaviors like that and Tsana as a *podcaster* has influence in communicate through *podcast* which he has.

II. Review of Literature

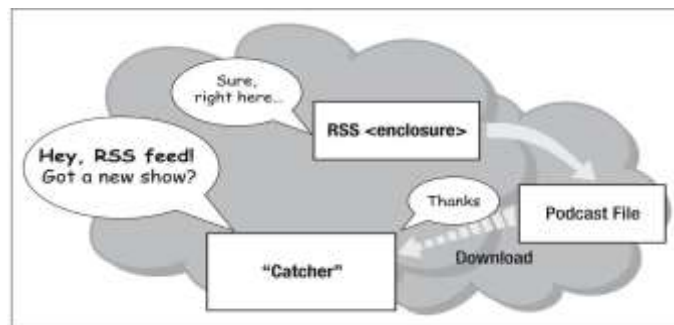
The Media Now book mentions that the features available on the Internet are electronic publishing, entertainment, communities, blogs, search engines, and various other features including increased data download and upload. The internet in communication has changed because it is seen as a new form or pattern of communication. This is the answer to the human desire and dream to be able to "touch" other people more broadly, more globally, faster and cheaper. And this will be a new form of media, a new form of communication, a new medium. (Zinaida, 2022) .

New media are internet-based media that use sophisticated computers and mobile phones. The original power had two changes: satellite communications and the use of computers. The power and key of the computer as a communicator lies in the digitization process that allows the transfer and mixing of all forms of information efficiently. (Denis McQuail, 2011:43 in Meynalti Handhayani et al., 2020) .

Podcast stands for iPod Broadcasting and refers to Apple's iPod as the first podcast distribution platform introduced in 2001 by Steve Jobs. He was involved in the

development of the software product iPodder, which would succeed in speeding up audio streams. digital music player. Of course, unlike traditional radio, podcasts are not broadcast linearly because podcasts are a platform for on-demand voice broadcasts. (Kencana, 2020 in Zellatifanny, 2020 :118) . *Podcasting* has grown rapidly since its launch in late 2004. According to data released in November 2006 by the *PEW Research Center* , there are more than 17 million podcasts *downloaded* . (Madden, 2006 in Zellatifanny, 2020:118).

Producing and distributing podcasts is relatively easy. There are 3 elements needed, namely (1) podcast material, (2) the party that provides RSS (*Really Simple Syndication*) as well as (3) podcatcher. below are the parties that provide RSS or cloud hosts such as www.soundcloud.com.



(Source: Geoghegan and Klass, 2007 in (Fadilah et al., 2017:9))

Figure 1. Podcast Distribution Mechanism

Rintik sedu must be familiar if you often listen to *podcasts on the spotify* platform . This is because of the popularity of the *podcaster* . Known as Rintik Sedu, actually has the name Nadhifa Allya Tsana. Tsana is also active on the *Youtube, Instagram* and *Twitter platforms*. Even though he is only 23 years old, his career in the creative world has been very bright since he became a writer. Tsana managed to make 7 books, there is even a book that collaborates with a top Indonesian poet, Sapardi Djoko Damono and one of the books he has made has already been made into a film.



(Source: Rintik Sedu Podcast on Spotify)

Figure 2. Podcast _

Spotify is a digital music, podcast and video service that gives users access to millions of songs and other content from creators around the world. Being a music streaming platform, Spotify can run on various digital devices, such as smartphones, desktops, tablets, playstations, xboxes, smart TVs, Bluetooth audio devices . In order to operate *Spotify*, users are required to *download Spotify* first to the device owned by the user.



(Source: Google, 2022)

Figure 2 Spotify Logo

Platform has a mixed business model supported by *freemium* and paid services. When implementing a business model, the most important cost component is the cost of goods sold, including music license fees . (Gobry, 2011 in Netti & Irwansyah, 2018:5).

The development of an increasingly modern era is certainly followed by the development of an increasingly rapid era. This problem can be exemplified through the development of social media and the internet which can make it easier for people to get information. Dissemination of this information such as news that is happening or about pop culture. Pop culture is a culture that fights for meaning, where all kinds of meanings fight for the human heart (Tanudjaja, 2009: 96).

The consumptive attitude carried out by K-Pop fans is not only a fulfillment of desires or expectations, but as a consumption sign that develops along with more and more activities carried out as K-Pop fans (Wulandari, 2017 in Khairil et al., 2019:15).

Celebrity worship is a syndrome of obsessive behavior that is addictive to artists and all things artist. The more fans seek information about their idol, the more fans believe that he and his idol have a special relationship (Sunarni, 2015 in Vinola, 2021:11). Celebrity worship or *celebrity worship* is defined as relativity in order to form a close relationship with idols who tend to have dysfunctional behavior (Rojek, 2012 in Dewi & Indrawati, 2019: 291).

III. Research Method

The research was conducted by collecting data to meet the objectives which will achieve researcher. With thereby, for get it required something method scientific or method study. According to (Sugiyono, 2017 in Women, 2021:41) Research method is a scientific method to achieve certain goals so that study that based on reasoning scientific, experimental, and systematic.

The research aims to explore problem which there is connection because consequence Among two variable or more. In this study there are independent variables (independent variables) and dependent (dependent variable). This research uses descriptive quantitative research by using a structured questionnaire. The data obtained in this study is numeric data and analyzed with statistical methods.

A measurement scale is something that has been agreed upon as a reference for determine long or in short period time which there is on something tool measuring, and if the measuring instrument is used as a measuring tool, then produce quantitative data. (Sugiyono 2018 Women, 2021:45).

This study will use a Likert scale. Likert scale is a scale which can used for measure attitude, opinion, & perception a or group of people about a sign or social reality (Sinambela & Sinambela, 2021:234). The Likert scale used in this study aims to: to measure variable effectiveness communication to behavior k-popers.

The population contains all the characteristics/attributes of the subject or object so that it is not only the number of subjects or objects that are investigated. According to (Sugiyono 2003 in Sinambela & Sinambela, 2021 :158) Population is a general field which contains objects or subjects with certain qualities and characteristics that the researcher set to learn and conclusion is drawn. The population in study this is listener podcast drizzle sad in Spotify platform. Sample is subgroup member population which chosen for participate in research (Sinambela & Sinambela, 2021:160). Technique The sampling in this study is non-probability sampling with purposive sampling type, because the sampling technique is in accordance with research objectives that require certain respondent characteristics (Sinambela & Sinambela, 2021 :173).

Data collection techniques are used as support for research, then researcher will use two type data, namely: Data Primary and secondary data.

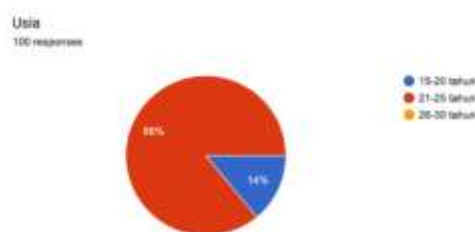
Regression analysis is an analysis to get the relationship and model mathematical compared to variable dependent (Y) with one or more variable independent (X). Simple regression has a functional or causal basis one variable independent with one variable dependent (Sugiyono, 2019).

The coefficient of determination (value 2) has the aim of knowing the extent to which where is the ability of the regression model to explain the variation of the dependent variable. Score coefficient of determination can be generated through the formula (Gujarati, 2006:161 in C. Nova, 2020:62).

A hypothesis is a statement about one or more population, and validity must prove with procedure testing hypothesis. Test hypothesis is process compare score sample from data study with score hypothesis from available population data (Sutopo & Slamet, 2017 in Mufarrikoh, 2019 :71). After the hypothesis testing procedure is performed, there are only two options. That is, the acceptance and rejection of the established hypothesis.

IV. Result and Discussion

In this study, researchers collected data to determine the effect of the Rintik Sedu *podcast* on the behavior of *Celebrity Worship* k-popers on Twitter social media. The questionnaire was distributed to 100 respondents, who often listen to the Rintik Sedu *podcast* on Spotify and are also k-popers to be sampled in the study. Respondent data in this study is needed to know the background of the respondents. The following is an explanation of the characteristics of the respondents that have been collected by the author:

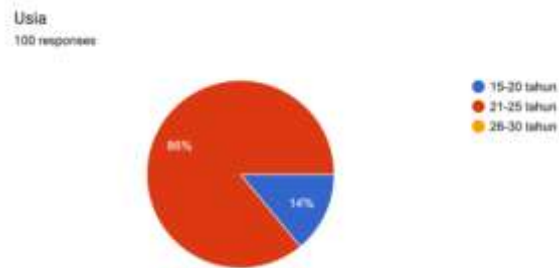


Source: Research Results (2022)

Figure 1. Characteristics of Respondents by Gender

Based on the picture above, it can be seen that the respondents in this study were 86% or 86 people were female and 14% or 14 people were male. This proves that the respondents studied have included the criteria needed by researchers to determine the effect of the Rintik Sedu *podcast* on the behavior of *Celebrity Worship* k-popers. It can be

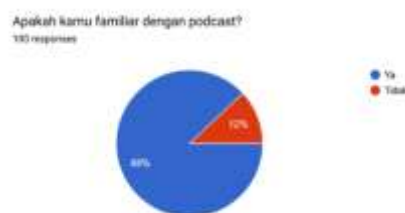
concluded that, according to the questionnaire that researchers have distributed, most listeners to the Rintik Sedu *podcast are women*.



Source: Research Results (2022)

Figure 2. Characteristics of Respondents by Age

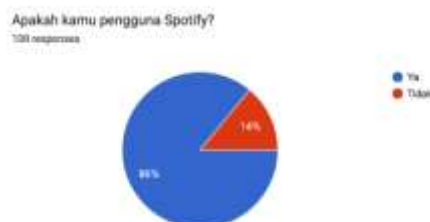
Based on the picture, it can be seen that the respondents in this study consisted of various ages, starting from 15 years to 25 years. This proves that the respondents studied have included the criteria needed by researchers to determine the effect of the Rintik Sedu podcast on the behavior of Celebrity Worship k-popers. It can be concluded that, according to the questionnaires that researchers have distributed, most listeners to the Rintik Sedu *podcast are teenagers to early adults*.



Source: Research Results (2022)

Figure 3. Characteristics of Respondents Based on familiarity with podcasts

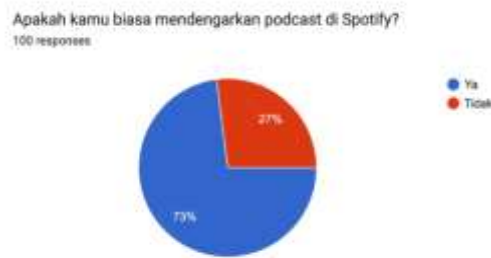
Based on the picture, it can be seen that the respondents in this study 88% or 88 people use Spotify. This shows that the respondents studied are included in the criteria needed by researchers to determine the effect of the Rintik Sedu podcast on the behavior of Celebrity Worship k-popers.



Source: Research Results (2022)

Figure 4. Characteristics of Respondents Based on Spotify users

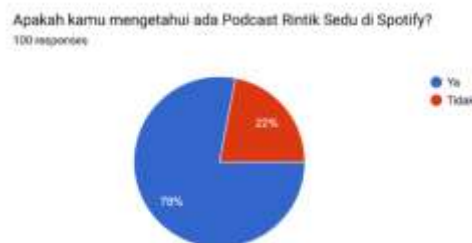
Based on the picture, it can be seen that 86% of respondents or 86 people use spotify. This shows that the respondents who have been studied are included in the criteria needed by the author to find out the Rintik Sedu podcast on the behavior of Celebrity Worship k-popers.



Source: Research Results (2022)

Figure 5. Characteristics of Respondents Based on listening to podcasts on Spotify

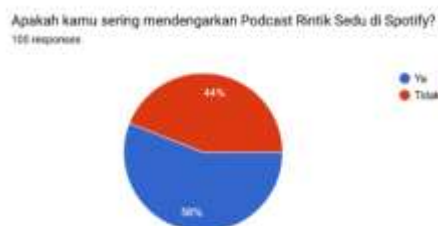
Based on Figure 4.5, it can be seen that 73% of respondents or 73 people listen to *podcasts* on spotify. This shows that the respondents who have been studied are included in the criteria needed by the author to find out the Rintik Sedu podcast on the behavior of Celebrity Worship k-popers.



Source: Research Results (2022)

Figure 6. Characteristics of Respondents Based on knowing the existence of the Rintik Sedu podcast on Spotify

Based on the picture, it can be seen that 78% of respondents or 78 people know about the Rintik Sedu *podcast* on spotify. This shows that the respondents who have been studied are included in the criteria needed by the author to find out the Rintik Sedu podcast on the behavior of Celebrity Worship k-popers.



Source: Research Results (2022)

Figure 7. Characteristics of Respondents Based on listening to the Rintik Sedu podcast on Spotify

Based on the picture, it can be seen that 56% of respondents or 56 people know about the Rintik Sedu *podcast* on spotify. This shows that the respondents who have been studied are included in the criteria needed by the author to find out the Rintik Sedu podcast on the behavior of Celebrity Worship k-popers.

4.1 Simple Linear Regression Analysis

Simple linear regression analysis in this study was used to determine the influence between variable X (*podcast*) and variable Y (*celebrity worship*). The following are the results of data acquisition using SPSS 26

Table 1
Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2485.940	359.717		6.911	.000
	X1	.322	.095	.323	3.376	.001

a. Dependent Variable: Y1

Source: Processed Data SPSS 26

In the table it can be seen that the results of constant (a) get a result of 2485.940 and the value of the regression coefficient (b) is 0.322 so that the equation can be as follows:

$$Y = a + bX$$

$$Y = 2485.940 + 0.322X$$

Based on the above equation, it can be seen that the regression coefficient for the variable (X) is positive with a constant (b) of 2485,940, meaning that there is an increase in *podcast listeners* by 1 unit, then *celebrity worship* will increase by 0.322 one unit. There is no negative sign (-) which indicates that there is no opposite relationship between *podcasts* and *celebrity worship*. This shows that if *podcasts* increase, *celebrity worship* will increase and vice versa, when *celebrity worship* decreases, *podcasts* will decrease

4.2 Coefficient of Determination

The coefficient of determination is carried out by researchers to see the large or small influence of the independent variable on the dependent variable. Here are the results of the coefficient of determination test:

Table 2.

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.394 ^a	.155	.060	871.46271

a. Predictors: (Constant), X10, X3, X6, X9, X4, X5, X7, X8, X1, X2

b. Dependent Variable: Y1

Source: SPSS 26 processed data

Based on the data in table 4.14 shows the results of the correlation coefficient or R of 0.394 and the value of the coefficient of determination or R square is 0.115. This shows that the independent variable affects the dependent variable by 15.5% and the remaining 39.4% the dependent variable is influenced by factors other than *podcasts* that the researcher did not involve in this study.

4.3 Hypothesis testing

Hypothesis testing was conducted to measure the effect that emerged between the independent variable, namely *podcasts* and the dependent variable, namely *Celebrity Worship*. Test the hypothesis in this study as follows:

Ho: there is no influence *podcast* Rintik Sedu against affect behavior *celebrity worship k-popers*.

H1: there is an influence there is influence *podcast* Rintik Sedu against affect behavior *celebrity worship k-popers*.

The criteria for acceptance or rejection of the hypothesis are as follows:

If $t_{hitung} > t_{tabel}$, and the significance value is less than 0.05, then H0 is rejected and H1 is accepted, meaning that there is a significant influence between listeners of the Rintik Sedu *podcast* on celebrity worship.

If $t_{hitung} < t_{tabel}$, and the significance value is more than 0.05, then H0 is accepted and H1 is rejected, meaning that there is no significant effect between listeners of the Rintik Sedu *podcast* on celebrity worship.

To determine T_{tabel} , it is necessary to have degrees of freedom with the formula $Df = (nk)$ with an error rate (α) = 5%, where n = number of samples, which is 100 and k = number of variables used, namely 2. Through this formula, the result is $Df = 100 - 2 = 98$, and it is known that the result T_{tabel} is 1.987

Table 3.
Hypothesis test results

Coefficients ^a					
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1					
	(Constant)	2485.940	359.717	6.911	.000
	X1	.322	.095	.323	.001

a. Dependent Variable: Y1

Source: SPSS 26 processed data

The following table data can be seen that $t_{hitung} 359,717 < t_{tabel} 1.987$ which means H0 is rejected and H1 is accepted. So it can be interpreted that it means that there is a significant influence between listeners of the Rintik Sedu *podcast* on celebrity worship.

4.4 Discussion of Research Results

From the results of descriptive analysis, the podcast variable (X) is in the high category with a total score of 1064 or 70%. This shows that the Rintik Sedu podcast has successfully used podcasts to increase celebrity worship.

The one-time production dimension has 3 statement items where the entire one-time production dimension is in the high category. This is evidenced by the total score of around 1108 or as much as 74%, which means that podcasts are a well-known platform and because it is a one-time production, many listen to podcasts because it is more efficient. Of the 3 statements that received the highest score, the third statement was "Podcast Rintik Sedu eps When You Fall In Love With Your Idol makes me more interested when listening to podcasts" with a percentage of 76%. While the statement with the lowest score is the second statement, namely "Podcast Rintik Sedu eps When You Fall In Love With Your Idol makes me like listening to podcasts even more" with a percentage of 72%. The

results of the one-time production dimension study in this study indicate that podcasts have a more efficient one-time production rate.

Dimensions New Episodes in the podcast series will be uploaded daily, weekly, or monthly has 2 statement items where the overall dimension of new Episodes in the podcast series will be uploaded daily, weekly, or monthly is in the high category. This is evidenced by the total score of 737 or 73%, which means podcasts always upload new episodes every day, weekly or monthly. Of the two statements that have the highest percentage is the second statement, namely "I am waiting for the Podcast Rintik Sedu eps When You Fall In Love With Your Idol to upload the latest episodes every week" which gets 368 or 74% and the lowest is the first statement, "Podcast Rintik Sedu eps When You Fall In Love With Your Idol makes me even more interested when listening to podcasts" which get 366 or 73%. In other words, podcasts must be able to upload at least daily, weekly or monthly so that listeners stay loyal to the channel.

The Download dimension can be done automatically when the content is new "podcaster" or the person speaking in the uploaded podcast has a high category. This is evidenced by the total score of 748 or as much as 75%, which means that podcasts can be downloaded automatically when the content is just a "podcaster" or the person speaking in the podcast uploads it successfully. Of the two statement items, the highest is the first item, namely "I am waiting for the Podcast Rintik Sedu eps When You Fall In Love With Your Idol to upload the latest episodes every week" which reaches a score of 376 or as much as 75% and the lowest is the second statement item, namely "I always listen to the Rintik Sedu Podcast eps When You Fall In Love With Your Idol every day," which reached 372 or achieved a score of 74%. Seeing this, podcasts can have a good impact because listeners can directly download the podcast they want to hear.

Dimensions Can be heard anywhere and anytime as desired by listeners in the high category. This is evidenced by the total score of 1104 or as much as 74%. This dimension has 3 statement items where the highest is the second statement item, namely "Listening to the Podcast Rintik Sedu eps When You Fall in Love with Your Idol can distract me from the real world temporarily" which reaches a total score of 407 or as much as 81%. Then the lowest statement item is the first statement, namely "I listen to the Rintik Sedu Podcast eps When You Fall in Love with Your Idol wherever and whenever" which reaches a total score of 340 or as much as 68%. Seeing this, podcasts that can be listened to anywhere and anytime have succeeded in attracting listeners' desires because they can be listened to at will wherever and whenever.

Simple linear regression analysis is used to predict what happens between the independent variable and the dependent variable (Sugiyono, 2019). In this study, researchers conducted a simple linear regression analysis to determine the effect of the Rintik Sedu *podcast* (X) on *celebrity worship* (Y). from the results of linear regression analysis shows that the *podcast variable* (X) has a positive influence on the *celebrity worship variable* (Y), where when there is an increase in the *podcast* variable by one unit, then *celebrity worship* will increase by 0.322.

Based on the significance value through the table obtained a significance value of $0.000 < 0.05$ so it can be concluded that the *podcast variable* (X) has an effect on the *celebrity worship variable* (Y).

The coefficient of determination is carried out to see the size of the influence of the independent variable on the dependent variable (Silalahi, 2018). Based on the results of the coefficient of determination test in table 4.12, it produces an R square value of 0.115 which indicates the influence of *podcast variables* on *celebrity worship*. This shows that there is

an effect of the *podcast variable* on *celebrity worship* by 39.4%, while 60.6% is influenced by other variables not examined in this study.

In this study, researchers tested the T-test hypothesis to measure the effect that arises between the *podcast variable* and the *celebrity worship variable*. Based on the results of the T test in table 4.18, it can be seen that the significance value is 0.000 where the value is <0.05 so that the *podcast variable* has an effect on *celebrity worship*. that $t_{\text{count}} < t_{\text{table}}$ 359,717 < 1,987 which means H_0 is rejected and H_1 is accepted. that means that there is a significant influence between listeners of the Rintik Sedu podcast on *celebrity worship*.

V. Conclusion

Based on the expected research objectives, namely to find out whether there is an effect of communication in the Rintik Sedu podcast on the behavior of k-popers. So that researchers can conclude as follows Rintik Sedu podcast has a positive and significant influence on celebrity worship. From the results of simple regression analysis, every time there is an increase in podcasts by one unit, then celebrity worship will increase by 0.115 one unit. In addition, it can be concluded that there is an effect of the podcast variable on celebrity worship by 39.4%, while 60.6% is influenced by other variables not examined in this study.

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