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RECEIVED 08 November 2025
ACCEPTED 11 December 2025
PUBLISHED 30 April 2026

CITATION

Ashari AP, Priatna WB (2026)
Optimization of Science Techno
Park Institut Pertanian Bogor
Business Incubation Program
Information Through Sainstek
Podcast. *Communica : Journal
of Communication*. 4 (2), 77-83.
doi:
10.61978/communica.v4i2.1181

TYPE Original Research
PUBLISHED 30 April 2026
DOI
10.61978/communica.v4i2.1181
VOL 4 Issue 2 April 2026

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Optimization of Science Techno Park Institut Pertanian Bogor Business Incubation Program Information Through Sainstek Podcast

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Abstract

This study aims to identify strategies for optimizing the dissemination of information on the Science Techno Park (STP) Institut Pertanian Bogor business incubation program through podcasts as an interactive digital communication medium aligned with technological developments. The research employed a descriptive qualitative method with data collected through interviews, observation, and documentation involving the STP IPB Website and Social Media Development Team. The findings indicate that the implementation of Regina Luttrell's Circular Model of SoMe for Social Communication, particularly in the Share stage, has been applied in managing the "Sainstek Podcast." The Circular Model of SoMe when a company distributes something; the company can simultaneously manage, interact with, and optimize its message. This study is novel because Sainstek Podcast is an innovation by STP IPB that used to disseminate information about business incubation program. However, the Optimize, Manage, and Engage stages have not been fully implemented, resulting in limited effectiveness in information dissemination. Overall, the podcast holds significant potential to expand audience reach, foster two-way communication, and enhance public understanding of STP IPB's business incubation programs comprehensively because it flexibility of access, content personalization, broad audience reach, educational potential, and low production costs.

KEYWORDS

business incubation; dissemination information; optimalization; podcast.

Introduction

New Media, often known as 'new media', has grown significantly as a result of the substantial and complex advancement of information and communication technology, which has a considerable impact on both human activities and organizations (Rusyana et al., 2024). The development of information and communication technology has produced breakthroughs that improve the quality of communication, expand the reach of information, and facilitate increasingly fast and sophisticated information flow (Varenia & Phalguna, 2022). The emergence of new media is intimately tied to the dynamic nature of technology, where changes in media forms occur in tandem and become more complex (Harefa & Samatan, 2022). The ease of access provided by new media influences society consumption patterns, not only in terms of information acquisition but also in defining information source preferences (Utami, 2021). This transformation has a huge impact on the broadcasting sector, which must adapt to digital technologies in order to stay competitive (Syafriana, 2022).

One of the sectors affected is radio broadcasting. Radio is a mass media that has a very wide audience reach, from cities to isolated villages (Putri, 2020). Despite its age, radio continues to play an important role in providing information, reaching a larger audience than print media such as newspapers (Nasution, 2018). However, when listeners tune in to a radio broadcast, they cannot replay it because it is only available to be heard while the broadcast is ongoing. This has led to the public increasingly leaning towards using digital media as a source of information (Santhia & Soedarsono, 2022). The rise of digital media has also altered the environment of traditional radio, which was once restricted to physical reach. Radio is now accessible online via websites or mobile applications, allowing listeners to enjoy material at any time and from any location (Maharani et al., 2022). One of the inventions generated from this shift is the podcast, sometimes known as iPod Broadcasting.

According to a survey performed by DailySocial and the JakPat Mobile Survey Platform, 65.00% of the population is interested in podcast content, with 62.69% drawn to it because of its ease of access (Chitra & Oktavianti, 2019). Podcasts provide a new way to enjoy podcast streaming services by offering a number of different topic categories and incorporating humor into the podcasters' presentation to keep listeners engaged with the subject matter (Paradita et al., 2024). Broadcasting is no longer limited to radio waves; it has evolved into the digital domain via streaming, social media, and mobile applications. This shift allows for more dynamic interactions between broadcasters and audiences, as well as the opportunity to offer more diverse and tailored content (Harliantara et al., 2025). Podcasts are now a viable option for content dissemination in non-radio media. Media organizations attempt to reach a wider audience by utilizing more channels (Nugroho & Irwansyah, 2021).

On the other side, since 2015, IPB University has led the development of the Science Techno Park (STP), which was initially managed by PT Bogor Life Science & Technology (BLST), IPB's holding company. STP IPB is a professionally managed region dedicated to encouraging innovation creation, business incubation programs, and technology transfer to assist long-term economic growth. Its job also focuses on connecting research and innovation findings so that they can be effectively used by both the community and industry. To achieve these goals, STP IPB provides a wide range of services, including training, technical consultancy, technology development, and company incubation programs, as well as support services like industrial research and meeting facilities. However, the effectiveness of the STP IPB's digital communication in reaching business incubation stakeholders remains limited with which information is communicated to prospective renters, partners, and the general public has a significant impact on the success of all of these services.

Research by Widiyanti & Putri (2022) titled "Analysis of Social Media Marketing by Balai Diklat Industri Denpasar in Promoting the Tohpati Business Incubator Program" analyzes social media marketing strategies for promoting the Tohpati Business Incubator program. The study emphasizes that the use of social media as a means of disseminating information about business incubation programs has been widely conducted and generally focuses on platforms such as Instagram, Facebook, and WhatsApp, as well as how visual content, interaction, and digital communities can enhance information reach and public participation (Widiyanti & Putri, 2022). However, there has not yet been a study that specifically highlights the utilization of YouTube as a medium for disseminating information about business incubation programs.

In the book *Social Media: How to Engage, Share, and Connect*, Luttrell emphasizes that the use of social media is not merely for communication, but also serves as a tool to optimize time and effort while achieving significant results in attaining corporate objectives. There is a theoretical model called The Circular Model of SoMe for Social Communication, which encompasses four social media components: Share, Optimize, Manage, and Engage, as social media is an ever-evolving discourse. This concept is structured so that when a company shares something, it can simultaneously manage, interact with, and optimize its message (Luttrell, 2021).

STP IPB has previously used digital media such as Instagram, YouTube, and its official website to distribute information to the public. The Instagram account @stpipb often provides content about the activities, accomplishments, and awards of firms and startups supported by STP IPB. However, Instagram's emphasis on brief and attractive material limits the distribution of detailed information, particularly for company incubation programs. The official website is also deemed inadequate since it is one-directional and lacks interactivity, failing to adequately meet the expectations of the digital audience. This condition indicates that both media have not yet been effective in communicating the values and benefits of the STP IPB business incubation program comprehensively. Therefore, YouTube is chosen as a more appropriate platform because it supports the delivery of content in a comprehensive, flexible, and interactive manner. The podcast format is used to expand audience reach and is currently in the optimization phase through the 'Podcast Sainstek' program as a new innovation to enhance the effectiveness of communication regarding the business incubation program.

Methods

Research Type

This study employs a descriptive qualitative method aimed at providing a detailed depiction of the information dissemination strategies used by the Science Techno Park (STP) IPB Website and Social Media Development Team. The primary focus of the research is to understand how institutions optimize the dissemination information through podcasts and how podcasts can be utilized as a new medium for spreading information related to business incubation programs at STP IPB.

Population and Sample/Informants

Data is important in research because it allows researchers to analyse, evaluate, and improve learning techniques and outcomes (Sutriyanti & Muspawi, 2024). Researchers can trust and effectively apply research findings in larger contexts if they can generate acceptable and reasonable inferences from valid and reliable data (Sulung & Muspwari, 2021). Primary data refers to data obtained independently, either individually or in groups, through interviews or direct observation of the research object (Inayah et al., 2023). Primary data were obtained through the researcher's direct involvement as a member of the STP IPB Website dan Social Media Development Team. The study included three interviewees chosen through purposive sampling as they had relevant expertise and experience in the field of Website and Social Media Development.

Research Location

The study was conducted at the Science Techno Park (STP) IPB, located at Jalan Taman Kencana No. 3, Babakan, Central Bogor, Bogor City. The Website and

Social Media Development Team of Science Techno Park (STP) IPB is responsible for promoting the company, creating a new image, and spreading information.

Instrumentation or Tools

Data were collected using several instruments commonly applied in qualitative research, including:

- Voice recorder: to document the entire interview.
- Laptop: to display the interview guide, and store files securely.

Data Collection Procedures

The data collection used in this study includes active participation, observation, interviews, and literature studies related to strategies for optimizing podcasts as a medium for disseminating information about business incubation programs at Science Techno Park (STP) IPB. Data were gathered through in-depth interview face-to-face at participants offices, lasting 20-30 minutes each with the Website and Social Media Development Team. Literature review is only one aspect of a critical review or literature study; the other aspect involves a comprehensive and critical evaluation of previous studies on a particular subject, which includes written summaries, analysis, and synthesis of the material (Aryana, 2021). In addition to the research data, a literature review was conducted using sources such as textbooks, journals, articles, and other research-related materials.

Data Analysis

Data were analyzed thematically using the Circular Model of SoMe from Luttrell, identifying the use of social media is not only for communication but also serves as a tool to optimize time and effort, yielding significant results in achieving the company's objectives.

Result and Discussion

In this study, using the Circular Model of SoMe theory demonstrates how the Website and Social Media Development Team applies the model in an effort to optimize information dissemination through podcasts that will be uploaded on the official Science Techno Park (STP) IPB YouTube channel. This process can be analyzed through four stages, namely Share, Optimize, Manage, and Engage, as follows:

Share Stage in Managing the Sainstek Podcasts

This stage emphasizes three aspects such as participate, connect, and build trust. During this stage, an institution selects social media platforms to post or share information, as this helps target the appropriate audience (Qorib et al., 2021). In order to establish a more interactive communication medium for disseminating information related to the business incubation programs at Science Techno Park (STP) IPB, the Website and Social Media Development Team designs the production of video podcasts with a posting frequency of twice per two weeks.

The podcast content focuses on providing information regarding the business incubation programs organized by STP IPB. Besides talking about the incubation program, the Sainstek Podcast also features business profiles that have passed the selection for the program, covering the background of starting the business, the challenges of staying committed to entrepreneurship, and strategies to be chosen as a tenant in STP IPB's business incubation program.

According to Ractham and Zhang (2006), podcasts differ from formal scientific communication in that they are rarely peer-reviewed in the traditional sense. Furthermore, podcasts are perceived as more digestible by audiences and offer a viable solution for time-consuming information-seeking activities such as looking for, updating, and downloading academic content. Therefore, this video podcast not only serves as a medium for information dissemination but also functions as an educational and inspirational platform showcasing the tangible impact of STP IPB's support through training, mentoring, and access to business resources.

Optimize Stage in Managing the Sainstek Podcast

In the Optimize stage, which is the process of enhancing the dissemination of information previously shared in the Share stage, the first step taken is: Listen & Learn. At this stage, the Website and Social Media Development Team managing the official YouTube account of Science Techno Park (STP) IPB University focuses on observing and analyzing audience interaction patterns, particularly through responses, comments, and questions that appear on the YouTube channel. This activity is conducted as part of a strategy to evaluate the effectiveness of the Sainstek Podcast as a promotional medium in delivering information related to the business incubation program. Comprehensive communication planning is essential, including identifying target visitors, establishing communication objectives, and developing current material (Salsabila & Fardiah, 2023). The observation process includes analyzing the content of comments to understand public perceptions, information needs, and the level of understanding regarding the business incubation program organized by STP IPB.

Take Part Authentic. In the second stage, after the Website and Social Media Development Team conducts an analysis of the general public's information needs, the next step focuses on the development and production of content that is relevant to the findings. This stage aims to ensure that every material produced is not only informative but also aligned with the needs and preferences of the audience based on data obtained through observation and digital interactions.

Manage Stage in Managing the Sainstek Podcast

In the Manage stage, the main focus lies on the institution's efforts to manage social media as a means of disseminating information effectively and efficiently. The institution is expected to meet the dynamic information needs of the public, considering that society demands quick responses to various unresolved issues or questions. The Website and Social Media Development Team is responsible for conducting routine monitoring of social media activities, responding to questions that may cause confusion among the public, and delivering information promptly and accurately. Through this stage, Science Techno Park (STP) IPB is expected to fulfill the relevant public information needs and enhance public trust in the business incubation programs organized by STP IPB.

Media Monitoring. This stage emphasizes monitoring activities, which include the process of routinely evaluating the development of information dissemination regarding content shared through social media. The monitoring of social media is crucial for companies and organizations as it provides insights into public perception and preferences (Rismawati et al., 2020). Given that Podcast Sainstek is a new program created by the STP IPB Website and Social Media Development Team, media monitoring efforts have not yet been completely implemented, especially on the STP

IPB University YouTube channel. According to observations, STP IPB has only posted two Podcast Sainstek videos in the month since the program began publication. This situation emphasizes that media monitoring measures should begin as soon as feasible in order to reduce potential barriers to information dissemination via podcasts. Monitoring is required, the accountability sheet serves as the foundation for the organization's evaluation. Therefore, it can take further actions for the future (Alexander et al., 2022).

Quick response. This stage discusses how the institution can respond quickly to social media feedback; nevertheless, its execution will differ by location because it must be consistent with the company's brand. Some firms can respond quickly and casually, but others cannot since it violates the company's Standard Operating Procedure (SOP). Science Techno Park (STP) IPB is a professionally managed region that promotes innovation creation, business incubation programs, and technology transfer to enable long-term economic growth. This stage does not align with STP IPB's identity; however, as an alternative, STP IPB's Website and Social Media Development Team routinely responds to and likes comments from viewers of the Sainstek Podcast, demonstrating that STP IPB actively monitors the social media platforms it uses.

Real-time Interaction. This level focuses on an institution's direct engagements on social media in real time, such as participating in online debates and reacting to audience requests. However, as a formal organization with a strategic purpose in supporting innovative growth and maintaining institutional credibility, spontaneous and direct contacts with the audience frequently do not fully correspond with the company's brand. This is due to the necessity to guarantee that all information communicated is verified and follows the institution's formal communication policy.

Engage Stage in Managing the Podcast Sainstek

The final stage in The Circular Model of Social Media is engage, which entails actively engaging the public and building effective relationships with them. At this point, Science Techno Park (STP) IPB's Website and Social Media Development Team plays an important role in managing the Sainstek Podcast, not only as a means of disseminating information to the general public, but also as a two-way communication medium that allows the institution and its audience to interact. The Sainstek Podcast is expected to provide relevant, up-to-date information that fulfills the audience's needs, hence increasing public participation and engagement with the content presented.

Who is the intended audience for the Sainstek Podcast? What behaviors are expected from the audience after receiving this information? The process of recognizing the audience and comprehending their answers becomes critical in establishing an effective reciprocal relationship between the message sender and recipient. As a result, public engagement is more than just a one-way connection; it is a systematic endeavor to develop long-term communication that is geared toward active public participation. Engagement has a huge impact on different parts of marketing strategy and is critical to a company's long-term success. A high degree of engagement, in particular, enables businesses to deepen public connections, improve the effectiveness of marketing communications, and increase loyalty and trust, all of which have an impact on overall business performance (Choiri & Ariescy, 2024).

The researcher examined the use of podcasts as a

medium for disseminating information about the Science Techno Park (STP) IPB's business incubation program. Based on responses from key informants, the decision to utilize podcasts was not merely to introduce a new video format on STP IPB's official YouTube channel but was strategically intended to expand audience reach, improve communication effectiveness with the public, and reinforce STP IPB's image as an institution that is adaptive to the rapid development of digital media and contemporary communication trends. As one informant explained, "In my opinion, the main reason STP IPB really wants to create a podcast is that they want to introduce what STP IPB is all about in detail to students, lecturers, researchers, government agencies, private sectors, industry partners, SMEs, and the general public."

The Sainstek Podcast thus represents one of STP IPB's innovative communication initiatives aimed at conveying information about its business incubation programs in a professional yet accessible manner. While maintaining institutional credibility, the podcast employs a casual and easy-to-understand delivery style, allowing it to connect more effectively with a diverse audience. Growing popularity of podcasts is closely associated with younger generations, particularly Generations Y and Z, who perceive podcasts as authentic and relevant, offering greater control over the information they consume. This increasing global interest in podcasts is supported by their ease of access and the diversity of content available (Newman et al., 2019).

This approach reflects STP IPB's broader strategy to present itself as a forward-thinking organization that embraces technological change in order to foster more interactive and inclusive information dissemination. Podcasts as a medium for public information dissemination is driven by their adaptability to modern media consumption patterns. Podcasts have also created competition for a significant number of entrants, including independent broadcasters, newspapers, and other media entities looking to enter the podcasting field. Nowadays, the public can access any platform to suit their information demands (Zellatifanny, 2020). Podcasts have evolved from traditional radio broadcasting into a digital format that emphasizes accessibility, flexibility, and audience autonomy (Fitriah & Mukhlisiana, 2024). Consequently, they are viewed as an effective form of corporate communication capable of reaching wider audiences and enhancing institutional reputation in the digital era.

Furthermore, Yarisda (2025) identifies several characteristics that make podcasts an effective medium for information and education: (1) flexibility of access, as listeners can engage with content anytime and anywhere; (2) content personalization, allowing selection of topics and formats aligned with audience interests; (3) broad audience reach, including individuals with limited access to traditional media; (4) educational potential, enabling podcasts to serve as informative and transformative learning tools; and (5) low production costs, which make them accessible to both individuals and institutions. Collectively, these attributes establish podcasts as a strategic medium for expanding information access and enhancing communication and learning effectiveness in the digital age (Yarisda, 2025).

Within this context, the Sainstek Podcast stands out for its content packaging that combines formal information such as STP IPB's business incubation programs with a conversational and approachable language style. This unique format differentiates it from other content shared on STP IPB's social media platforms. Podcasts are categorized as audio-based media that have proven innovative in educational contexts by combining audio and video elements to create engaging, interactive, and accessible

learning experiences. The utilization of podcasts is one of the innovations in the field of education. Podcasts have become a new trend favored by the academic community (Hutabarat, 2020). This is further supported by teachers and students perceive audio-based learning media on Spotify podcasts as highly practical and effective in improving learning outcomes (Armiami & Hidayat, 2024).

Interpretation of Key Findings

This study employs The Circular Model of SoMe to analyze how the Website and Social Media Development Team of Science Techno Park (STP) IPB optimizes information dissemination through the Sainstek Podcast on its official YouTube channel. The model consists of four stages: Share, Optimize, Manage, and Engage.

In the Share stage, the team focuses on building trust and connection with the public by producing two podcast videos per month that discuss STP IPB's business incubation programs and feature selected tenant profiles. The podcast uses a casual interview format while maintaining a formal tone, making it both an educational and inspirational medium that supports the utilization of research and innovation outcomes. The Optimize stage involves analyzing audience interactions through comments and feedback on YouTube to understand public information needs. The limited use of interactive features reflects a partial application of the Engage stage to allow audiences to participate in selecting future podcast topics, thereby strengthening two-way communication and enhancing the relevance of content delivery.

The Manage stage emphasizes social media management through media monitoring, quick response, and real-time interaction. Although monitoring activities and direct audience engagement are not yet fully optimized, due to the fact that STP IPB has only uploaded two Sainstek Podcast videos in one month since the program's inception. This circumstance indicates that media monitoring measures should begin as soon as feasible to reduce potential barriers to sharing information via podcast format. Furthermore, the monitoring findings obtained at this early stage can be used to evaluate future content and communication techniques for the Sainstek Podcast, thereby continuously improving its effectiveness as an information dissemination medium.

The team consistently observes comments and provides responses as a form of institutional engagement that maintains the organization's credibility. Finally, the Engage stage focuses on actively involving the public and building effective two-way communication between STP IPB and its audience. Through this strategy, the Sainstek Podcast serves not only as an information dissemination platform but also as a participatory medium that strengthens the relationship between the institution and society, fostering sustainable knowledge sharing.

Comparison with Previous Studies

The findings of this study such as Renisyifa, Sunarti, & Pebriyanti in their study titled "Podcast as a Public Information Medium: Analysis of Credibility and Audience Acceptance," found that the credibility of podcasts as a public medium is relatively high because podcasters who present themselves transparently and based on in-depth research can provide accurate information and stimulate critical thinking among audiences (Renisyifa et al., 2022). Earlier research conducted by Saridewi, Wati, & Rahayu on "Strategies for Optimizing Information Dissemination through the Social Media of the Population and Civil Registration Office" demonstrated that the use of social

media, particularly Instagram, has become an effective means of disseminating public information and establishing two-way communication between government institutions and the public; however, limitations were still found in the media monitoring phase and in the lack of systematic evaluation of the effectiveness of shared content (Saridewi et al., 2024).

Limitations and Cautions

According to the findings of interviews with the Website and Social Media Development Team of the Science Techno Park (STP) IPB, one of the most significant obstacles encountered during the production of the Sainstek Podcast videos is content publication license.

"During the two times we tried the trial and also produced our podcast, we ran into some issues like having different views from our leader and waiting for their approval to air. But despite these challenges, we always followed up, listened to the leader's directions, and also offered suggestions that might be considered by them." This licensing process takes a long time because it must go through various administrative steps before receiving broadcast approval from corporate management. The lengthy administrative approval process delayed content release, affecting schedule consistency and audience engagement, which can have an impact on the consistency of the upload schedule and the ongoing distribution of information to the public. Administrative barriers like this are one of the variables that must be considered in plans for optimizing the dissemination of information via digital media, particularly when handling institutional content that requires formal approval from appropriate authorities.

Recommendations for Future Research

Future research should focus on a segment of the community is still dissatisfied with the accessible information material, which could be related to previous constraints in information transmission or a lack of clarity. As a result, the Sainstek Podcast was created as a strategic approach to meet this requirement. Science Techno Park (STP) IPB may take advantage of the interactive elements offered on the YouTube social media platform, including the polling option in the comment section. This feature allows the audience to vote representatively on the topic they wish to be discussed in the upcoming Sainstek Podcast episode. This participatory strategy enables for two-way conversation between information suppliers and message consumers, which improves the content's relevance to the audience's demands.

The Sainstek Podcast is a new program developed by the Science Techno Park (STP) IPB, indicating that media monitoring actions should begin as soon as feasible to reduce potential barriers to knowledge transmission via podcast format. Furthermore, the monitoring findings from this initial stage can be used to evaluate future content and communication tactics for the Sainstek Podcast, thereby continuously improving its effectiveness as a medium for information transmission.

Conclusion

According to the findings, the management of the Sainstek Podcast by the Website and Social Media Development Team of Science Techno Park IPB has successfully implemented one of Regina Luttrell's four stages of social media strategy, namely the Share stage. This stage focuses on disseminating information and

ensuring that relevant content reaches the intended audience. However, the implementation of the other three stages include Optimize, Manage, and Engage, has not yet been carried out optimally. As a result, the Sainstek Podcast remains relatively unfamiliar to the broader public and has yet to achieve maximum visibility or engagement. Science Techno Park deliberately adopted the podcast format as part of its institutional digital transformation strategy, and the YouTube platform as their primary media for information distribution, aiming to produce content capable of reaching a wider audience, strengthening the institution's credibility as a reliable source of information, and aligning with the fast-evolving digital communication trends that dominate today's media landscape.

Author contributions

This article was indecently conducted, analyzed, and written by the author as part of an undergraduate internship research project.

Funding

This research received no specific grant from funding

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agency in public, commercial, or not-for-profit sectors.

Acknowledgements

Author would like to thank and appreciate the Science Techno Park (STP) IPB for giving him the opportunity and trust to work as an intern. Sincere gratitude are extended to Prof. Dr. Ir. Erika B. Laconi M.S., Head of the Science and Technology Park Institution at STP IPB; Prof. Dr. Ir. Rokhani Hasbullah M.Si., Deputy Head for Business Incubation and Industry Partnership; Deva Primadia Almada S.Pi., M.Si., Assistant for Business Incubation; and members of the Website and Social Media Development Team for providing a place and opportunity for the author to undertake an internship as part of the STP IPB Website.

The author gratefully acknowledges Dr. Ir. Wahyu Budi Priatna, M.Si., as the academic supervisor who provided continual support, direction, and constructive input throughout the project.

Sincere gratitude to Dr. Hudi Santoso, S.Sos., M.P., Head of the Digital Communication and Media Study Program, for his academic guidance and encouragement.

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