Podcast Introduction and Optimization Training as well as Podcast Development in The Digital Era for Students and Teachers MAN 1 Rembang

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Abstract: This issue concerns the need for understanding and podcast production at Madrasah Aliyah Negeri 1 Rembang. The purpose of this research is firstly to understand the use of podcast production tools, secondly to equip podcast production skills using the latest technology. The method used in this research employs qualitative methodology. The approach used in this research employs a narrative approach The data for this study were obtained from observations, interviews, and documentation at Madrasah Aliyah Negeri 1 Rembang. The data collection technique in this research uses observation, interview technique, and documentation technique. The data analysis in this study employs techniques of reduction, data presentation, and conclusion drawing The results of this study indicate, firstly, an increase in students' understanding of the use of podcast tools, and secondly, students' comprehension of the latest production tools.

Keywords.: Training, Apps, Production Tools, Podcast

1. Introduction

Language for students is an important part of their cognitive, social and emotional development (Hidayati, 2021). It is related to podcasts that must be good at speaking. Podcasts are audio recordings that people can listen to via the internet. It is different from radio that must be broadcast and transmitted directly on a certain frequency, Ahsin, et. al (2020); Ahsin, et. al (2020); Al Mabruroh, et. al (2020); Angelia, et. al (2020); Arukah, et. al (2020); Arukah, et. al (2020); Devi, et. al (2020). However, podcasts can be made at any time and listened to through existing electronic media. As audio media, podcasts can be used as a means of learning through listening, especially in elementary schools, Fathurohman, et. al (2020); Fathurohman, et. al (2020); Kara, et. al (2020); Kara, et. al (2020); Lestari, et. al (2020); Nisa, et. al (2020); Nugraheni, et. al (2020). The material or content contained in podcasts is very diverse, ranging from economic content, culture, current events, sports, health, comedy, business, family and education, Nugraheni, et. al (2020); Nurhadi, et. al (2020); Prayogo, et. al (2020); Purnaningtyas, et. al (2020); Purnaningtyas, et. al (2020); Rodli, et. al (2019). As part of learning, the content can be customized to the topic being taught. In other words, teachers can utilize this media as something new for students in a digital format, Roysa, et. al (2020); Satria, et. al (2020); Sofia, et. al (2020); Sulistyowati, et. al (2020); Tamarudin, et. al (2020); Umah, et. al (2020).

This podcast activity is more interesting of course, students can chat online and can be watched by many people. This activity can also educate learning, such as conversations between teachers and students, Widianto, et. al (2019); Ahsin, et. al (2019); Ahsin, et. al (2019); Cahyono, et. al (2020); Kurniasih, et. al (2020); Ristiyani, et. al (2019); Wanabuliandari, et. al (2019). Of course, it can be accessed online, can use all digital platforms, not only at school, but can be done outside of school as well. It is also useful during the Covid-19 pandemic who do PJJ (Distance Learning). And can also be useful for students who take part in home schooling.

Podcasts offer many benefits not only to the listener, but also to the person running it, called the podcaster. Podcasts can be a way for podcasters to share their interests and discuss certain topics, Wanabuliandari, et. al (2019); Fathurohman, (2013); Fathurohman, (2014); Fathurohman, et.al (2014); Fathurohman, et. al (2015); Fathurohman, et. al (2017). In the business world, these podcasts are used as branding. However, the key to running a successful podcast is to build your credibility as a podcast host, Fathurohman, et. al (2018); Fathurohman, et.al (2019); Fathurohman, et.al (2015); Fathurohman, et.al (2017); Fathurohman, et.al (2018); Fathurohman, et. al. (2019); Hartani, et.al (2018). You already know that the topics covered in a podcast require a lot of research, as critical analysis is a key part. Teaching is an activity organized by the teacher to motivate and transfer knowledge to students in the form of information so that students can be helped to achieve learning objectives based on the teacher's design, (Hidayati, Darmuki, 2021); Hanif, et. al (2018); Ristiyani, et.al (2018); Wibowo, et.al (2018). The learning taught by the teacher causes activity, which is carried out through student activities carried out by students in the classroom. Exercise is not only physical activity but mental activity, such as intelligence, IQ (Intellectual Quotient) and Spiritual Quotient (SQ), (Darmuki, 2019); Roysa, (2017); Ristiyani, et.al (2017); Fakhriyah, et.al (2017); Hadiprayitno, et. al (2024); Fakhriyah et.al (2016); Pujiati, et.al (2018). Therefore, communication skills are an important part of creating good communication (Hidayati et al., 2020). Therefore, students and teachers must keep learning by adjusting to this digital age. Today's media advances have increased complexity with human needs, thus giving rise to various types of new media with current human needs, Kanzunnudin, et.al (2018); Yuliani et.al (2018); Kanzunnudin, (2017); Ardianti, et. al (2017); Kanzunnudin, (2017). With the emergence of new media, such as online media, social media, electronic books and radio. The emergence of this media makes conventional media not the main choice, Ristiyani et. al (2017); Ristiyani, et. al (2017); Ahsin, et.al (2018); Ahsin, et.al (2017); Rodli, et.al (2019); Darmuki, et.al (2019). In modern times, people are now starting to enjoy streaming services which are considered more flexible and easy to access. New media is a communication tool that provides information and images directly to us, has broad access as a sender and receiver of messages that can be understood, Darmuki, et.al (2019); Darmuki, et.al (2019); Hidayati, et.al (2018); Darmuki, et.al (2017).

For distribution on the Internet it has simple, extensible and flexible applications. People get updated feeds of new articles or comments posted on sites of interest without having to visit each site manually. Dave Winer, the inventor of RSS feedsand former MTV DJ Adam Curry were able to create and exploit a variant of RSS feeds that also contained audio content. In 2001, Apple released the iPod, which soon became the envy of a whole group of consumers. This was an important step in the history of podcasting: content creators could now rely on a very cost-effective means of expression that users could use on demand and at any time.

The emergence of this new media is characterized by various alternative media, such as streaming on internet radio sites and event programs, or audio shared through social media. Under these conditions, audio content has great potential to grow in the Internet realm. Indonesian media and communication tools are now growing, one of which is podcasts. Currently, podcasting is a popular medium that is widely used to send and receive information. Podcasting is one of the means of communication that attracts the attention of many Indonesians because podcasts seem more intense and flexible. By 2021, Indonesia's podcast listeners will be the second largest in the world, reaching 36.6% of all internet users. Podcasts are currently the most popular form of audio content distribution. Podcast is short for iPod and broadcasting, making the Apple iPod device the first platform for podcast distribution. Potcasts are audio broadcasts that are posted on the web and social media platforms. The term podcast is taken from ipod and broadcast. Pod is taken from Apple's digital media player "ipod" while 'broadcast' is taken from the term radio. (Meisyanti, 2020) states that Podcast is a program via the internet in the form of audio attached to RSS (Really Simple Syndication), or a digital data media series distributed by the internet for portable media players and computers.

Podcasts come in an on-demand audio format, meaning that listeners can decide for themselves what time and what topics they want to listen to. Podcasts have been around for more than a decade. For over a decade, podcasts were primarily radio shows that were recorded and distributed for listening on iPods (or other MP3 players). However, podcasts weren't popular enough with the general public at the time to make a comeback in 2018. Then Podcasts started to become mainstream media. People simply opened their phones, clicked the Podcast button and the app gave them recommendations to listen to. And while all these things were happening, YouTube was also growing to become the second largest media search engine in the world and one of the most popular media consumption sites on the Internet. And despite being a video platform people don't just consume video content there. YouTube also has millions of audio files and is very easy to find for any audiophile.

Podcasts can be a great channel to reach an audience. Even podcasts can create brand loyalty and positive feelings. Basically, every medium has its own segmentation and audience, and the same goes for podcasts. Although the audience is not as big as audiovisual content, podcasts are starting to grow and have their own market.

One of the districts in Central Java in Rembang Regency has 14 sub-districts, 7 urban villages, and 287 villages. In 2017, the population reached 625,991 people with an area of 887.13 km² and a population distribution of 705 people/km². Rembang District is directly adjacent to East Java Province, making it the eastern gateway to Central Java Province. The southern part of the district is hilly, part of the Northern Cretaceous Mountains, with the peak being Mount Butak (679 meters). In the north, there are hills with the peak being Mount Lasem (806 meters). The area is now protected under the Mount Celering Nature Reserve.

The development of communication and technology has been very rapid in recent years, in the digital realm, this is characterized by the proliferation of new message distribution platforms, one of which is podcasts. Currently, podcasts are very popular in Indonesia. Podcast listeners in Indonesia are the second highest in the world (Pahlevi, 2022). This situation is also in line with the continuous increase in the number of internet users public figures are now venturing into the world of podcasts and getting a large audience. One of the popular podcasts is Deddy Corbuzier's podcast (Close the Door). Deddy Corbuzier is included in the top 10 Youtubers with the most subscribers in Indonesia (Aeni, 2022). Not only on Youtube, a number of podcasts are also popular on Spotify, such as the Rintik Sedu and Podkesmas podcasts. The phenomenon of the rise of podcasts is interesting to observe.

In essence, podcasts are entertainment media, but developments over time have made podcasts have other functions, namely as a means of learning. Podcasts represent a new innovation in the development of audio-based learning materials. In Indonesia, podcasts are grouped into podcasts. In KBBI, podcast refers to a program that can be news, music, and others, produced in digital format. As audio media, podcasts can be used as a means of learning through listening, especially in elementary schools. The material or content contained in podcasts is very diverse, ranging from economic content, culture, current events, sports, health, comedy, business, family and education. As part of learning, the content can be customized to the topic being taught. In other words, teachers can utilize this media as something new for students in a digital format.

Podcasts are audio recordings that people can listen to via the internet. Unlike radio, which must be broadcast and transmitted directly on a certain frequency. But podcasts can be made at any time and listened to through existing electronic media. Audio podcasts are also easier to use and more affordable because they can be downloaded and listened to at any time. The use of podcasts as learning media can also train students' motor skills because after the listening process is complete, students will automatically filter information and focus on something. Podcasts also increase the level of understanding and imagination of the listener. The use of new media as additional media is an important step in the teaching and learning process. Based on the background above, the author formulates the problem, namely how podcasts can be one of the tools to optimize student learning. When students are more interested in learning, their learning achievement automatically increases (Hariyadi, Darmuki, 2019). The purpose of this study is to describe podcasts as a learning tool in vocational schools.

2. Methods

The method used in this study used qualitative methods. The approach used in this study uses a narrative approach. The data in this study were obtained from observations, interviews, documentation, MAN 1 Rembang. Data collection techniques in this study, using observation techniques, interview techniques, and documentation techniques. This data analysis uses reduction techniques, data presentation, conclusion drawing. The results of this study first, increased student understanding of podcasts. Students understand the steps of use, students. This is a practical course that covers the basics of podcasting, audio production techniques, storytelling strategies, and how to use editing software. Participants have hands-on opportunities to practice and apply the skills learned. Conferences and presentations on current news in the podcasting world, content trends, and case studies on the use of podcasting in education. This will help participants understand the relevance and potential of podcasts in the learning context of MAN 1 Rembang. A training and coaching program for participants who want additional tips on developing podcast content. Coaches provide hands-on information, feedback and support during the creation of the podcast. As part of your training, you will develop your own podcast project. Students are encouraged to plan, write, edit and share podcast episodes related to their curriculum or area of interest. Shared learning between students and teachers, participants and teachers. This creates an inclusive and supportive learning environment where participants can share knowledge, experiences and ideas.

3. Results and discussion

The development of podcasts in Indonesia is increasingly recognized and used by the public. Podcasts have become a rapidly growing means of communication in recent years. According to (Hutabarat, 2020), the use of podcasts in various fields, including education, is increasingly common. Bringing technology into education is not new. Bringing technology into education is not new. Technology has played its role in teaching and learning. Seeing the rapid development of podcasts, one of the teaching staff of the Communication Science Postgraduate Program at Jakarta State University took the initiative to provide community service to one of the Madrasah Aliyah Megeri 1 Rembang, a MAN that still needs knowledge of the language of podcast association.

Implementation stage on the podcast, the implementation stage is a stage in the development of a podcast studio that has been planned and has been tested starting from the function and appearance of the podcast. In this test, it is used to test the optimal sound and set the camera according to the theme that has been created. At this point, the teacher becomes the talent, while the students play the role of podcast operators. the teacher's task is to convey the content and information expressed in the podcast, while the students' task is to use hardware and software, install microphones, record, edit and, if necessary, manage visual elements. During the production of the podcast, all participants actively participate and collaborate, so that the podcast production runs efficiently and produces interesting podcast content.

The role of podcasts in this digital age has brought new advancements in learning in the current era. Not only, for learning students will also gain knowledge about podcasts in the modern digital era. Podcasts can provide good benefits for learning, such as improving listening and understanding skills. The digital era is able to make students more advanced in relevant learning.

Student creativity development is able to have creativity in making podcasts. Creative is the ability to create something new that is different from before. Student creativity in creating content themes and creativity in creating podcast titles. Not only using the guest's public speaking skills using creativity.

The implementation stage of the podcast is a crucial moment in the development of a podcast studio that has been thoroughly prepared and tested. Here, the focus on testing the optimal sound and camera settings according to the theme becomes the core. Teachers act as the main talent delivering the content, while students become podcast operators in charge of the hardware and software, from microphone installation to the editing process. Active collaboration between teachers and students ensures the production runs smoothly and produces interesting content.

The role of podcasts in the digital age brings important innovations in the learning process. Besides improving students' listening and comprehension skills, podcasts also introduce them to media that is relevant to the times. Student creativity is particularly evident in the creation of podcast themes and titles, demonstrating their ability to create something new and exciting. It's not just about their public speaking skills, it's also about their ability to present ideas in a creative and original way.

In presenting material about podcasts in this digital era, not only students receive material, teachers also receive podcast material in learning in the current era. Increasingly advanced digital capabilities make social media more widespread and innovation more advanced. The results and discussion of the article can include several important points:

a. Increased Interest and Understanding: The podcast introduction and optimization training at MAN 1 Rembang is expected to increase student interest. By using a medium that is more interesting and relevant to their lives, it is expected that students will be more interested in learning and appreciating in their work.

b. Utilization of Digital Technology in Learning: Through the use of podcasts, teachers can utilize digital technology as an effective learning tool. Podcasts allow easy and flexible access for students, thus allowing them to learn anytime and anywhere according to their individual preferences.

c. Creative Skills Development: This training also aims to optimize the creative potential of students and teachers in creating interesting and quality podcast content. Through practical sessions in the training, students and teachers are expected to hone their skills in writing scripts, conducting voice recordings, and editing audio.

d. Improving Teacher Competence in Teaching: The training is not only aimed at students, but also at teachers. Teachers will be given training on how to integrate literature podcasts into their curriculum and learning. Thus, it is expected that there will be an increase in teachers' competence in teaching with innovative and interesting approaches.

e. Collaboration with Podcast Practitioners and Activists: Through collaboration with podcast practitioners, this training will gain a more practical and applicable point of view. These practitioners can provide valuable insights based on their experience in creating interesting and quality podcast content.

f. Supporting the Development of Digital Literacy Competencies: The use of podcasts will also support the development of digital literacy competencies for students and teachers. They will learn about how to effectively present information in audio format, as well as understand the ethics and responsibilities in the use of digital media.

Thus, the results and discussion of this article show that the podcast introduction and optimization training has the potential to make a significant contribution to educational development at MAN 1 Rembang, as well as improving the creative skills and digital literacy of students and teachers.

Picture of podcast training activity

This research is divided into 4 (four) stages of research including the preparation stage, the media making stage, the implementation or intervention stage, and the final stage, with the following explanation:

1. Research Preparation Stage

In the research preparation stage, the work includes determining the research title, preparing research tools, research documents, and research permits. The permit was submitted to the DPMPTSP of Central Java Province, after which the Head of the Bengkulu Province Education and Culture Office gave permission to the Head of MAN 1 Rembang as the place of research.

2. Media Creation

The media platform created was a podcast in video format to facilitate respondents' understanding. The researchers also tested the authenticity of the media with a media professional (Khairunnisa', S.I.Kom), whose results and conclusions were suitable for testing. In addition, the material test was also conducted by a material expert (Vivi Oktavia, S.Pd. Indonesian Design Generation Ambassador 2019 Female Innovator category) whose results and conclusions can be observed by paying attention to the subject's answers. so that gaps can be identified more realistically.

3. Implementation Stage

This research was conducted at MAN 1 Rembang with data collection starting on April 8, 2023. The survey was conducted with the guidance of the supervisor, deputy school director of homework, and class director to ensure the respondents fit the criteria. After getting the respondents, the researcher registered a cell phone or WhatsApp to recruit them into the WhatsApp group. The MAN 1 Rembang Student Podcast, Radio Show, and Digital Broadcast Community Service were conducted for a week with 4 gradual meetings starting from the 2011 evaluation. Students were informed about digital broadcasting through podcasts and the material was delivered by 5 persons in charge with the support of Powerpoint documents and digital broadcasting training through podcasts. All these activities aim to strengthen the cooperation between MAN 1 Rembang with the principal, teachers, and students in improving knowledge and skills through digital media.

The process of broadcasting learning through digital at MAN 1 Rembang requires steps that have been proven effective. One of them is ensuring the quality of the sound produced so that listeners can feel comfortable. The service team also follows proven digital presentation methods to maximize learning outcomes, some of the things that are done, as follows:

a. When creating a digital broadcast, it is important to determine the topic or content. The service team, students and teachers can participate in this process. For example, in our project, we chose the topic of writing and reading news texts. We chose news about natural disasters as the topic. We will also choose one student as the news presentation model, according to the topic presented.

b. Prepare a recording device such as a cell phone, microphone, or headphones to create a quality digital broadcast. The use of a good recording device can produce clear and quality sound. It is recommended that students and teachers use these tools to record the digital broadcast for better results. Be sure to monitor the recording using headphones or earphones to check the quality of the recorded audio. Also, make sure that the sound produced is of good quality so that the digital broadcast becomes more professional.

c. After recording the sound, it is important to set up sound editing tools before publishing it. This is done to improve the audio quality and edit the editable content. Some of the most commonly used programs for audio editing are Adobe Audition, GarageBand, LogicX and Audacity.

d. Once the recording is ready, students can upload it to free or paid podcast apps. The team recommends using the V-Mix app to download student recordings, so that students can choose whether to use free or paid podcasts.

4. The evaluation stages

The evaluation stages in the article on podcast introduction and optimization training for MAN 1 Rembang students and teachers can include several steps. Before the training begins, an initial evaluation is conducted to measure participants' initial understanding and skills related to podcasts. This can be done through questionnaires or knowledge tests. During the training, periodic evaluations are conducted to monitor participants' progress and assess the effectiveness of the learning methods used. This could involve reflective discussion sessions, simple questions, or short assignments. After the training is completed, an evaluation is conducted to assess participant achievement and the overall effectiveness of the training. Evaluate participants' perceptions and experiences of the training, including satisfaction levels, interest levels, and changes in attitudes towards using podcasts. Evaluate participants' understanding and application of the training materials, including their ability to create podcast content, enhance creativity, and improve digital literacy competencies. Evaluate the extent to which participants apply the skills and knowledge gained in their daily learning activities at MAN 1 Rembang. This can be done through direct observation, interviews or follow-up surveys. Assess the long-term impact of the training on learning and teaching at MAN 1 Rembang. This includes measuring changes in student interest, improvements in the quality of podcast content, and improvements in teacher performance in teaching.

By conducting a comprehensive and ongoing evaluation, it is possible to identify training successes, areas of improvement, as well as recommendations for further development in the use of podcasts in the educational context at MAN 1 Rembang. Our team reviews each training session and collects feedback from participants to continuously improve the quality and relevance of our training materials. This ensures that the training program is consistent with the needs and expectations of the participants. By combining these various methods, we believe this PKM will provide MAN 1 Rembang students and teachers with a valuable and in-depth learning experience to understand, develop and use podcasting in the digital world.

This second podcast has several aspects worth evaluating, including presentation, character, storytelling, and the use of the Anchor app. Basically, this podcast shows a good effort in presentation, seen from the choice of podcast name, interesting short description, and interesting podcast cover design. Nonetheless, when we take a closer look, there are some flaws in the presentation.

One example is the lack of consistency in presentation. For example, adding background music at the beginning of a podcast can be a good option to grab listeners' attention. Also, the use of music during speaker changes and at the end of the podcast can provide a more interesting feel and avoid boredom. Furthermore, to ensure time effectiveness and depth of content delivered, it is recommended that the speakers involved in the podcast be limited to 1 to 2 people. This will help present more focused and in-depth content to listeners. By making these adjustments, a podcast can improve its overall presentation quality and provide a more engaging experience for listeners.

4. Conclusion

The training on the use of podcasts has proven that it is an effective method of increasing student interest and understanding, as well as helping teachers develop teaching skills in new and interesting ways. The training participants, both students and teachers, showed high enthusiasm and successfully increased creativity in podcast content creation. The collaboration with podcasting practitioners also provided added value for participants in developing their skills. The evaluation showed improvement in participants' understanding and skills in using podcasts as a learning tool. This training made a significant contribution to curriculum development at MAN 1 Rembang, and the next step is to continue to support the use of podcasts in learning and conduct further research to explore their potential and impact more deeply.

Podcasts offer many benefits not only to their listeners, but also to the people who run them, called podcasters. Podcasts can be a way for podcasters to share their interests and discuss certain topics. In the business world, these podcasts are used as branding. However, the key to running a successful podcast is to establish student credibility as a podcast host. Students will already know that the topics covered in the podcast require a lot of research, as critical analysis is a key part.

Podcast usage training has proven its effectiveness in increasing student interest and understanding, as well as helping teachers develop innovative teaching skills. Both students and teachers who participated in the training showed high enthusiasm, which resulted in increased creativity in podcast content creation. Collaboration with podcasting practitioners also provided added value for participants in the development of their skills. The evaluation confirmed a significant improvement in participants' understanding and skills in using podcasts as a learning tool. The contribution made by this training is very meaningful for curriculum development at MAN 1 Rembang. The next step is to continue to support the use of podcasts in learning and conduct further research to explore their potential and impact in more depth.

Podcasts not only provide benefits for listeners, but also for the creators, or so-called podcasters. Podcasts provide a platform for podcasters to share their interests and discuss certain topics. In the business world, podcasts are used as an effective branding strategy. However, the key to success in running a podcast is building credibility as a podcast host. Students are expected to realize that the topics discussed in the podcast require in-depth research, as critical analysis is the key to its success.

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