

# Developing and Broadcasting an English Podcast on RRI's 'CERIWIS' Program: A Case Study

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## KEYWORDS

## ABSTRACT

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The job training report entitled "Broadcasting An English Podcast On RRI's Program "Ceriwis"" is designed to provide detailed information of the internship process carried out at RRI Purwokerto, specifically focusing on the development and production of an English-language podcast. The internship offered in-depth experience in the broadcasting field, particularly with the CERIWIS podcast. This project went through several stages, starting with pre-production, which involved planning the podcast concept, developing the storyline, and securing approval from the supervisors. The production stage took place in the podcast studio with the assistance of the TMB team, and the recording itself featured smooth conversations between the host and speaker, including impromptu discussions that added a natural flow to the podcast. The post-production phase included editing the audio and video, adding subtitles, special effects, and a flyer introduction that presented information about the podcast's topic, host, and speaker. Despite facing various obstacles during each stage, such as scheduling conflicts and issues with videography, the project was successfully completed. The purpose of the project was to contribute to RRI Purwokerto's content library, targeting young audiences with relatable and lighthearted conversations. The internship also provided valuable insights into the challenges and potential improvements for RRI Purwokerto, particularly in diversifying its content and engaging a wider audience.

Keywords: Broadcasting, Podcast, Radio Program

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## Introduction

The thriving development of technology and its invention has become the basic needs of society on a daily basis which could be modified according to the people's needs and wants. For example, changes in communication, such as smartphones and the internet which enabled instant connections across the globe. As stated by MacKenzie & Wajcman (1999), technologies are changing rapidly because of the current scientific advancement which affects society. These days, both technology and society were inseparable, as they always significantly related to and affected one and another.

As technologies continue to evolve, the landscape of broadcasting has transformed into more efficient and optimal, creating innovative ways to disseminate information. According to Phelan (2022 : 440), broadcasting is an electronic transmission of radio and television signals which are intended for broader public reception, as opposed to private signals addressed to specific listeners. In addition, he also defined broadcasting as the systematic delivery of entertainment, information, instructional programming, and other features that can be received at the same time by many people with the

proper devices in a basic way. Hence, broadcasting technologies has been developed to facilitate information delivery through broadcast media.

Broadcast media could be defined as a mass media that has a notable significance, while podcasting is a form of broadcast media. According to Syafrina (2022), podcasting is the method of sharing audio files over the internet via Rich Site Summary (RSS). In Sirait (2021), it is stated that podcasts have been growing rapidly in a span of the last five years and continuing to become a popular culture among Indonesian young generation. The easy access to the podcast was one of the major factors that led to the growth of the podcast's listeners as it could be accessed anywhere and everywhere conveniently. Hence, local radio stations are using an approach to stay relevant by creating a continuous podcast program.

One of the local radio stations in Purwokerto that is willing to adapt to such change is RRI (Radio Republik Indonesia) Purwokerto. This radio station has 5 channels which are divided into two programs, RRI Purwokerto Programa 1 (756 AM, 93,1 FM, 98,6 FM dan 89,2 FM) and RRI Purwokerto Programa 2 (99,0 FM). This radio station offers its listeners a wide range of interesting and interactive programs that are catered to people of all ages. Each program also has different goals, such as entertainment purposes and education purposes. RRI Purwokerto Programa 1 serves as a Community Empowerment Center, catering to a broad spectrum of rural communities. Its content spans across entertainment, education, culture, news, and public service advertisements. Conversely, RRI Purwokerto Programa 2 targets the young listeners. Its programs are likely focused on following the current trends among the youth. The variety of goals make RRI Purwokerto as one of the biggest radio stations in town. Considering the goals, a job training was conducted at RRI Purwokerto Programa 2.

In RRI Purwokerto Pro 2, there is a podcast program namely 'Ceriwis' (Cerita Waktu Istirahat/Lunch Break Stories) that was first commenced in August 2023 with the concept of accompanying the listeners during their lunch break. Based on the interview with the production staffs, the program provides a refreshing blend of insightful discussions about mundane topics and light-hearted banter. Each episode features various topics and offering a diverse range of light discussions for the audience to enjoy. As it is a newly made program that has been actively promoted on RRI Purwokerto's platforms, RRI Digital, it was essential to make a project with this program in order to boost the program's promotion.

Despite already having an English-based radio program, there is no 'Ceriwis' episode in English to find. Therefore, producing a special podcast episode using English is important, as the current episodes of the program lacks variety. Hence, introducing English-language episodes would provide a refreshing new perspective. In hope to increase listeners' familiarity with English through the program even more as well as trying to reach a wider audience, the title of "Broadcasting an English Podcast on RRI's Program "Ceriwis" (Cerita Waktu Istirahat/Lunch Break Stories)" was considered to be the fitting topic of project to produce during the internship. In this internship, the knowledge and theories obtained from the studies throughout four semesters as an important aspect of the implementation and contribution to society as an English Diploma Program student were carried out.

### *Purposes*

Based on the aforementioned background information, this report has the following purposes:

1. To produce an English episode of Ceriwis, with the topic that relates to young listeners;
2. To investigate challenges and potentials in Ceriwis production;
3. To identify solutions of its challenges and potentials in Ceriwis production.

## Method

According to Fatoni (2011:104), observation is a data collection technique that is carried out through examination, with additionally taking notes regarding the situation or the behavior of the target object. This method was conducted in order to observe the production workflow of the radio program, specifically the podcast production. The observation during the internship was essential to gain the knowledge from the professional staff, hence ensuring that the podcast meets quality standards. The process of how ideas were generated, scripts were written, content was prepared, and technical aspects were handled, was observed. During the recording of a podcast, the broadcaster's presentation style, their interaction with the guests, and how they engaged with the audience was also observed. As a result, taking notes of the existing method given by the announcers for producing the podcast to ensure its effective operation was carried out.

The results of the observation in terms of idea generation showed that the staff typically brainstormed topics that are currently trending or relevant to the audience. This approach allowed them to come up with scripts for podcast programs or public service announcements in the Indonesian language. Additionally, the observation of the broadcaster's presentation style showed that their delivery was communicative and designed to engage listeners through open dialogue and an interactive tone despite the one-way format and no direct in-person interaction with the listeners. On the technical side, it involved essential equipment such as microphones, mixing consoles, and computers.

### *Interview*

From the point of view of Subagyo (2011:39), an interview is defined as a procedure used to acquire information directly from respondents by asking open-ended questions. He also stated that the interview is designed to be conducted face to face with the respondent. In the internship, the interview was conducted with announcers, producers, and station managers. Their roles, the station's objectives, the challenges they faced, and any insights they could provide about the radio industry were inquired. This interview aimed to gather their perspectives regarding the podcast program. Therefore, their thoughts, suggestions, and opinions into consideration during the pre-production of the podcast were collected from the interview.

The interviews were done with 4 station workers from the broadcasting division; they are the head of division along with the regular staff handling the production of the radio programs, providing insight into the podcast's function in drawing younger listeners. The announcers and producers discussed how their roles, from program presentation to the production, helped the station achieve its goal of engaging young audiences in Purwokerto. They stated that the change to podcast creation was motivated by the difficulty of a declining radio listener. With fewer people tuned in to traditional broadcasts, the station's focus has switched to producing podcast material that appealed to current listeners.

### *Hands-on Practice*

According to the National Highway Institute (2021), hands-on practice is an instructional technique that allows participants to learn by being directly involved in their learning as well as getting direct practical experience. Therefore, actively learning the production of the podcast recording by investigating the problem related to the production, contributed to solve the issue, and applied the knowledge that was gained through the internship was carried out. Therefore, the production was expected to be handled directly from start to finish under the control and supervision of the responsible staff.

In the process, podcast production required basic recording equipment such as microphones and headphones that were prepared by the interns before the actual recording and hosting the podcast program. In addition, editing software was then used to clean the audio and synchronize it with the raw clips of the podcast. The crew referred to previous radio programs produced by the station for the basic concepts. The podcast was created through a pre-production, production, and post-production process that included conceiving suitable topics for the script, recording the podcast, and lastly editing the recorded segments.

## Results

### *Implementation of Job Training*

The job training commenced on 15 August 2023 and concluded on 15 November 2023. During the three-month job training, the interns experienced a structured yet flexible working environment. There were no strict attire requirements, but it was expected to maintain an appropriate dress code. The working hours were set from 8 AM to 4 PM, while on Fridays, they started at 8:30 AM and ended at 4:30 PM. The interns were assigned to the broadcasting division, specifically handling Program 2 segments. Besides broadcasting, the station also had divisions for news, TMB/technical, and marketing. Here's the detailed weekly report throughout the job training:

Table 1. Implementation

Section	Date	Description
1	15 August 2023	During the first month of the job training, the Human Resources department allocated the interns to carry out the job training in the broadcast division. The activity later progressed to the onboarding process thus the interns received an introduction of the work environment in general, such as the work units, the office of each work division, and workrooms (i.e: broadcasting studio, recording studio, podcasting studio). The onboarding process continued with a meeting with the staffs and field supervisor, providing an overview of the job description and responsibilities at the office. The daily task was to collect and scan the Daily Broadcast Report (DAS) from the broadcasters at the broadcasting studio. Hence, the interns were provided with the opportunity to observe the broadcasters during live radio broadcasting on Program 2 as well.
2	22 August 2023	During the second week, the interns received training in editing and mixing audio from Program 1 and Program 2 recordings and subsequently uploading it to RRI Digital. In the same week, a newly created podcast program called 'CERIWIS' (Cerita Waktu Istirahat/Lunch Break Stories) was under discussion. Consequently, the interns were assigned to manage the program. The responsibilities included brainstorming episode topics, drafting scripts, collaborating with the TMB (Teknologi Media Baru/New Media Technology) team to record the podcast video, and ultimately hosting and editing the podcast.

3	29 August 2023	During the third week of job training, the interns worked together with another team from IT-Telkom Purwokerto to create content for RRI Purwokerto's TikTok account, taking on the role of talent. The content featured a room tour, which was divided into four segments. In addition, an interview with the broadcasting team was conducted to analyze their responsibilities as producers of the podcast program 'CERIWIS'. They created the program concept and supervised our work, while we were given the opportunity to directly manage the program. The interview itself highlighted the program's goal, which was to hook a youth target market in Purwokerto. They indicated that their selection to create podcasts was prompted by the challenge of losing radio listening base. This action appeared as the wisest course of action for the station due to the lesser numbers of listeners who had opted in to regular broadcasts.
4	5 September 2023	In the final week of the first month, a radio program 'RRI NET Live Music' was aired. The guest was a local band doing a live performance at the studio, and the interns were given a chance to observe the recording process. The production of this program involved the broadcasting team (hosts and producers) and technical team. The broadcasting team handled the presentation, which included managing the schedule, coordinating with the guests, overseeing the timing of the production, and even taking care of the makeup and wardrobe for the presenters. Meanwhile, the technical team ensured sound quality, managed equipment, and handled the live transmission. Throughout the recording, the interns also acted as a floor director, referring to the act of signaling the hosts using a cardboard sign to let them know the duration of each program segment.
5	12 September 2023	At the fifth week of the job training, the interns received an opportunity to record an audio for Programa 1's radio program, 'JELITA' (Jendela Informasi Kita). The recording was used as the opening segment of the program, providing a clear summary of the topic to prepare the audience for the discussion that followed. In the same week, the interns were assigned to host another podcast program from Programa 1 named 'TARIKMAS' (Seputar Informasi Menarik Banyumas). The podcast invited a professional guest to have a brief interview with a certain topic, usually regarding the newest news in Banyumas—asking their opinion which aligned with their fields as well.
6	19 September 2023	During the sixth week, an office-wide audit was about to take place, which necessitated the retrieval and review of monthly reports spanning from 2019 to 2023. Thus, the goal was to ensure this task was completed within the span of a week. These reports, including the comprehensive Daily Broadcast Report (DAS), were essential for the audit process. As a result, the interns were tasked with the meticulous job of scanning these archived reports, some of which were several years old. The responsibilities included ensuring that each document was properly digitalized and then securely uploaded to the company's cloud drive for easy access and long-term storage.
7	26 September 2023	In the seventh week of the job training, a recording for a new episode of 'CERIWIS' podcast program was conducted. Nonetheless, the recent operation was autonomously, following a hands-on approach without direct guidance from the supervisor. Topic brainstorming was part of the tasks, and while we consulted the supervisor for feedback, we ultimately decided on a flexible outline instead of a strict script to allow more spontaneous discussions with the podcast title "Selebriti Favorit Berkedok Role Model/Favorite Celebrities Posing as Role Models". The episode explored the idea of idols as role models, influencing our personal style to the way we approach life and think.
8	9 October 2023	Another episode of 'CERIWIS' podcast program was produced during the eighth week of the job training. Under the supervisor's instruction, we swapped partners to experience different workflows. The tasks stayed the same, but the topic shifted to "MBTI/Myers-Briggs Type Indicator." The discussions broke down the MBTI basics and its impact on social interactions in general. Since the episode was more interactive, there was no full script made but a set of questions for discussion prepared in advance. Furthermore, the editing and uploading of the 'Suara Difabel/Voice of Disabled' episodes were also part of the tasks. This involved trimming advertisements and filler segments from the live replay to focus solely on the discussion segments. The final edited audio was then uploaded to RRI Digital according to its airing date.
9	16 October 2023	In the first week of the third month, hosting duties for new episodes of 'TARIKMAS' and 'CERIWIS' podcast program were assigned. Following the completion of the recordings, the activity then transitioned to the editing of e-flyers for Programa 2's music playlist 'Hits Station' on RRI Digital. Once the e-flyer was finalized and approved, the focus moved to curating the music playlist itself. This involved selecting and organizing a range of songs that fit the theme and mood of the playlist. Each track was carefully chosen to ensure it complemented the overall concept, and the finalized playlist was then added to RRI Digital for listeners to enjoy. Furthermore, the responsibility of editing the e-flyer for the program 'Kiprah Indonesia' was also assigned. Since there were no specific guidelines or requirements concerning the design, a formal and

		minimalist style was chosen to convey a professional appearance as the program is under Program 1. The design process was carried out with consideration of the supervisor's feedback.
10	23 October 2023	In the following week, the task of creating book overviews was assigned by the staff. The overviews were compiled and prepared for submission according to the given instructions. Then, an additional task was assigned to create audio recordings based on the summaries. A total of five recordings were produced, each corresponding to one of the five book overviews that had been completed. Once completed, the recordings were utilized as opening segments for the morning radio program, serving to introduce the summaries of the featured books. In the same week, another task was assigned to design an e-flyer for the 'Mimbar Protestan' from Program 1. After finishing the design, the audio recordings from the program were edited and uploaded to RRI Digital.
11	30 October 2023	After completing the previous tasks, the next focus was on drafting scripts for radio fillers and public service announcements. Both sets of scripts underwent a review process to ensure they adhered to the required standards and conveyed their intended messages clearly before being finalized for production. Following the completion of the script drafts, a request was made by the staff to proceed with recording both types of scripts. Additionally, audio mixing and editing were carried out to refine the before the audio files were reviewed to be aired to the radio broadcast. Given the weekly schedule that included a designated sports day every Friday, an aerobic dance workout was organized as part of the activities. Consequently, another assignment was provided to create an e-flyer for the program.
12	7 November 2023	During the final week of the internship, coinciding with the Bintang Radio RRI Purwokerto 2023 event, the primary focus shifted to the concluding project for the 'CERIWIS' podcast program. With fewer tasks to manage aside from the routine responsibility of collecting and scanning the daily DAS, efforts were concentrated on this project. The process began with brainstorming potential topics in collaboration with the supervisor. Given the program's aim of fostering light and engaging discussions, the theme of English usage in everyday life entitled "Relevance of English Use on Daily Basis in a Non-English Speaking Country" was chosen. Since the podcast episode was to be conducted in English, a script was developed to ensure time efficiency during recording. Following the completion of the script, a brief meeting was held with the supervisor to finalize the recording schedule with the technical team. The recording was carried out smoothly over the next few days. The entire podcast segment was structured to include an introduction, bridging, discussions, conclusion, and closing. Throughout the episode, a dynamic exchange of questions and answers took place between the host and the guest, complemented by moments of spontaneous banter.

### B. The Process of Creating an English Podcast on 'CERIWIS'

Several production processes were conducted in order to produce an English episode for the 'CERIWIS' program. This involved three main steps: pre-production, production, and post-production.

#### 1. Pre-production

The pre-production step, which included planning and preparation, served as the project's basis. This phase involved conceptualizing the content, having meetings to ensure that the crew lined up on the episode's objectives, as well as creating a script.

##### a. Conceptualizing the content

The pre-production phase of making a podcast involved developing the core idea and structure of the episode. This step included determining the episode's theme and outlining the key messages to be conveyed. It was about shaping the narrative flow, deciding on the segments, and ensuring that the content aligned with the podcast's overall goals. Additionally, we also focused on deciding the visual concept. This included selecting an editing style that would enhance the overall narrative. We also considered the graphic elements, such as the podcast

- cover art, promotional visuals, and any supplementary graphics or animations that would be used in marketing or during the episode itself.
- b. Meeting with the field supervisor  
Meeting with field supervisors was an essential step in the pre-production process, serving to align our plans with organizational guidelines and expectations. During this meeting, we discussed the detailed schedule for the podcast production, ensuring the recording date. Additionally, this meeting was crucial for obtaining approval to create an English-language podcast, as we needed to confirm that this approach aligned with the station's policies and target audience. We also addressed logistical concerns, such as access to recording equipment, studio availability, and the coordination of any necessary resources.
  - c. Scripting  
The next step in the process after receiving approval from the field supervisors was scripting the episode, which involved drafting a detailed outline of the content to guide the recording. The script served as a foundational base, laying out the key points, questions, and transitions that would structure the episode. However, we intentionally kept the script flexible, allowing room for natural conversation and spontaneity during the recording. This approach ensured that while the episode stayed on track and covered all essential topics, it also felt dynamic.

### C. 'CERIWIS' Podcast Script

Table 1. Ceriwis Podcast Script

English	Indonesian
Podcast Title: "CERIWIS: Cerita Waktu Istirahat"	Judul Podcast: "CERIWIS: Cerita Waktu Istirahat"
Topic: Relevance of English Use on Daily in a Non-English Speaking Country	Topik: Relevansi Penggunaan Bahasa Inggris dalam Kehidupan Sehari-hari di Negara Non-Inggris
Introduction (Host):	Introduction (Host):
Tiva: Hey there, folks! Welcome back to another episode of "CERIWIS"! I'm Tiva, and as always, I'm here with my awesome friend, Falda. What's up, Falda?	Tiva: Halo, teman-teman! Selamat datang kembali di episode "CERIWIS"! Aku Tiva, dan seperti biasa, aku di sini bareng temenku yang keren, Falda. Apa kabar, Falda?
Falda: Hi, guys! I'm Falda, and I'm ready to dive into today's topic.	Falda: Hai, semuanya! Aku Falda, dan aku siap banget ngobrolin topik kita hari ini.
Tiva: But before we get into it, don't forget to visit RRI Digital and leave us some likes and comments on today's podcast video there. Got that, guys?	Tiva: Tapi sebelum kita mulai, jangan lupa mampir ke RRI Digital dan kasih <i>like</i> sama <i>comment</i> di video podcast kita hari ini. Oke, <i>guys</i> ?
Bridging (Host):	Bridging (Host):
Tiva: You might be wondering why we are speaking English just now. Yes, today is Ceriwis' special episode when we will speak English the whole time. That's very unusual of us. Indeed. But it's to make things spicier, you know! And it's related to our topic today. We'll be talking about the relevance of using	Tiva: Kalian mungkin penasaran kenapa kita pakai bahasa Inggris sekarang. Nah, episode kali ini itu episode spesial Ceriwis. Jadi, kita bakal ngobrol pakai bahasa Inggris. Nggak biasa banget, ya. Tapi, kita seru-seruan aja, kok! Terus, ini nyambung sama topik kita hari ini. Kita bakal bahas relevansi penggunaan bahasa Inggris dalam

English in our daily lives, even though we're in a non-English speaking country.

Falda:

Wow, what an interesting topic we've got right here. I can't wait to dive into it very soon!

Discussion (Host & Speaker):

Tiva:

Right! Now, question one: Is English a must-have skill in Indonesia today? What do you think, Falda?

Falda:

Great question, Tiv! Well, it used to be all about speaking Bahasa Indonesia, but now English is like the cherry on top. It can help you score a sweet job, chat with people worldwide, and access endless online content. So, yeah, it's pretty cool! How about you, what do you think about that?

Tiva:

Totally! English is like a passport to the global village. So, I think, it's a must-have skill in Indonesia, especially in these globalization years. It's all about being a global citizen! English is like the secret key to connect with people from all around the world. It's the language of the internet, international business, and many more. English is literally everywhere, and it's more than just a language; it's a way to access a world of information and opportunities.

And about that, how do young Indonesians feel about using English in daily conversations? Is it seen as a status symbol or just a language?

Falda:

Well, you know, a lot of young Indonesians these days are pretty chill about using English in our daily conversations. It's not really about showing off or being all fancy. So, it's not really a status thing, more like a language for fun and connection.

Tiva:

Oh, I couldn't agree more, girl! English isn't seen as a snobby status symbol here. It's just another way to express ourselves and connect with peeps worldwide. We use it casually in daily convos, but it's not like, "Look at me, I'm so fancy!" It's more like, "Hey, I can chat with my buddies from different corners of the globe, and that's pretty cool!" So yeah, it's a language of connection, not just a fancy badge. Then, what do you think about the use of English slang around you? I found it a lot funner to add some slangs when speaking English.

Falda:

Yes, yes! English slang is pretty cool, to be honest! It adds a whole bunch of flavor to our conversations. It's like our secret code that only cool peeps understand, especially when you are using social media like Twitter and Tiktok. So, I'm all in for some English slang around me!

kehidupan sehari-hari, meskipun kita tinggal di negara yang bahasa utamanya bukan Bahasa Inggris.

Falda:

Wah, topik yang menarik banget nih. Nggak sabar buat ngobrolinnya!

Discussion (Host & Speaker):

Tiva:

Bener banget. Sekarang, pertanyaan pertama: Apakah Bahasa Inggris itu *skill* yang wajib di Indonesia sekarang? Menurut kamu gimana, Falda?

Falda:

Pertanyaan bagus, Tiv! Dulu sih, cuma penting buat bisa Bahasa Indonesia aja, tapi sekarang Bahasa Inggris tuh kayak pelengkap. Bisa bantu kita dapet pekerjaan yang bagus, ngobrol sama orang dari seluruh dunia, dan akses konten online yang nggak ada habisnya. Jadi, iya, Bahasa Inggris itu penting banget! Kalau kamu, gimana?

Tiva:

Setuju banget! Bahasa Inggris itu kayak paspor ke desa global. Jadi menurutku, itu *skill* yang wajib di Indonesia, apalagi di era globalisasi ini. Ini semua tentang jadi 'warga dunia'! Bahasa Inggris itu kayak kunci rahasia buat terhubung sama orang dari seluruh dunia. Ini bahasa internet, bisnis internasional, dan masih banyak lagi. Bahasa Inggris tuh ada di mana-mana, dan bukan sekadar bahasa; cara lain buat akses informasi dan kesempatan di dunia.

Terus, gimana pandangan anak muda Indonesia tentang penggunaan Bahasa Inggris dalam percakapan sehari-hari? Apakah dianggap sebagai simbol status atau cuma sebagai bahasa aja?

Falda:

Ya, anak muda Indonesia sekarang ini cukup santai pakai Bahasa Inggris di obrolan sehari-hari. Bukan buat pamer atau jadi sok keren. Jadi, bukan simbol status, lebih kayak bahasa buat seru-seruan dan berkomunikasi aja.

Tiva:

Wah, aku setuju banget! Bahasa Inggris di sini nggak dianggap sebagai simbol status yang 'sok kelas'. Kayak cara lain buat kita berkomunikasi dan terhubung sama orang dari berbagai belahan dunia. Kita pakai di obrolan sehari-hari, tapi nggak kayak, "Liat deh, aku keren banget!" Lebih kayak, "Hey, aku bisa ngobrol sama temen-temen dari berbagai penjuru dunia, dan itu keren banget!" Jadi iya, ini bahasa buat saling terhubung, bukan cuma buat gaya-gayaan. Nah, menurutmu gimana soal penggunaan slang Inggris di sekitar kamu? Aku sendiri ngerasa lebih kocak kalau pakai *slang* pas ngomong Inggris.

Falda:

Iya! Jujur aja, *slang* Inggris itu keren banget! Bikin obrolan kita jadi lebih berwarna. Itu kayak 'yang-tau-tau-aja', cuma orang-orang tertentu yang ngerti, apalagi pas pakai media sosial kayak *Twitter* dan *TikTok*. Jadi, aku suka banget sama *slang* Inggris di sekitar aku!

Tiva:



Tiva:

Great! But hold up, Falda. Some might argue that our local languages are equally important, and maybe we're giving too much attention to English to the point where we are getting "westernized". What do you think?

Falda:

That's true. Local languages are our roots, and they're super important for cultural preservation and identity. We should definitely promote and preserve them. However, it doesn't mean we can't embrace English alongside our local languages.

Tiva:

Absolutely. It's all about balance. Using English doesn't mean we're neglecting our own culture and languages. It's about being bilingual and multicultural. In a globalized world, being multilingual is a superpower. So, guys, don't feel guilty about using English. It's all about enhancing our opportunities and knowledge. Alright, here's another question for you, Fal. How can we make English learning more fun and engaging?

Falda:

Now, learning and using English, it's not just about hitting the books. You can binge-watch your favorite English series, TikTok your way through language challenges, or simply chat with your international pals.

Tiva:

Great suggestions! Plus, let's not forget the power of social media. We can connect with English speakers, join online language exchange groups, and share our own culture with the world. It's a win-win!

Conclusion (Host & Speaker):

Tiva:

Before we wrap up, what's your final take on this topic, Falda?

Falda:

Well, I'd say English is like our golden ticket to the world. It's relevant, it's empowering, and it's a tool for breaking down barriers. But let's not forget our own culture and languages; they make us unique. So, guys, embrace English, but stay true to who you are!

Tiva:

Well said, Falda. So, there you have it, peeps. English isn't just some random subject you learn in school. It's a key to unlocking a world of opportunities, global connections, and personal growth.

Closing (Host):

Tiva:

Well, that's a wrap for today's episode of Ceriwi! We hope you enjoyed our talk today. I am Tiva.

Falda:

I am Falda.

Mantap! Tapi tunggu dulu, Falda. Ada yang berpendapat kalau bahasa lokal kita juga nggak kalah penting, dan mungkin kita terlalu fokus sama Bahasa Inggris sampai kita jadi "kebarat-baratan." Gimana menurutmu?

Falda:

Bener juga sih. Bahasa lokal itu akar kita, dan itu penting banget buat melestarikan budaya dan identitas. Kita harus tetap mempromosikan dan melestarikannya. Tapi, bukan berarti kita nggak bisa menggunakan Bahasa Inggris bareng dengan bahasa lokal kita.

Tiva:

Setuju banget. Ini semua soal keseimbangan. Pakai Bahasa Inggris bukan berarti kita mengabaikan budaya dan bahasa kita sendiri, tentang jadi bilingual dan multikultural. Di dunia yang global ini, jadi multibahasa itu kayak kekuatan super. Jadi, *guys*, jangan merasa bersalah kalau pakai Bahasa Inggris. Toh, tujuannya untuk nambah kesempatan dan pengetahuan kita. Oke, pertanyaan terakhir, nih, Fal. Gimana caranya biar belajar Bahasa Inggris jadi lebih seru dan menarik?

Falda:

Belajar dan pakai Bahasa Inggris itu bukan cuma soal baca buku. Kamu bisa nonton marathon serial Inggris favoritmu, ikut *challenge* bahasa di TikTok, atau ngobrol santai sama temen dari luar negeri.

Tiva:

Keren! Jangan lupa juga ada media sosial. Kita bisa terkoneksi dengan penutur Bahasa Inggris, gabung grup pertukaran bahasa online, dan berbagi budaya kita ke dunia. Untung banget!

Conclusion (Host & Speaker):

Tiva:

Sebelum kita selesai, apa pendapat terakhir kamu soal topik ini, Falda?

Falda:

Ya, aku bakal bilang Bahasa Inggris itu kayak tiket emas kita ke dunia. Relevan, mendorong, dan alat buat menembus batas. Tapi jangan lupa sama budaya dan bahasa kita sendiri; itu yang bikin kita unik. Jadi, *guys*, gunakan Bahasa Inggris, tapi tetap jadi diri kalian!

Tiva:

Bener banget, Falda. Jadi, itu dia, teman-teman. Bahasa Inggris itu bukan cuma pelajaran sekolah yang biasa aja. Ini kunci buat membuka kesempatan lain, koneksi global, dan pengembangan diri.

Closing (Host):

Tiva:

Ya, segitu dulu untuk episode Ceriwi kali ini! Kami harap kalian menikmati obrolan kita hari ini. Aku Tiva.

Falda:

Aku Falda.

Tiva:  
We are signing off!

Tiva:  
Kami pamit!

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## 2. Production

Once all pre-production tasks were finalized and received the necessary approvals from the supervisors, the production phase was then done. This phase was conducted over a single day, during which we executed the recording process in the studio. The step was dedicated to capturing high-quality audio, with the pre-designed script serving as our guide—despite both the host and speaker engaged in impromptu conversations as well. The recording session was managed with the assistance of the TMB (Teknologi Media Baru/New Media Technology) team, who helped set up the recording equipment.

## 3. Post-production

The post-production phase was a comprehensive process focused on refining and finalizing the podcast episode. The process started by incorporating the podcast introduction at the beginning of the video. This introduction was presented as an MP4 flyer with background music. The flyer provided key information about the podcast topic, as well as details about the host and speaker. Later on, the recorded audio was combined with the video footage to ensure precise synchronization. Subtitles were then added to the video before adding special effects as well. The audio was also adjusted to ensure balanced levels and clear sound quality by removing the background noise.

## Discussion

While working on the final project, several obstacles were encountered. The primary challenge was scheduling conflicts, exacerbated by a shortage of personnel. Notably, issues arose not just within the broadcasting department but also in the news department during the recording of the 'TARIKMAS' podcast program, which stemmed from miscommunication. This situation led to some tension throughout the process. The list below outlines the specific challenges encountered during the final project:

### 1. Pre-Production

During the pre-production phase, a significant challenge arose in arranging meetings with the field supervisors. The main issue was coordinating with one of the supervisors, who also served as the head of the department. This supervisor frequently had meetings scheduled out of town, making it difficult to find a suitable time for our discussions. This scheduling conflict delayed the approval process and required additional effort to ensure that all pre-production plans were reviewed and finalized in a timely manner.

### 2. Production

The production phase faced several challenges, primarily due to scheduling conflicts. The TMB team, responsible for handling the production process, often had to manage tasks outside the office, complicating the coordination of schedules. This issue was exacerbated by a major event happening at RRI around the same time as our podcast recording, further straining the availability of resources. Additionally, the videographer specializing in recording podcast videos was a single individual, which limited flexibility and added pressure to the scheduling. During the recording session, the atmosphere in the studio was also impacted by the staff's mood, which

affected the overall environment and made it difficult to maintain a productive and focused recording session.

### 3. Post-Production

In the post-production phase, a notable challenge emerged related to the timely uploading of the recorded podcast video and audio. The files were supposed to be uploaded to RRI's drive within 1-2 working days. However, the upload was delayed due to the ongoing major event at RRI, which affected the availability of resources and access to the drive. A significant concern was that the drive was set to automatically delete files every two weeks, making it crucial to transfer the files to a personal drive to avoid loss. This added pressure, as the files needed to be moved promptly to ensure they were preserved. Additionally, contacting the staff, who was also occupied with the event, proved difficult, further complicating the situation.

Several solutions were implemented to overcome the challenges encountered. Key among these was the adjustment of schedules to accommodate personnel availability, which helped to resolve conflicts. Collaboration with both the broadcasting and news departments was prioritized to enhance communication and ensure a smoother workflow. Regular check-ins were instituted to keep everyone informed and aligned, especially during the recording of the 'TARIKMAS' podcast program, which had previously experienced miscommunication. The following list is the details of the final project solutions:

#### 1. Pre-Production

To address the scheduling conflict during the pre-production phase, a solution was implemented by coordinating with another field supervisor who was in direct contact with the head of the department. This supervisor played a crucial role in managing the schedule by keeping track of the head of department's availability. The arrangement of meetings was facilitated by promptly being notified whenever the head of department was in the office. This approach ensured that we could effectively schedule and conduct the necessary discussions.

#### 2. Production

To address the scheduling conflicts and other challenges during the production phase, assistance was sought from the field supervisor, who facilitated communication with the TMB team. With her help, the podcast recording was successfully scheduled during a break period of the major RRI event, allowing the necessary resources and personnel to be available. This strategic timing ensured that the recording could proceed despite the busy schedule and the limited availability of the team. To improve the studio atmosphere, efforts were made to address staff mood issues by fostering a more positive and collaborative environment.

#### 3. Post-Production

To address the post-production challenges, several solutions were implemented. Given the delay in uploading the recorded podcast video and audio due to the RRI event, alternative measures were taken to ensure timely transfer of files. Assistance was sought from other staff members to help with the uploading process and to manage the files efficiently. Additionally, to avoid the risk of automatic deletion from the RRI drive, the files were promptly transferred to a personal drive as a precaution. This ensured that the content was preserved and could be recovered if needed.

## Conclusions

RRI Purwokerto serves multiple purposes across its various programs, with each channel targeting a specific audience. RRI Pro 2, for instance, is designed to engage

younger listeners with dynamic content that resonates with their interests. Among its offerings is the podcast program *CERIWIS*, which brings a fresh and engaging concept. The podcast is designed to resemble light, casual conversations that one might have during a lunch break, making it a relatable and enjoyable listening experience for its audience. The recording process for this English podcast episode involved several stages, from careful planning and scheduling in pre-production to the actual recording, which was conducted smoothly with the assistance of the TMB team. There was a post-production stage as well, which included editing the podcast video. Although obstacles such as scheduling conflicts and technical delays were encountered, these challenges were effectively managed, leading to the successful completion of the project. The purpose of this English podcast program is to bridge cultural gaps, promote language learning, and provide valuable content that is both educational and entertaining, all while expanding the reach of RRI Purwokerto to a more diverse audience.

From the conclusion, several suggestions emerge: while the current content strategy of RRI Purwokerto effectively delivers information, there is room for broader audience engagement through more diverse content. Expanding the range of topics, particularly with English-language content, could attract a wider, more varied audience. This approach would not only appeal to younger, globally-minded listeners but also position RRI Purwokerto as a more inclusive and forward-thinking media outlet. Exploring new and relevant themes would enhance the station's appeal and ensure its relevance in a rapidly evolving media landscape. The promotion of RRI Programa 2's programs—especially *CERIWIS*—also has room for improvement, particularly in leveraging social media. While RRI Programa 2 is active on Instagram, more targeted and engaging posts for *CERIWIS* could help increase visibility and engagement. Enhanced strategies, including regular updates, creative visuals, and interactive content, would elevate the program's presence and attract more listeners.

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