

MOTIVES AND SATISFACTION OF PODCAST LISTENERS “RS PODCAST” AMONG GENERATION Z

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ABSTRACT

Podcasts are one of the most popular digital platforms in the world. Each podcast or podcaster has a different style of delivering information. One example of a well-known and popular podcaster by Generation Z is the ‘RS podcast’ podcast. The purpose of this study is to understand and explain the motives and satisfaction of ‘RS podcast’ podcast listeners among Generation Z. This research uses quantitative methods, which focus on measuring and analysing cause-and-effect relationships between several variables. The data collected came from a sample. To conduct the survey, the researchers used a questionnaire. Based on the results of the research and discussion that has been presented in the previous chapter, which relates the Uses and Gratifications theory to analyse the motives and satisfaction of RS podcast podcast listeners among Generation Z, the author can draw the conclusion that in this theory there are two main aspects, namely Gratification Sought (GS) and Gratification Obtained (GO). The conclusion of this research on the Motives and Satisfaction of Listeners of the ‘RS podcast’ Podcast among Generation Z shows that there are several main motives that encourage Generation Z listeners to interact with this podcast. Generation Z tends to be interested in themes that touch emotions and are relevant to their lives. In addition, listeners feel that the ‘RS podcast’ podcast provides comfort and self-reflection, thus creating a satisfying listening experience.

Keywords: podcast, RS podcast, motives and satisfaction

1. PREFACE

Podcasts are one of the most popular digital platforms in the world. The definition of Podcast or podcast itself is an audio recording with discussion of certain topics, such as lifestyle or horror stories, which can be listened to on demand via the internet. Listeners can hear their favourite podcasts without the need to download files with a device or internet package. In addition, more and more platforms are offering interesting features for podcasters. Listen to podcasts anytime and anywhere, where listeners have the freedom to choose the theme they want to listen to, as well as the freedom of time to listen (Tysara, 2022).

Listeners can also replay recordings repeatedly without having to wait for radio broadcast hours. While radio and podcasts may share the same content, namely audio, radio and podcast listeners have slightly different characteristics. Radio listeners just need to switch on the radio and listen, while podcast listeners have a different journey. They have to make choices on what they want to hear, which makes podcast listeners more active in content and platform selection. The term ‘podcast’ was first coined by Ben Hammersley in 2004. At first, podcasts were used to describe RSS (Really Simple Syndication) based broadcasts that could be downloaded to iPod devices, Apple's digital media players. In today's modern world, technological advancements are inevitable (Chitra & Oktavianti, 2019).

There are many benefits from these technological advances. One of the trending technologies is a platform in the form of Podcasts. The term podcast is taken from the words ‘iPod’ and ‘broadcast’. As the name implies, it can play mp3 format audio files. However, over time,

podcasts have evolved into a format that can be accessed through various devices such as smartphones, tablets, and computers. Podcasts often provide a feeling of closer connection between the content creator and the audience. This is because podcast narrators or hosts are often personal and speak in a more relaxed style. Podcasts are also a valuable source of learning. Many podcasts are dedicated to education, so they can help audiences increase their knowledge in various fields. In addition to having a positive impact on the audience (Diniar, 2023).

In Indonesia itself, Podcasts are facilitated by the entry of Spotify as one of the music streaming services in Indonesia which also provides podcast channels in its features in 2018. There are already more and more people who know Podcasts. The results of Podcast User Research in Indonesia in 2018, conducted by Daily Social JakPat site on 2,023 smartphone users, showed that 68% of respondents claimed to be familiar with podcasts and 81% of them listened to them in the last few months. The survey results also show that the demographics of podcast listeners in Indonesia are dominated by the 20-25 year old age group, with 42.12%, followed by the 26-29 year old age group and the 30-35 year old age group, the age range listed includes the age in Generation Z. One of the platforms that provide podcast content, Spotify, revealed a three-fold increase in the number of podcast listeners in 2020 compared to the previous years(Hutabarat, 2020).

Podcasts also have several benefits that can be taken from the topics listened to such as topics related to education, politics, romance and discussions about daily life using relaxed language. Audiences can learn to be good listeners, can create imagination while listening, not only listening but audiences can also feel or can imagine themselves in the position of the story. podcasts are also designed to provide guided sessions to increase awareness and calmness. The presentation of podcasts or podcasters certainly already has their own language style in terms of conveying information, one example of a podcaster that is quite famous and favoured by Generation Z is a podcast called RS podcast (Agnes, 2020).

RS podcast is a podcast created by a woman who has a hobby of writing, namely with the full name Nadhifa Allya Tsana or commonly called Tsana. The RS podcast podcast, which was released on 24 May 2019 on the Spotify platform, has been at the top for several consecutive months. Because listeners prefer themes related to emotional problems or problems that arise in the daily lives of listeners. The reason why researchers want to research the RS podcast is because the podcast attracts a lot of Generation Z and also the RS podcast has quite an interesting target(Mourint, 2021).

Figure 1

Features of the RS podcast Podcast



This research is included in the Uses and Gratifications Theory which emphasises that media users play an active role in choosing and using media (Kriyantono, 2010).

Assumptions of Uses and Gratification Theory according to Katz, Blumler, and Guveritch (1974) cited in the book West & Turner are as follows. (a) audiences are active and their media use is goal-orientated; (b) the initiative in attributing satisfaction to certain media choices lies with the audience; (c) the media competes with other sources for need satisfaction; (d) people have enough self-awareness of media use, interests, and motives to give an accurate picture of media use, and motives so as to provide an accurate picture of the media. the media; (e) judgements about the value of media content can only be made by audiences.

McQuail and colleagues (1972) in West & Turner identify several ways to classify the needs and satisfaction of audiences. ways to classify the needs and satisfaction of audiences (Wakas, 2021). Problem Formulation Based on the description that the author has explained in the background section: what are the motives and satisfaction for the listeners of the RS podcast among the Generation Z community? Research Objectives Based on the formulation of the problem above, the purpose of this study is to determine and explain the motives and satisfaction for listeners of the RS podcast among the Generation Z community.

Based on this explanation, temporary conclusions can be drawn which must be tested. As follows:

H0: It is suspected that there is appropriate satisfaction with personal identity and integration and social interaction on the RS podcast podcast media.

H1: It is suspected that there is no appropriate satisfaction in personal identity and integration and social interaction on the RS podcast podcast media.

2. RESEARCH METHOD

Samples

Population is a generalisation area consisting of subjects or objects that have certain qualities and characteristics chosen by researchers to study and then make conclusions. The population in this study is Generation Z who use all podcast followers and listen to RS podcasts (Fathurrozak, 2022).

While the sample is part of the population and characteristics that are considered representative of the population. Sample withdrawal using *Non-probability* sampling, this technique is a sampling technique that does not provide equal opportunities for the population to be sampled, using *purposive sampling*, which is a sampling technique with certain considerations. The characteristics in this study are (a) respondents who are Generation Z; (c) respondents who are podcast users; (d) respondents who are followers of the RS podcast.

It can be explained that in cases where the population is unknown, researchers draw samples using Lemeshow's formula (Febriani, 2023).

Measurement

This study uses quantitative research methods. Quantitative research is research that focuses on calculating the size and analysing the cause-and-effect between several variables. This research method is also a scientific method because it fulfills the requirements of scientific principles, namely certain / concrete, measurable, objective, systematic, and rational. This research method is in the form of numbers and analysis using statistics.

The reason the researcher chose the quantitative method is because according to the background, the researcher wants to test the cause-and-effect variable, namely motive X and Y is satisfaction. This research method uses the survey method. Researchers want to know whether the dimensions of the independent variable (variable X) have an influence or not on the dimensions of the variable Y.

dependent (variable Y). This method is included in analytical surveys that study two or more variables in answering researcher questions or testing hypotheses (*Ghodang & Hantono, 2020*).

Data collection and analysis

The primary data used in this study used a questionnaire. This questionnaire is a technique that is often used by researchers to collect data by distributing several numbers of questions that must be filled in by respondents. Researchers used a Likert scale as a measurement scale. The Likert scale itself has 2 types of question forms, the first question usually starts with a score of 5-4-3-2-1. With forms of answers such as Strongly Agree, Agree, Undecided, Disagree and Strongly Disagree (Kurniawan, 2021).

This study uses data analysis techniques used are validity and reliability tests, normality tests, regression tests, T tests and average comparison tests. This is done to ensure that the difference between the two means is a significant difference. For the research stage:

Pretest

Researchers will distribute Google Forms to 30 respondents first, because the pretest is the first stage in order to find out if the initial results are valid or invalid.

Treatment

For the treatment stage, the stage where you already know the initial results, there will be improvements, because if there are invalid results, the questions that are not valid will be deleted and continue to be redistributed. Invalid results will be deleted and continue to redistribute.

Post - Test

Post-test is the result of the final stage of the researcher who will continue the stage of distributing Google Forms to 100 respondents with questions that are not distribution of Google Forms to 100 respondents with invalid questions removed until the results are entirely valid.

Concept Operationalisation

Operationalisation of concepts and/or variables is a process that provides definition of a variable or concept that can provide meaning so that it can describe activities, or provide the necessary operations. It can describe activities, or provide the operations needed to measure a variable.

The concept of this research is the motive and level of satisfaction with the RS podcast podcast media based on the Uses and Gratifications theory. In this concept, what needs to be measured is the concept of Gratifications Sought (GS) and Gratifications Obtained (GO) which makes it a benchmark for the media.

Gratifications Obtained (GO) which makes it a benchmark for the comparison between the expected satisfaction and the comparison between the expected satisfaction and the satisfaction obtained. The level of dimensions of Gratifications Sought (GS) and Gratifications Obtained (GO) dimensions by covering the motives of media users according to Dennis McQuill.

3. RESULT AND DISCUSSION

Nadhifa Allya Tsana or commonly called Tsana is one of the podcasters who is familiar to the ears, especially for generation z, Tsana has a hobby of writing as well as the owner of the RS podcast Podcast which was released on 24 May 2019 on the Spotify platform. The reason why Tsana gave the name RS podcast is because Tsana likes rain but only raindrops not heavy rain so the word 'Rintik' was created. Then the word 'Sedu' was chosen to be juxtaposed with the word 'Rintik' because 'sedu' is a word in the KBBI which has the word pair 'sedan' or 'sedu-sedan' which means a sobbing after a heavy rain. has the meaning of a sob after crying. The word 'RS podcast' when put together means that the sadness felt by a person as in the writings that are made can soon pass like a quick raindrop fleeting (Adila, 2024).

Figure 2
 Podcast chart



Here are the results of the podcast ranking in 2024 from the official Spotify charts website, the RS podcast channel from year to year is always at the top of the list that has many RS podcast listeners. The official podcast charts website is a place to find out the latest information every day about which podcasts are trending. This research was conducted with a population of generation Z who are podcast followers and listen to RS podcasts. While the sample is part of the population and characteristics that are considered representative of the population, using purposive sampling, which is a technique for determining the characteristics of the population. using purposive sampling, which is a sampling technique with certain considerations.

Each generation, especially Generation Z, has different motives and satisfaction levels in choosing media to fulfil their needs. different motives and satisfaction levels in choosing media to fulfil their needs. According to McQuail, there are four main motives that drive a person to use media, namely: information motive, personal identity motive, social integration and identity motive, and entertainment motive. and entertainment motives. This research involved 100 respondents, all of whom all belong to Generation Z and are users who actively listen to the RS podcast on the Spotify application.

Table 1
 Mean Test Results Motive (X)

	<i>Motive X</i>	<i>Ranking</i>
Information Motive	4.3833	4
Personal Identity Motive	4.43	3
Social Integrity and Interaction Motives	4.4225	2
Entertainment Motives	4.536667	1

Table 2

Mean Test Result Satisfaction (Y)

	<i>Satisfaction Y</i>	<i>Ranking</i>
Information Satisfaction	4.48	3
Personal Identity Satisfaction	4.42	4
Social Integration and Interaction Satisfaction	4.405	2
Entertainment Satisfaction	4.476667	1

The results showed a comparison between the motives sought (Gratification Sought) and the satisfaction obtained (Gratification Obtained) by listeners of the RS podcast on *Spotify*, by comparing the average value of both. Based on the results obtained, it can be concluded that the average value of entertainment motives is higher than the level of entertainment satisfaction. Entertainment motives with an average of 4.536667, while entertainment satisfaction reaches 4.476667. This shows that the entertainment motive is better known or perceived as a stronger factor than the level of satisfaction obtained from the entertainment.

The meaning of why the entertainment motive is higher than other motives and satisfaction, because generation z feels that the motive it wants to find has been fulfilled by the podcast RS podcast. then it can be said that the podcast RS podcast has succeeded in attracting or fulfilling the needs sought by the audience, although the results of satisfaction obtained are lower than the motive sought with a difference in numbers that is not too far away can still be included in the category of success.

This research is in line with previous research conducted by Yuan Nindi Pratiwi, Hanni Munarwati Purnomo, Dita Angelina Marcel and Henny Sri Kusumawati in 2024, entertainment satisfaction through media use, namely with the results There is a conformity that shows that the entertainment satisfaction felt by teenagers is higher than their expectations. This can be seen from the average value of expected satisfaction of 4.07, which is lower than the satisfaction obtained of 4.12. This difference illustrates that what is obtained exceeds what is sought or expected. Overall, the average expected satisfaction (GS) and satisfaction obtained (GO) also show harmony, with the average value of GS of 36.06 lower than GO which reaches 36.47. This confirms that the level of satisfaction felt is greater than previously expected (Nindi Pratiwi et al., 2024).

Table 3
Coefficients

Coefficients^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	11.163	6.601		1.691	.094
	Motif	.909	.087	.726	10.452	<.001

a. Dependent Variable: Kepuasan

0.05, there is a significant difference between variable x on motive and variable y on satisfaction. As for the value of t count must be greater than t table, it can be explained from the value of t count above 10.452 > from t table which is 1.984.

Based on the results that can be seen from the t test with SPSS 30.0, namely: sig value <0.05 and t count > t table, the null hypothesis (H0) is rejected and the alternative hypothesis (Ha) is accepted. Therefore, it can be concluded that there is a significant difference between entertainment motives and entertainment satisfaction. The discussion that has been explained by the author is in accordance with the theory of uses and gratifications.

4. CONCLUSIONS AND SUGGESTIONS

Based on the results of the research and discussion described in the previous chapters, it can be concluded that the Uses and Gratifications theory is a relevant approach to understanding Generation Z's motives and satisfaction in listening to the RS podcast. This theory identifies two main aspects, namely Gratification Sought (GS) or the motives sought by listeners, and Gratification Obtained (GO) or the satisfaction obtained after accessing the media. In this context, each aspect has four dimensions that help analyse listeners' needs and experiences.

The results show that Generation Z as a group of listeners of this podcast have motives dominated by the need for entertainment, relaxation, and emotional connectedness. The RS podcast, which is characterised by storytelling with an intimate and emotionally charged atmosphere, fulfils these needs well. The satisfaction felt by listeners, especially in the entertainment aspect, shows that the content presented is able to have a positive impact on their daily lives, such as helping to reduce stress, provide inspiration, and create a sense of comfort.

Thus, it can be concluded that the RS podcast has a significant role as a medium that not only entertains, but also provides a space for Generation Z to have a deep and meaningful listening experience. This research also confirms the importance of understanding audience needs in creating relevant and satisfying content, especially in this highly competitive digital era.

As a recommendation, this research can serve as a basis for content creators to better understand and accommodate audience needs, as well as continuously improve the quality of content to remain relevant and engaging. In addition, for future researchers, further exploration of the dimensions of Uses and Gratifications theory in other digital media contexts could be an interesting topic that provides new insights into media consumption behaviour in the future.

Theoretical Suggestions

The uses and gratifications theory is relevant to analyse how podcasts on Spotify are selected and consumed based on the needs or gratifications sought. This theory can be used to explore users' motivations in choosing podcasts that fulfill listeners' entertainment, education, or social identity formation needs.

Practical suggestions

As a communication student, speaking skills can be improved by listening to podcasts by experienced speakers. The way of delivery, speaking style, and episode structure can be considered to gain useful insights in presentations or discussions. Podcasts can also be created by students themselves as a way to practice public speaking and build a personal brand in the digital world.

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