



Digital Creative Industry "Podcast" As Development Media Literature

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Abstract

Purpose of this research is to find out how the change of literary form into podcast in the development of literary works in the digital era as well as the influence of podcast in literary learning. Thus, researchers will explore literary content in podcast and how changes occur from written literature to podcast in the digital era. In this study, the researcher used a qualitative approach. Research data collection techniques using interview and survey methods. Researchers interviewed 10 people, with the majority from Raja Ali Haji Maritime University. Furthermore, the survey method was carried out through an online questionnaire. As a sample, researchers took 44 people as respondents with an age range of 19-25 years and had listened to podcast. The population of respondents includes students in the Riau Archipelago. The list of questions in the questionnaire consists of 9 questions, of which 5 are closed questions (answers have been provided) and 4 open questions (answers from respondents). Based on this research, it was found that podcast media can be an alternative development literature because the preference for digital media is getting higher every day. Researcher Podcast use as an alternative medium to develop literary works is the podcast "Sandiwara Sastra" which is transfer ride literature to shape audio. As a result, shape introduction creation literature this can be a medium to interpret the importance of the role and benefits of literature itself in upgrade interest public specifically college student. The recommendation from this research is to present media alternative this expected could strengthen existence literature for college student.

Keywords : *podcast, literature, transfer of rides*

1. BACKGROUND

The rapidly growing digital creative industry in Indonesia is widely integrated in various fields, one of which is literature. The creative industry sub-sector has a large contribution to the national economy by contributing 14.28% of the workforce, 13.77% of exports, and 7.44% of GDP (Exports, 2018 ; Firmansyah, Susanti, Sasmita, 2021) . Now there are 8.2 million creative businesses in Indonesia which are dominated by fashion, craft, and culinary, fashion businesses, so these 3 sub-sectors also have the most donations to the GDP of the Creative Economy. In addition, there are 4 sub-sectors with the fastest development, namely television and radio, film, video animation, performing arts, and visual communication design. Various sectors can be packaged into digital creative industries, such as literature in



podcast (Kidd, 2012 ; Alter & Ratheiser, 2019; Linares et al., 2018) . Literature and the digital creative industry have something in common, namely based on talent and creativity with cultural nuances (Berry, 2015) . The abnormality is that the process of creating literary works is more oriented towards literary interests, on the other hand, the creative industry is more oriented towards market interests as is the basis of the industrial world. (Mchugh, 2017) . It is this market interest that is utilized by the digital creative industry in improving people's literary literacy skills through podcast.

Podcast has now become a digital industry. Podcast is one of the rapidly growing digitization products. As stated in the 2025 Creative Industry Development Plan, Industry originates from the use of a person's creativity, expertise and talent to generate prosperity and employment through the creation and utilization of that person's creativity. Podcast has absorbed quite a lot of manpower (Linares et al., 2018; Ministry of Tourism and Creative Economy of the Republic of Indonesia, 2021) . In addition, the nature of podcast that can be downloaded and listened to at any time makes the content presented can be enjoyed easily and flexibly (Sugiono, 2021) . Therefore, podcast is now an attractive industry because anyone can contribute, express, exchange ideas and promote their products.

The content presented in the podcast becomes an alternative for the community to get entertainment. Not only entertaining, other benefits are also being a medium of information and educational media that can be used anytime, anywhere (Hutabarat, 2020) . Audio Sinar is considered effective by young writers to be creative. In another study, it was also stated that students could receive literary works positively through electronic media (Nurhidayah & Setiawan, 2019) . Through various media, literary developments began to be disseminated. But over time, technology will develop. Various Indonesian literary works can be found through electronic and online media, usually through the increasingly sophisticated radio, television and internet. The use of digital media is a strong hegemony in developing literature in society (Sulaiman, 2016) . Meanwhile, other digital literature research (Yusanta & Wati, 2020) revealed that the emergence of cyber literature or electronic literature as a response to the development of the digital world is considered capable of attracting interest and inspiring.

The development of the digital world that is included in literature is able to change people's habits in enjoying literary works. The audio program "Sandiwara Sastra" is one example of media that contains various novels, short stories, and other literary works, which are packaged in audio form (Fauziah, 2020) . Podcast acts as a work of art and innovation in creative production. It was launched as a vehicle for transferring from text to audio so as to arouse the interest of the Indonesian people in Indonesian literature. Furthermore, this involves Indonesian actors and actresses as voice actors and narrators, such as Kevin Ardilova, Chelsea Islan, Chicco Jericho, Christine Hakim, Najwa Shihab, and other figures. The involvement of these community leaders can attract people's attention in enjoying the Literary Drama Program



at @ *Budayakita*. It can also provide entertainment with useful values for the community to help mental health in pandemic situations.

Many previous research objects have studied literature on digital media. However, according to the results of a survey conducted by the Center for Educational and Cultural Policy Research in 2019, the average number of the National Alibaba Index is included in the category of activities with low literacy levels, from a scale of 0-100 at 37.32. That is, the research conducted has not yet arrived at knowing the development of literary forms that have migrated from the written tradition to the oral tradition. This change in literary form is also related to the scope of Empowerment The Reading Society loves literature so that ethical, aesthetic, and moral values are absorbed extensively. The relationship between literature and the strengthening of the reading community is a positive and reciprocal relationship transformative. Therefore, in this mini-research that will be carried out, the researcher tries to find out how the changes in the form or ecranization of written literature into the digital creative industry? Besides, how is the influence of podcast as a medium for learning literature? This is considered because knowledge is not limited to practical knowledge to meet daily needs, skills, entertainment, but also about thoughts and literary stories. Therefore, the purpose of this research is to find out how the change of literary form into audio siniar in the development of literary works in the digital era as well as the influence of audio siniar in literary learning . Thus, researchers will explore literary content in podcasts and how changes occur from written literature to podcasts in the digital era.

2. THEORITICAL REVIEW

2.1 Digital Creative Industry

Creative industries (Gross, 2020) are industries that have the potential to create wealth and jobs through the generation and utilization of intellectual property and content, which stems from creativity, killing, and individual talent. Creative industries refer to various economic activities related to the generation and utilization of knowledge and information. Creative industries (Doyle, 2016) include advertising, architecture, arts, crafts, design, fashion, film, music, performing arts, publishing, research and development, software, toys and games, television and radio. Department for Culture, Media & Sport (BOP Consulting, 2010) recognizes nine creative sectors, namely: 1) Advertising and Marketing, 2) Architecture, 3) Handicrafts, 4) Design: product, graphic and fashion design, 5) film, TV, video, radio and photography, 6) IT, software and computer services, 7) Publishing, 8) Museums, galleries and libraries, 9) Music, performing and visual arts.

According to the Ministry of Trade of the Republic of Indonesia, the creative economy is an industry that is born from the utilization of individual creativity, skills and talents to create wealth and employment by creating and exploring individual creativity and creativity.



(Saksono, 2012) . Therefore, the role of the creative industry is considered important in encouraging the national economy and improving people's welfare, because everyone can create markets and carry out economic activities in a sustainable manner.

2.2 Transfer Rides in Podcasts

The process of switching from one type Artwork is a tool that can be a diversion into other forms (Hutcheon, 2006) . So, essentially the transfer of the vehicle is the conversion of literary or artistic works into other forms of art. The activity of changing the vehicle from one type of art to another or converting literary works into the arts of dance, drama, and various performing arts has been going on for a long time and even now, the conversion of literary works has become part of the modern film and stage industry. (Isnaniah, 2021) . Problems in the transfer of rides can be referred to as adaptation (Hayward, 2001) . Adaptations to films always create a new story that is not the same as the original. In this case the film adaptation can be a work that is "more" or "less" than the original. Telling the same story from a different point of view will lead to different interpretations (Hutcheon, 2012) . Adaptations are universal and can be repeated with continuous variations. The repetition, the adaptation work is able to attract interest because the work presented is famous. The division of adaptation into three types, namely: (1) adaptations based on classic literary works, (2) adaptations of dramas, and (3) adaptations of works categorized as popular literature (Hayward, 2001) . The adaptation process from short stories into films has developed many things, especially films that rely on narrative and dialogue elements in the content of short stories concerning storylines, settings, and characters (Hutcheon, 2006) . The relationship between the nature of transfer and adaptation has terms that are better known in the activities or results of vehicle transfers, among others, musicalization, dramatization, and ecranization. Novels and films are forms of narrative text which consist of a structure.

Transfer of rides is often also called ecranization, which means the process of transferring or changing the form of a novel into a film. Based on the origin of the word, (Hutcheon, 2006) interprets ecranization as a white voyage (ecran in French means sail). The changes that occur from the novel form to the film form are carried out in terms of function (Hutcheon, 2006) . Efforts to film novels have been going on almost as old as the age of film itself. Since the days of silent films (films that only present pictures or without sound) this has been done. In fact, at first the film adapted the novel in its entirety (just like the novel). Ecranization in other terms, namely transfer of vehicles. This term essentially has a wider scope than ecranization (Hutcheon, 2006; Isnaniah, 2021) . Transfer of rides can also be done from films to novels or even poems born from paintings or songs and vice versa. It was further stated that in the transfer of the vehicle there would be changes. In the transfer of a novel to a film, for example, the characters, setting, plot, dialogue, etc. must be changed in such a way that they are suitable for the needs of other types of art. Differences in vehicles or media will



directly affect the way the story is presented, and the form of story presentation. In addition to the limitations that each media has, problems with the reception, reading, screenwriting or directing process for the work will also affect the presence of the adaptation work (Hutcheon, 2006 ; Isnaniah, 2021) . In the process, the complexity of ideological issues and goals, intentions, messages, missions, desires of screenwriters, directors, producers is strongly influenced by the spirit of the times, developing social phenomena, cultural and social communities. This happens also in the transfer of rides on podcasts or podcasts .

The year 2004 was recorded as the beginning of the emergence of the term podcast. Ben Hammersley mentions the word “podcasting” in his article at www.theguardian.com covering audio blogs and online radio. For almost 7 months, the term "podcasting" seemed to sink until finally some people used it as a name when registering a domain like Dannie Gregoire who registered the podcaster.net domain (Geoghegan & Klass, 2007) . Podcast or podcast is a convergence application that is able to collect, create and distribute personal radio audio video programs freely through new media and is able to compile MP3, pdf, ePub, and download formats through syndication so that it can be put together in one container and accessed by many people around the world. part of the world . Podcast is one of the developments of new media or new media that is currently hype (Hutcheon, 2012) . Audio sinar has become a new medium in the Indonesian broadcasting world, especially in audio content. In the digital era, podcast has become a means of providing interesting audio-based content and has a longer duration than radio.

Podcast is one of the many new media products. What is new media? New media is a terminology to explain the convergence between digital communication technology that is computerized and connected to the network. One of the most important parts of new media is the internet. New media has several characteristics, namely digital, *interactive* , *hypertextual* , virtual, *networked* , and *simulated* . In Indonesia, the revival of audio sinar has been rapid since 2018. The moment of its revival was when the Anchor platform launched a free hosting service to distribute podcast to various platforms. Before Anchor, podcast creators had to use paid hosting services to distribute their podcast across multiple platforms. That's why before 2018, several podcast creators used the free Soundcloud audio service. Some of the first popular podcasters on Soundcloud, including Adriano Qalbi with his early Sunday podcast , Rene Hafied with Suarane and also Iqbal Hariadi with the Subjective Podcast. Along with the popularity of Anchor which provides free distribution services, the music streaming platform Spotify has also opened podcast distribution channels from various podcast aggregators . Even now through Spotify for Podcaster, Spotify also opens distribution channels directly from creators, without going through third-party distribution services. By opening the tap for podcast distribution , Spotify is speeding up to become one of the most popular services today for listening to podcast. It is evident from the poll in consuming podcast by technology media, Daily Social in 2018, as many as 52.02% of correspondents chose Spotify as the main service



for listening to podcast, above Soundcloud and Google Podcasts.

Podcast is an alternative to auditory broadcasts other than radio, if you look at surveys and developments in podcast, it can be seen that radio and podcasts are complementary to each other. Podcasts are proof that technology cannot be dammed as well as being a driving force for change in society, where listeners can choose and immediately hear what they want to hear (Kencana, 2020) .

2.3 Literary Literacy

Literacy is a person's ability to process and understand information when perform the reading and writing process. EDC (Education Development Center) states that literacy does not only lead to the ability to read and write but the ability individuals use their full potential and skills. Literacy is not only capable read letters instead of reading the world (Hodgson, 2019). Meanwhile, UNESCO provides statement that literacy is the right of everyone and is the basis for lifelong learning . The meaning of literacy is influenced by academic research, national context institutions, cultural values and experience. Through literacy skills will empower and improve quality individuals, families, and communities. Literacy is an enabling life skill Humans function optimally as members of society. Literacy includes abilities receptive and productive in an effort to discourse in writing and orally. Literacy is problem solving skills. Literacy is a reflection of mastery and appreciation culture. Literacy is a (self) reflection activity, and literacy is the result of collaboration. Based on the range of the meaning of literacy, literary literacy can specifically be included in mastery and cultural appreciation. Literacy Literature engineering literacy is a path leading to a change and improvement of community literacy with correctional methods and techniques intellectual literacy, and that in literary workshops (reading and writing) it is necessary language skills, listening, speaking, reading, writing, starting from the mother tongue, Indonesian and foreign languages.

Literary literacy needs to be developed in the reading community/learning community. This is reasonable because literature and art have an important role in the development of the nation . The role of literature and art in nation building (1) the meaning of the oath 1928 youth, one of which upholds the language of the unity of the Indonesian language is the pledge culture that recognizes the variety of local cultures and languages in Indonesia (2) literature and language art becomes a tool of national identification, (3) Indonesian literature as part of the "heirs" world culture" (Sudarsana, 2014) . Furthermore, there is a need for literary literacy, especially in a learning society because literature is a spiritual dimension. Literature is a product of a civilized and cultured society/nation. Therefore continuity the implementation of literary literacy requires political decisions such as the Community Literacy Movement. However, the question is to what extent the State or Government cares about cultural issues? Experience shows that the government has neglected the problem culture only because it prioritizes economic development. Negative impact economic development priorities are



liberal competition, materialistic, non development spirituality that gave birth to all kinds of pop culture. Literary literacy in the community is not just the provision of mobile library cars, the provision of literacy materials, but far from that, namely inculcate an attitude of reading literature. A data (Rosidi, 2016), that the ability to read literature of students in the Dutch colonial era was actually better, because of the provision of literary books.

The condition of literary literacy in Malaysia is even better, because of the *political will* related to the obligation to read Malay literature/literary works written by Malaysian writers, both classical and modern. (Hodgson, 2019) . Countries that have succeeded in developing literary literacy are European countries, the United States, Japan and Russia. In that country literature is read by everyone or most people. Literature is considered a daily spiritual need and reading literary works is considered to broaden the horizon of view and deepen understanding of human nature. The progress of a nation cannot be separated from its literary progress. Even Countries that are not yet economically developed, will be respected by nations in the world because literature, such as the Nobel Prize in Literature. For example, the American countries Latin like Chile, Nicaragua, Mexico, Argentina, Colombia, Peru, etc. The emergence of writers This world occurs because literary life in the nation's society develops, literature considered important and the people's love of reading is high. How about Indonesia?

Sadly, literary literacy in Indonesia is not encouraging. Although it can be seen every day in Gramedia bookstores or others, the production of literary/fiction reading books increases from year to year, but two things are not fulfilled for literary literacy, namely (1) the price of books is still relatively expensive, (2) reading interest is still low, if there are still many visitors, maybe it's just because of the streets, the number of readers is not proportional to the number of people reading, political constraints and book publishing policies, (3) literature is not considered important by the State (Hodgson, 2019) . The public, of course, did not immediately understand and suddenly became literate/understood the works of Putu Wijaya, YB Mangunwijaya, Hamka, Sutan Takdir Alisjahbana, Armijn Pane, Pramoedya Ananta Toer (especially since they were blacklisted by the New Order government), NH. Dini, etc., this is only understood by a few educated people in Indonesia, not in the community. In the field of formal education schools are also pathetic. For example, during the New Order era, when the Minister of Education was Daed Joesoef, the percentage of non-fiction books should be higher than fiction books. This policy line shows the government's view that literature is not important. Thus the opportunity to introduce and familiarize students with literature does not exist at all. Even worse was the era of Minister Wardiman Djojonegoro with the policy concept of link and match, robotization, mechanization. In fact, Indonesia is very rich in fairy tales, fables, mythology, epics, and classical literary works. It was only then that there was political awareness of the importance of literacy and the emergence of the GLS, it was too late.



3. RESEARCH METHOD

In this study, the researcher used a qualitative approach. First, researchers identify problems or determine the object of research to find material/data that allows them to find novelty or advantages from their research with previous research. Then, the researcher collects data by selecting data that can be analyzed or interpreted to generate new ideas or theories.

Research data collection techniques using interview and survey methods. Interviews were conducted to complete, identify and obtain accurate data sources. The researcher interviewed 10 interviewees, with the majority from Raja Ali Haji Maritime University. The informant in the interview method continues to develop (snowball) purposively until the data found are considered satisfactory or reach data saturation. Furthermore, the survey method was carried out through an online questionnaire. As a sample, we took 44 people as respondents with an age range of 19-25 years and had listened to podcasts. The population of respondents includes all students in the Riau Archipelago. However, most of the respondents were from Raja Ali Haji Maritime University students. The list of questions in the questionnaire consists of 9 questions, of which 5 are closed questions (answers have been provided) and 4 open questions (answers from respondents).

Creswell theory to check the validity of qualitative research data which includes transferability, dependence, and confirmability tests (Creswell J., 2009). Data testing (internal validity) uses triangulation to find similarities between what the researcher reports and what happens to the object under study. The researchers also tested the data with transferability tests to achieve the right research results (context and research focus). Furthermore, the researcher also conducted a data dependence test (reliability), which means that the data can be trusted if a series of actual processes have been carried out (data collection, checking data validity, data analysis, and drawing conclusions). Finally, the researcher tested the data through confirmability tests, including checking the quality and results of the research whether they came from data collection.

Data analysis in this study used qualitative descriptive analysis techniques which included data reduction (data reduction), data presentation (data display), and conclusion drawing (conclusion/verification). First, the data collected are identified for similarities and grouped to facilitate prioritization or ranking at a later stage. Prioritized data are collected to draw conclusions.

4. RESULTS AND DISCUSSION

4.1 Research Result

To obtain an overview of students' listening habits, interests and perceptions toward podcasts as a medium for literary content, a closed-ended questionnaire was administered to college students. The questionnaire focused on four main aspects: students' experience in



listening to podcasts for entertainment, their interest in literary content delivered through podcasts, their perception of the declining public interest in literature in the digital era and their familiarity with the literary podcast “Sandiwara Sastra” The results of the closed-ended questionnaire are summarized in Table 1, which presents the distribution of respondents’ answers in terms of frequency and percentage. This table serves as the basis for understanding students’ awareness and readiness to engage with literary works through audio-based digital media.

Table 1. Question Closed

No.	Statement	Number of Respondents (Yes)	Percentage	Number of Respondents (No)	Percentage
1	Listen to podcast for entertainment	41	93.2%	3	6.8%
2	Declining public interest in literature	38	86.4%	6	13.6%
3	Interested listening literature through podcast	39	88.6%	5	11.4%
4	Know podcast "Theatrics Literature" which is vehicle for people Indonesian works literature Becomes audio media	9	20.5%	35	79.5%

Based on analysis on table 1, around 93.2% college student state once listen podcastas entertainment facilities, and only 6.8% of students stated that they had never listened to podcast. This matter shows that podcasts are no longer a foreign medium for the public, especially young people and college student. Furthermore, the level of student interest in listening to digital media podcasts is much greater, which is approx 88.6%, compared to students who are not interested in podcast , which is 11.4%. In this case, we use audio program entitled "Sandiwara Sastra" as a medium to introduce literature to students. Then, as much 86.4% of students agree that interest public to literature in era



digital moment this currently decrease, and 13.6% of students stated that they disagreed with the statement of the declining public interest in literature in the era of digital. This proves that students are aware of the decline in interest in literature in this era. Besides that, around 79.5% of students stated that they were not familiar with this podcast, and only 20.5% of students who familiar with the audio program "Sandiwara Sastra". Lack of knowledge about the "Sandiwara Sastra" podcast transfer creation literature to in media audio, show that delivery creation literature podcast this not yet reach public large, including circles college student.

Table 2. Question Open

No.	Aspects Observed	Respondents Response	Number of Respondents	Percentage
1	The Role of Literature in Community Life in the Digital Age	Method see and think	14	38.88%
		Add outlook	12	33.33%
		Communication	10	27.77%
2	Factor Low Interest General Reading	Influence media digital	14	40%
		Lack of application of literacy culture from an early age	13	37.14%
		Means and media read which not enough interesting	8	22.85%
3	experience and Benefit After Listening to the Broadcast "Theatrics Literature"	No know about podcast "Literary Play"	39	88.63%
		Find perspective new	3	6.81%
		Increase interest on literature	2	4.54%
4	Role from audio siniar Literature in Digital era	Innovation in literature	13	43.33%
		Increase knowledge public about literature	9	30%
		Learning alternative	8	26.66%



Based on table 2, point 1 which has been analyzed, states that literature has an important role in this era digital. From 100%, only 2.27% of students which state that literature no worth in era digital. the rest 97.72%the students who initiated the agreement had several different opinions regarding the role of literature in era digital. Around 38.88% college student think that literature in era this could influence and change view public to literature and life man in era digital this. Then, as much 33.33% of students think that literature can add insight and develop thinking man is poured into a literary work. In addition, it can also develop ideas and creativity in the digital age. The last opinion with a percentage of 27.77% of students stated the role of literature in communication and exchange of ideas in people's lives in the digital era. They think that literature could Becomes media and means which effective for channel thinkingand message for public.

Furthermore, the analysis in table 2 part 2 explains the low awareness of reading interest in studentsIndonesia. UNESCO states that Indonesia is second from the bottom in literacyworld. All respondents agreed with the statement and gave their opinion about factors that cause low interest in reading in the community. The existence of a digital life that is all practical and everything fast Becomes reason which most many disclosed by respondent we. As much40% of students think that there is a lack of interest in books or other literary works This is due to the high public interest in the practical world. Today's society in particular college student more choose use media digital for support life daily because systems are more valuable than books. The second factor of declining public interest in reading is lack of reading habit from an early age. Around 37.14% of students think that the lack of Reading habits from an early age and education from parents are factors for low interest in reading Indonesian society. Parents certainly have an impact on the lack of awareness of interest in reading at school future, including in the present. Around 22.85% of students see the last factor from the aspect of external. This external aspect includes the facilities and display of the current reading media. Facilities and views less interesting than some reading media causes people to be less interested in reading read books and literature. Therefore, respondents suggested innovation in book and creation literature for interesting more many interest read public in era digital.

Table 2, section 3, shows the percentage of students who know about the "Sandiwara Sastra" podcast . Count 88.63% college student not yet once listen podcast, so that no own experienceand benefits after listening to this podcast. Then, only 11.36% of students listened this podcast. Around 4.54% of students stated that they were more interested in literary works, and 6.81% students stated that the benefits of podcasts could add to their knowledge about literature come from para expert. Podcasts open their new views and thoughts about culture and literature.



Based on the analysis of table 2 part 4, as many as 97.72% of 100% of respondents stated that the role of literary audio is very important to develop literature in the digital era. From 97.72% students, we found that 43.33% of students explained the role of literary audio innovation in the world of literature in the digital era. The discovery in question is a new literary form, namely podcast. This literary podcast can indeed change people's mindset about literary appearance monotonous. With the existence of literary audio media, a new view of literature will be created which is packaged more attractively and adapts to the development of the digital era. 30% other students stated that literary audio plays a role in increasing knowledge public about literature. They explain that flexibility and convenience access to podcast is points important in media delivery creation literature. many people could listen podcast while to do activity other so that message and information in literary works that are the topic of podcasts are still delivered. This fact certainly expands and developing literature in the digital age. Furthermore, 26.66% of respondents stated that audio drama literature is an alternative to learning literature. The number of people who still haven't literate literacy need solution for Upgrade learning literature that is with use media podcast for discuss topics about literature.

4.2 Results Interview

In addition, the researcher also used the interview method to strengthen the survey data of the researcher. Based on interviews with ten students, it was found that most of the informants say that podcast "Theatrics Literature" very influence interest public for learn literature. With say other podcast this could becomes an innovation in media dissemination which is introduction creation literature in shape new for could accessed by many people, especially child young in era digital moment this. Part big interviewees also say that podcast this can becomes alternative learning to study literature in a flexible and interesting way. In addition, other sources revealed that this podcast can increase public knowledge about literature by introduce and interpret various literary works. Therefore, we conclude that the audio siniar "Sandiwara Sastra" has an influential role in developing literature, which can be innovation, learning alternative and enhancement knowledge in literature.

Regarding the experience and perceived benefits of listening to the podcast "Sandiwara Sastra", most of the information admitted that they were not familiar with this podcast, so they had no experience use this medium. However, several other sources felt that they had the views and new experience of studying literature. This experience is felt because of the literary learning model with an attractive and flexible form. In addition, this podcast can also add new perspectives, that is could add treasury say and add knowledge about element literature. A number of other informants said that this media was effective in increasing their interest in literature because they more interested learn literature through media which practical and flexible.



4.3 Test Validity and Reliability

Data researcher analyzed through theory Sugiyono (2015), that is test credibility, transferability, dependability, and confirmability for test validity data in study qualitative. Test credibility done for test trustworthiness from data which generated. Test this done with look for similarity Among data with theory researcher previously. Study this use triangulation data Interview, survey, and journal for find similarity results data. On Step this researcher has find data which accurate where podcasthas preferencewhich enough tall so that allow for made as media alternative developmentliterature.

Next researcher test data the with use test dependability, where data the could reliable if has To do series process study which fundamental. Datawhich obtained researcher has pass series process before finally interesting conclusion which say that podcastis media digital which worthy for made as media alternative for develop literature Indonesia. Then data the tested with test confirmability, that is checking quality and certainty results study, is originated from collection data. Researcher by consistent report results data study and then research it carefully possible so that findings researcher no go out from context study.

Finally, the data is tested through transferability test, where the reader can understand the research results (context and focus study). Researcher request a number of volunteer for read results studyus and found that they understood the context of the study, namely the role of podcasting in build and Upgrade motivation and student interest to creation literature Indonesia.

4.4 Research Discussion

4.4.1 The Role of Sinar Audio Creative Industry as Alternative For Development Creation Literature Indonesia

In the era of modernization involving technology, humans enter the gates of a new age with advanced civilization. However, the swift currents of modernization are also accompanied by impactsnegative aspects such as the fading of the nation's culture, one of which is Indonesian literature. Center for Policy Studies Education and Culture To do survey activity literacy on year 2019, disclose that the average National Alibaca Index is in the category of low literacy activity, only 37.32 on scale 0-100. Score the consist from index four dimensions, including Index DimensionProficiency 75.92; Access Dimension Index 23.09; Alternative Dimension Index of 40.49; and The Cultural Dimension Index is 28.50. The above conditions illustrate the need for hard so that interest read public specifically student to creation literature Indonesia could moreimproved. To overcome the problem of the existence of literature that began to fade, technological advances and innovation can be a solution by developing more adaptive media with interest public moment this. Wrong one media development the is podcast presenting face new in



presentation in shape audio.

According to brown, A., & greens, T. D (2007) in study Zelatifanny (2020), podcast is files audio or videos which uploaded in web for accessed by all people, good which subscribe nor no and could be heard or watched. use computer and player media digital portable. Geoghegan & Klass (2007) stated in Kencana (2020) that podcasting is a development technology media which interesting because who just could involved, express themselves, exchange ideas, or promote their products. Podcast is a communication channel audio-based which was introduced in 2006 in the United States. By Statista (2001), only 22% population people mature in America Union which know about podcasting at the beginning of its appearance. Along with the development of the year, namely in 2020 the number of has increased up to 75%. Podcasting popularity reaches 88 million listeners in 2019. It is estimated that this number will continue to increase to 160 million listener on year 2023, with estimation enhancement 20 million listener every year.

Existence podcast is getting develop in whole world, wrong the only one Indonesia. Since 2018, progress counted enough fast, be marked with growth fans which significant. Until May 2020, is known listener podcast Indonesia Keep going increase and now reach total listener highest in Asia Southeast, that is as much 20% . Listeners led to the emergence of several streaming apps like PodMe, Noice, Spotify and others in 2019.

Podcast rated own role in give face new for development creation literature Indonesia. Level interest the relevant and follow results study which we serve in shape diagram, disclose that as much 31 from 44 students often use podcast as media entertainment. In Thing here, student more choose media digital as podcast, audiobooks, or videos as media literacy than read book. Thing this show that as generation now, college student follow development technology which there is and utilise technology with utilise media digital for entertainment and broadening horizons.

Presence "Theatrics Literature" which is transfer vehicle literature to in shape audio, could Becomes solution for Upgrade interest literacy public specifically generation young to creation literature Indonesia with involve figure public leading. Program theatrics Literature adapt 10 creation literature Indonesia, that is Ronggeng Hamlet Paruk creation Ahmad Tohari; novel Helen and Sukanta creation Pidi Baiq; short story Independence creation Putu Wijaya; short story Waiting Herman creation Dee Sustainable; short story News from Kebayoran creation Pramoedya Ananta Toer; novel Lalita creation Ayu Utami; short story One thousand Fireflies in Manhattan by Umar Kayam; short story Advance creation Eka Kurniawan; novel Screen Developed creation Sutan Destiny Alisjahbana, and novel People Oetimu creation Felix K. Nesi. Of course with presenting various creation literature with various figure visual which stand out, college student feel besides give entertainment new, presence podcast this also give various knowledge related literature as well as give experience and view new which pleasant



in listen stories from literature Indonesia. Even though many students _ which still not yet familiar with program "Sandiwara Sastra" on audio siniar @ Budayakita, they interested after know existence platform in Spotify.

Podcast content can certainly grow rapidly with the creativity of the creators podcast or called podcaster (Berry, 2016) . Its contents are adjusted to the characteristics of podcast, namely based on request or request so that in accordance with need and desire listener. So also with "Sandiwara Sastra" podcast , where students are already interested and enthusiastic about using it. College student can also adjust the selection of podcast content according to their needs and desires. Thing this show that media this could Becomes alternative in learning literature.

Life daily college student which no free from smartphone also Becomes factor opportunity consumption podcaston the Spotify platform. It is evident from the survey results, as many as 40% of students stated that they had low interest read public because influence media digital. As ratio, around 22.85% statethat the lack of facilities and interesting reading media is also a factor in the low interest in reading write. With a more attractive presentation accompanied by music, sound effects and dominating visuals field, the existence of literature will be increasingly developed and in demand. The results of the Jakpat survey conducted from 5 October to 11 December 2020 against 2,368 respondents also showed that the number of listener podcast be heard in Indonesia dominated by child young.

In detail, as many as 22.1% are respondents aged 15-19 years. The results of the Jakpat survey that done since 5 October until 11 December 2020 to 2,368 respondent also show that total listener podcast be heard in Indonesia dominated by child young. In detail, as many as 22.1% are respondents aged 15-19 years. Then, other podcast listeners aged 20-24 years reached 22.2%. Furthermore, this podcastlistener level seems to be decrease along increase age. On range age 25-29 year, total listener podcastis 19.9%.Listener old podcast30-34 year is 15.7%. Then, listener podcastaged 35-39 year as big as 11.8%.

Temporary that, listener podcast in range age 40-44 year only 8.4%. Level age which dominate.The research data also shows that the younger generation plays an important role in relatively high percentage. On the other hand, Spotify as an application that provides podcasts of literary dramasalso contribute on effectiveness podcastfor be heard. Spotify is platform or application based onaudio which offer stream music and commercial podcast. Spotify announce that listenerpodcast on the platform more than doubled in 2020. Therefore, the selected medium for expressing ideas and reviving literary works in the form of podcasts is an innovative solution which relevant with situation and condition moment this.

Podcast own role which influential for students _ (McGarr, 2009) . Podcast media can influence student interpretation. In literary works, the influence of cognition is needed for



understand and live message which want be delivered by creator. With the advantages of podcasts in students' cognitive impact, students can better understand the meaning and learn creation literature through media based on audio this. Side effective other from podcast is a student feel more involved when listening to podcast than other media to increase understanding of the topics discussed. A Reuters Institute study report (2020) states that podcasts are targeted at young people because many young people feel that the topic is discussed in podcast related with life personal they (Firmansyah, Susanti, Sasmita, 2021). Learning shows that podcast can affect the emotional side of listeners from a young age, including students. Podcasts can reduce student anxiety in particular on time pandemic, so that media this own level effectiveness which relatively tall for college student. With the "Sandiwara Sastra" podcast, it will be easier to introduce literary works Indonesia in a practical and flexible way to increase public interest, especially students of the importance of the role and benefits of literature itself. Through broadcast audio, students can listen to literary works they want to know in a fun way. Different story content does not make students bored and enrich their knowledge in various literary works. In terms of This podcast is useful as a medium of information and entertainment as well as a medium for literary education that can used any time and everywhere listener is at. Naturally Thing this will Upgrade motivation and student interest in Indonesian literary works so that the existence of literary works is maintained and follow development era, that is with use media digital as the intermediary.

5. CONCLUSIONS AND SUGGESTIONS

5.1 Conclusions

Based on this research, it was found that podcast media can be an alternative development literature because the preference for digital media is getting higher every day. Researcher Podcast use as an alternative medium to develop literary works is the podcast "Sandiwara Sastra" which is transfer literature to shape audio. In Thing this podcast considered influential in develop creation literature Indonesia with influence interpretation in capture mean and study creation literature by practical and flexible. As a result, shape introduction creation literature this can be a medium to interpret the importance of the role and benefits of literature itself in Upgrade interest public specifically college student.

Recommendations from this research are conveyed in increasing student understanding and interest towards literature through digital podcast media. In this case, the literary work will not be swallowed up by the era modernization, and its distribution can keep up with today's dynamic developments. Therefore that, presenting media alternative this expected could strengthen existence literature for college student.

The limitation in this research lies in the variation of respondents. Researchers realize there are still many lack and weakness in study this. Wrong the only one is limited total



respondent which only includes students, so it needs to be improved to achieve generalizations that more large.

5.2 Suggestions

Based on the conclusions of this study, several suggestions are proposed. First, higher education institutions and educators are encouraged to integrate podcast-based digital media such as “Sandiwara Sastra,” into literature learning activities. The use of audio-based literary media can provide a more practical, flexible and engaging learning experience for students, thereby increasing their interest and understanding of literary works in the digital era.

Second, content creators and literary practitioners are advised to further develop and diversify literary podcasts by presenting various genres of literary works, including poetry, short stories, drama and literary criticism. Improving content quality, storytelling techniques and audio production is essential to ensure that literary podcasts can effectively convey meaning and interpretation while remaining attractive to a wider audience.

Third, future researchers are recommended to expand the scope of respondents by involving participants from different educational levels, age groups and social backgrounds. Increasing the number and diversity of respondents will allow for broader generalizations and more comprehensive insights into public perceptions of literary podcasts. Additionally, future studies may employ mixed-method or experimental research designs to examine the effectiveness of podcast media in enhancing literary appreciation and learning outcomes more deeply.

Finally, collaboration between educational institutions, cultural communities and digital media platforms is suggested to strengthen the existence and sustainability of literary works in the digital space. Through continuous innovation and strategic dissemination, literary podcasts are expected to play a significant role in preserving and developing literature amid rapid technological advancement.

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