

## Management of “Awal Minggu Podcast” production during pandemic

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### ABSTRACT

This study exposes the production management of the Awal Minggu Podcast during the pandemic. Podcasts were indeed one of the new broadcasting media which formed a new industry, especially in Indonesia. At the beginning of its establishment in 2015, Awal Minggu Podcast became one of the pioneers of podcasts in Indonesia with the main theme of monologue. This study aimed to examine the Awal Minggu Podcast production management during the pandemic. This research used descriptive qualitative methods using a scientific background and involving phenomena that occurred at that time and carried out using existing methods. The data were collected through in-depth interviews, documentation, and related literature. Interviews were conducted online using Zoom and Email with two speakers, namely Adriano Qalbi and Billa Ayu Kinanti, as podcasters and line producers of the Awal Minggu Podcast. The findings found that the Awal Minggu Podcast carried out some steps in its production: pre-production, production, and post-production. The research shows that the Awal Minggu Podcast can effectively and efficiently utilize the management function in producing audio-visual podcast recordings. The basic management functions such as planning, organizing, directing, and supervising are implemented by the Awal Minggu Podcast as support for successful production to get the expected results so that the Awal Minggu Podcast remains productive during the pandemic.

**Keywords:** Production management; podcast; “Awal Minggu” podcast; audio; monologue

## *Manajemen produksi podcast “Awal Minggu Podcast” selama pandemi*

### ABSTRAK

*Penelitian ini membahas bagaimana penerapan manajemen produksi oleh Awal Minggu Podcast selama pandemi. Kemunculan podcast dapat dikatakan sebagai salah satu media baru dalam penyiaran dan membentuk industri baru terutama dalam penyiaran di Indonesia. Awal Minggu Podcast pada awal kemunculan pada tahun 2015 menjadi salah satu pelopor podcast di Indonesia dengan tema utama yaitu monolog. Tujuan penelitian ini untuk meneliti bagaimanakah manajemen produksi Awal Minggu Podcast selama pandemi. Metode penelitian menggunakan metode deskriptif kualitatif yaitu penelitian menggunakan dasar latar ilmiah dan melibatkan fenomena yang terjadi saat itu serta dilakukan dengan menggunakan metode yang ada. Langkah-langkah untuk pengumpulan data dilakukan melalui teknik wawancara mendalam, dokumentasi dan literatur terkait. Wawancara dilakukan secara daring menggunakan Zoom dan Email dengan dua narasumber yaitu Adriano Qalbi dan Billa Ayu Kinanti sebagai podcaster dan line producer dari Awal Minggu Podcast. Adapun temuan yang ditemukan adalah Awal Minggu Podcast menggunakan langkah-langkah yang dilakukan sebagaimana sebuah produksi yaitu melaksanakan pra produksi, produksi, dan pasca produksi. Hasil dari penelitian adalah Awal Minggu Podcast mampu memanfaatkan fungsi manajemen dalam melaksanakan kegiatan produksi rekaman audio visual podcast dengan efektif dan efisien. Fungsi dasar manajemen seperti perencanaan, perorganisasian, pengarahan, dan pengawasan diterapkan oleh Awal Minggu Podcast sebagai penunjang keberhasilan produksi agar mendapatkan hasil sesuai yang diharapkan, sehingga Awal Minggu Podcast tetap produktif selama masa pandemi.*

**Kata-kata kunci:** Manajemen produksi; podcast; “Awal Minggu” Podcast; audio; monolog

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**Submitted:** October 2021, **Revised:** March 2023, **Accepted:** March 2023, **Published:** April 2023

ISSN: 2548-3242 (printed), ISSN: 2549-0079 (online). Website: <http://jurnal.unpad.ac.id/manajemen-komunikasi>

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## INTRODUCTION

The rapid growth of technology and information has brought many changes in various fields. One that is proliferating is the mass media with various offerings in it. Various media currently developing provide convenience for the audience in getting the desired variant of information. The presence of the Internet has contributed significantly to the development of today's world of technology. It affects the pattern of life and habits and dominates the space of human interaction. Thus, technology is good, so it is not surprising if there is a change from traditional mass media to new mass media (Wuryanta, 2012).

People are now starting to enjoy streaming services that are considered more flexible and easily accessible. The emergence of this new media makes conventional media no longer the main choice. This trend is stated in McQuail's Communication Theory (McQuail, 2000), which sees the interactive level of media use indicated by the user response ratio where new media is more individual and not direct social interaction, the level of freedom in the use of media, and the level of enjoyment and attractiveness of the media used as desired and a high level of privacy for the use of new media.

The phenomenon of blending broadcast radio with internet technology, which is then

optimized into a digital radio broadcasting system, changes the future of broadcast radio. Various types of radio have also emerged, such as FM radio, AM radio, Internet radio, satellite radio, and HD radio. Although it can only display audio, radio still aims to convey information and entertain the wider community (Yusuf, 2016).

Notes from Nielsen Radio Audience Measurement in 2016 mentioned that even though the Internet is experiencing rapid growth, it does not mean the reach of radio listeners is low. It is indicated by the results of the presentation of television media audiences (96%), outdoor media (52%), and the Internet (40%), although radio is still quite good at 38%. (Nasution 2017). It was also investigated by Edison Research, released by the PEW Research Center, that the number of online radio accessors in 2015 rose to 53% compared to the number of accessors in 2010 (27%). The access trend increased sixfold (35%) in 2015 compared to only 6% in 2010. Generally, the accessors use smartphones (73%) to listen to online radio. The increase in cell phone owners who listen to online radio in the car also shows the growth of online radio listeners.

In the United States, the popularity of podcasts is likely to increase. Nancy Vogt, in the PEW Research Institute's annual final report, stated that although it is accessed by a



Figure 1. Internet Users in Indonesia in 2021

Sources: (wearesocial.com, 2021)

small group of audiences, podcasts in the US are growing. Data from Edison Research in 2016 showed that 21% of Americans aged 12 and over had listened to a podcast in the past month. This data shows an increase in podcast listeners compared to 2013, which was 12%. The percentage increased to 36% for the category of ever listening to podcasts, which was doubled compared to 2008.

On the other hand, in Indonesia, based on Figure 1, 73% of the Indonesian population has actively used the Internet and social media.

The presence of the Internet directly influences the sustainability of radio broadcasts. At first, the impact seemed to turn off radio's potential, but over time, the emergence of the Internet was a momentum to revive audio content that had been displaced. One of them is conventional radio which has now been replaced by podcasts or online streaming radio (Harlianta, 2019).

Based on Figure 2, radio only occupies

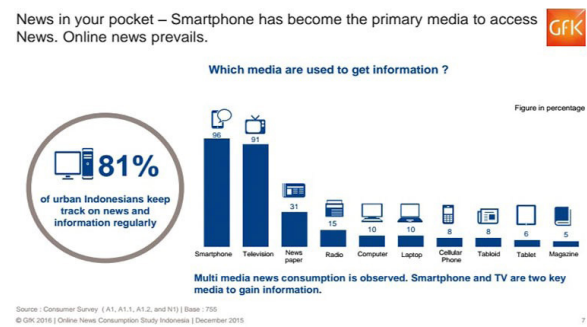


Figure 2. Consumption of conventional media in Indonesia in 2021

Source: (techno.okezone.com, 2016)

15%, meaning people are starting to leave conventional media and switch to Internet media. Podcasts take this to exist in the entertainment world progressively. Audio podcast content is available quite a lot with better quality. In addition, there are special application services that make it easier for audiences to access audio podcast content.

The presence of podcasts raises various new platforms as publication media. These platforms include Apple Podcast, Anchor, Overcast, and player.fm, Inspigo, Soundcloud, Google Podcast, and Spotify. Another interesting fact is that even platforms like Anchor can automatically distribute content to various distribution services, namely Spotify, Castbox, and Google Podcasts. It shows that the podcast publishing space is not limited to just one platform and thus makes it easy for creators to publish their content.

The term podcast was originally born in 2004-2005. Then, eventually, this year, the

podcast has its place in the hearts of loyal audio content connoisseurs. The podcast's massive movement in Indonesia arguably began in 2018. A survey conducted by dailysocial.id found almost 70% of Indonesian know what a podcast is, and more than 80% of Indonesian listened to podcasts in the last six months. It proves that podcasts are top-rated in Indonesia.

Podcasts are getting more and more popular every year. Streaming services support this inclination by making it easier for podcasters to distribute the results of their recordings. Because podcasts are getting increasingly popular, streaming services compete for their platform to be used. Dailysocial.id mentions Spotify as the streaming service most often used to listen to and distribute podcast content.

Based on Figure 3, 52.02% of Indonesians use Spotify to listen to podcasts. Even though it is relatively new, the popularity of podcasts continues to grow in Indonesia. It can be seen

from the proliferation of domestic children's podcasts that have sprung up on various platforms (Zellatifanny, 2020).

To the above phenomenon, in 2020, podcast content listeners are expanding. One of the podcast channels that is quite popular is the Awal Minggu Podcast. This podcast hosted by Adriano Qalbi is one of the podcasts with a large number of listeners in Indonesia.

The Awal Minggu Podcast content is in monologue format, where Adri, as a podcaster, shares his perspectives and opinions regarding the current situation and issues currently being discussed in Indonesia. In addition to their conversation wrapped in comedy, there is a lot of helpful knowledge about the current issues they raise per episode. The nature of podcasters who are radio broadcasters and interesting topics makes this podcast easily accepted by the public.

Adriano Qalbi, a podcaster for the Awal Minggu Podcast, is one of the pioneers of podcasts in Indonesia. Besides, Adriano Qalbi is also known as the Father of Indonesian Podcasts. At the beginning of its formation, around 2015, Adri had a documentary series on Kompas TV entitled Social Experiment and an afternoon primetime radio broadcast on Hard Rock FM. Yet, the contract was not continued. Adri, a Stand-Up Comedian, wanted to produce content that was easy to produce, did not want

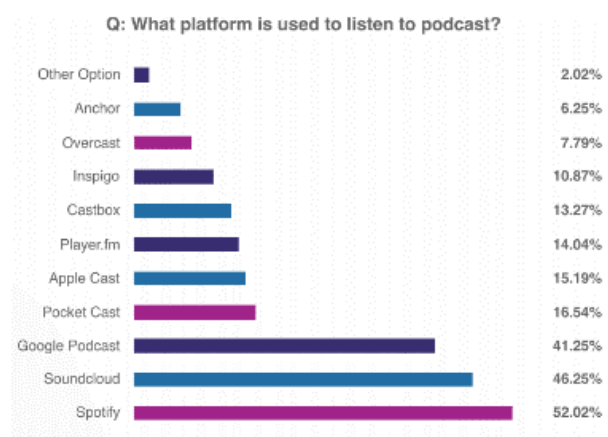
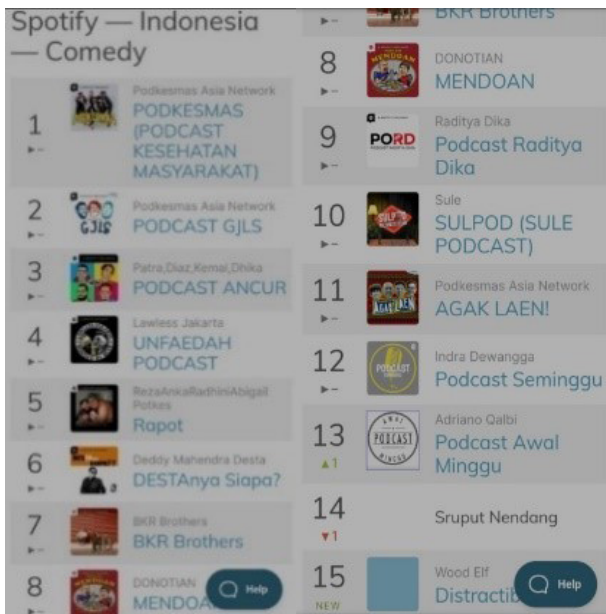


Figure 3. DailySocial.id survey results

Source: (dailysocial.id, 2018)



**Figure 4. Screenshots Spotify Podcast Charts on February 26, 2021**

Source: (<https://chartable.com/charts/spotify/indonesia-sports-recreation>)

to follow the existing vlog trend, and finally created the idea of an audio podcast. When Adriano Qalbi pioneered the Awal Minggu Podcast, he was listening to various podcasts from abroad. Radio broadcasters inspired Adriano Qalbi in the 1990s to early 2000s, who had a strong personality and did not just play songs. Awal Minggu Podcast continues to grow with the Majelis Lucu Indonesia to create content that turns an audio-only podcast into a program with video on the Majelis Lucu Indonesia Youtube channel until now.

Based on the description from Figure 4, the Awal Minggu Podcast was ranked in the top fifteen in the comedy category in the updated charts made by Spotify. Podcasts with monologue themes are the hallmark of the Awal

Minggu Podcast. The monologue theme is not widely used or even nonexistent by podcasters in Indonesia other than the Awal Minggu Podcast, making this podcast very interesting. In addition, the Awal Minggu Podcast has consistently used monologue as the main theme since 2015 and has existed until now.

Media life in the communication realm in Indonesia is entering a new era of digitalization. As part of the digitalization era, podcasts have begun to be in great demand in Indonesia. The results of the PEW Research Center research show that in 2006 people who listened to podcasts were only 11%, and until 2019 that number experienced a significant increase to 51%. It indicates that people have used podcasts as an alternative media for enjoying audio content (Zellatifanny, 2020).

Podcasts could be audio or video media files published regularly over the Internet and downloaded via the web digital audio materials in MP3 format (Laila, 2020). Podcasts were created to make it easier for users because they can be downloaded and stored on computers and mobile devices and can be listened to anytime and anywhere. Podcasts are also very efficient because the uploaded digital audio format (file size) is small; it eases the process of direct playback (streaming) and downloading (Sudarmoyo, 2020).

The presence of podcasts is considered



the answer to people's dissatisfaction with conventional audio media that cannot be listened to all the time. Unlike some other countries, Indonesia is still relatively new to using podcasts as a medium for disseminating content. In addition, compared to on-demand content such as music and videos, the popularity of podcasts is still lagging (Michelle, 2019). Although relatively new, the popularity of podcasts will continue to increase in Indonesia. It can be seen from the number of domestic children's podcasts that have sprung up on various platforms, such as Spotify, Apple Cast, Google Podcasts, Pocketcast, Anchor, Inspigo, etc.

The first Indonesian podcast appeared on April 7, 2005, under the name 'Apa Saja Podcast' in mp3 format for 10 minutes which talked about the benefits of blogging. The movement of podcasts in Indonesia began to be felt again in 2015 when Adriano Qalbi, with his *Awal Minggu Podcast*, appeared on Soundcloud. The podcast raised concerns about his anxiety wrapped in comedic nuances.

An interesting phenomenon from the trend of content dissemination through podcasts is that the presence of podcasts can open up space for the audience to produce content as desired. It shows that there is a shift in standards in producing content. Currently, Indonesia already has a category grouping of podcast content

(Kencana, 2020). An example is a category on the Spotify platform: stories, true crime, news & politics, comedy, sports & recreation, society & culture, education, lifestyle & health.

The proliferation of podcasts in Indonesia happened again in 2018. Podcasts showed their existence with the emergence of several podcast service applications. However, until now, podcasts in Indonesia do not have a definite size in terms of monetization. One of the efforts to expand the reach of audio on demand and generate revenue is to use other media, such as Youtube. Currently, podcasts are not only produced in the form of audio but also in the form of videos, such as Raditya Dika and Deddy Corbuzier, who now also produce podcasts in the form of videos, which are then published through their personal Instagram and Youtube accounts (Zellatifanny, 2020).

The history of establishing the *Awal Minggu Podcast* began on August 3, 2015. It became a place for Adriano Qalbi to take care of his comedy fans and become a means of practicing his comedy. It is the background of the idea to create podcast content with the main theme of monologue, and the *Awal Minggu Podcast* was born.

A sole member originally operated *Awal Minggu Podcast*, the podcaster Adriano Qalbi, using makeshift tools such as cell phones or recorders. Currently, there are a total of six

members and more advanced tools. This *Awal Minggu Podcast* contains Adriano Qalbi's concerns and opinions about the current issue discussed in Indonesia with Adriano Qalbi's typical comedy.

During its emergence in 2015, the *Awal Minggu Podcast* content has not been as popular as it is now. There were not many audio content distribution platforms. *Awal Minggu Podcast* content at that time was distributed through a platform called Soundcloud. Although audio podcast content at that time was not as booming as it is now, the *Awal Minggu Podcast* had enough fans that Adriano Qalbi earned the nickname the Father of Podcast Indonesia because he is one of the pioneers of audio podcast content in Indonesia who is still active today.

*Awal Minggu Podcast* is audio content presented in podcast format. The duration of each episode presented is an average of 40-50 minutes. The content was produced in the studio belonging to Majelis Lucu Indonesia. This collaboration is between the *Awal Minggu Podcast* and the Majelis Lucu Indonesia. The first episode was "Pijet Bohong Lomba," uploaded on November 9, 2015.

In 2020, because of Covid-19, which began to become endemic in Indonesia, the Indonesian government issued policies such as Large-Scale Social Restrictions (PSBB) to reduce the activity of gathering large crowds to prevent the

spread of the disease. This decision was taken after the positive cases of Covid-19 continued to increase. Later, actions will return to a new normal, carried out following the direction of the COVID-19 Task Force (Catherine, 2020). This condition has hindered the production of the *Awal Minggu Podcast* from carrying out podcast production.

In their book, *Expert Podcasting for Dummies* (2008), Morris, Terra, and Williams emphasize the importance of planning and determining appropriate topics. Ideally, podcasters raise topics that are within their respective fields and abilities. Therefore, the first step must be to determine the topic, followed by the production process to distribute content onto the platform (Fadilah, Yudharamesti, and Aristi 2017).

Previous research on Podcasts as a communication medium has been conducted by Efi Fadilah, Pandan Yudhapramesti, and Nindi Aristi (2017) entitled *Podcasts as Alternative Audio Content Distribution*. Their research discusses the potential for podcast development in Indonesia as an alternative to audio content distribution (Fadilah, Yudhapramesti, & Aristi, 2017).

The second study refers to an article written by Cut Medika Zellatifanny (2020) entitled *Trends in Dissemination of Audio on Demand Content through Podcasts: An Opportunity and*

Challenge in Indonesia. This study concludes that podcasts can create several opportunities that users in Indonesia can exploit (Zellatifanny, 2020). The most recent previous research on Podcasts as a communication medium refers to the research written by Peny Meliaty Hutabarat entitled *Development of Podcasts as Digital-Based Learning Supplement Media*, which contains the benefits and development of podcasts as digital-based learning supplement media in the field of education (Hutabarat, 2020).

Furthermore, previous research on podcast management was also conducted by Mohammad Alief Ar Ridha (2021), entitled *RadioMu Podcast Media Management Model in Spotify*. This research discusses RadioMu's activities in Podcast media management with five stages of media management, from planning to evaluation (Ar Rida, 2021). The following research refers to a panel written by Dyah Paramitawati, Munadiah, and Tanaya Tria Pandhita (2022) entitled *Production Management of the Wirang Kilat TV Podcast Program in the Era of the Pandemic*. The research found that podcasts need innovations during this pandemic, such as producing new program plans with various variations to maintain the graph (Paramitawati and Pandhita, 2022).

In contrast to previous research, this

research focuses on the application of production management from the *Awal Minggu Podcast*. The difference from previous research is that none discusses the production management of new media, especially podcasts. The presence of podcasts is interesting because it creates a standard shift in producing content, as it was initially only conventional media that could create content and broadcast it to audiences. Moreover, the *Awal Minggu Podcast* continues to create content despite the continuous pandemic. It makes it interesting because there will be new adaptations due to limited interaction during the pandemic. In addition, this research is important considering the scarcity of research on podcast production management.

Management is generally defined as regulating something that a group of people or organizations does to achieve the organization's goals by working together and utilizing available resources (Gesi B & Laan R, 2019). Stoner in Junaedi (2014) mentions management as a process of planning, organizing, directing, and supervising the members' efforts and using other organizational resources to achieve the goals that have been set.

George R. Terry said there are four management functions called POAC: planning, organizing, actuating, and controlling (Zattira, 2021). Whereas in the world of media, there must be very important production management



because production management in mass media, especially broadcast media, is all activities or processes to produce a product to achieve predetermined goals (Rohman and Dharmawan, 2018).

According to Maburi (Production Management of Non-Drama, News, & Sport Format TV Shows, 2013), event program production management is all activities related to the production of an event program in accordance with the planning that is implemented effectively and efficiently. Event program production management can also be interpreted as thinking about and achieving the desired results through teamwork by empowering human resources as workers.

Production management is carried out to regulate the design and management of a program. Production management and production processes or stages are divided into parts: pre-production, production, and post-production (Romli, 2014). The first, pre-production: The pre-production stage involves finding ideas, determining topics, preparing actions, determining program formats, preparing scripts, selecting music and rehearsing voice actors, and budgeting. Then, Production: The production stage is the implementation of the concept, both live and recorded. The last, Post-production: The post-production stage is the screening or broadcasting of the results

of production and evaluation. The evaluation is carried out regarding the suitability of the production (broadcast) with the draft prepared or the desired format, the problems during the production and broadcasting process, and weaknesses or deficiencies. The evaluation also includes evaluating the listener response, audio quality, or overall broadcast quality.

The rapid development of technology makes the media develop even better. Dissemination of information is no longer through analog but can be via online channels that are more concise. New media is a theory that discusses media development and includes a growing and diverse set of communication technologies. New media itself is a term that refers to communication technology devices that have been combined (converged) from various variants of previous technologies, such as computers, television, radio, and telephones (Nugu, Manafe, and Swan, 2020).

According to Romli (Online Journalism: A Practical Guide to Managing Online Media, 2014), online media is also called cybermedia, internet media, and new media can be interpreted as media presented online on internet websites. Technically or physically, online media are telecommunications and multimedia-based media (computers and the Internet). Included in the category of online media are portals, websites (websites, including

blogs and social media such as Facebook and Twitter), online radio, online TV, and email. The Internet has its technology, usage, scope of services, content, and image. The Internet is a new communication technology that can help us select and organize the information we want more efficiently. Therefore, the Internet is much better at bridging time and distance than existing media. Meanwhile, podcast is also a new audio media known since 2004. Although it is still considered an alternative audio media for radio, podcasts have developed rapidly because of their nature which is easily accepted by the audience (Dalila, 2020).

The description of new media and production management above shows similarities between the production management of conventional radio and podcasts included in new media. The difference is that podcasts, which are new media, use the Internet to distribute them, for example, through the Spotify application, which is the majority application used by podcasters to distribute their audio content. In contrast, radio streaming is a conventional radio broadcast that uses the Internet as a medium to distribute it. It can be said that podcast is a short term for streaming radio, but what distinguishes them is that anyone can make podcasts freely.

Based on the background of the problem, this article will provide information on the problem formulation, which is a clear picture

of the production management of the Awal Minggu Podcast during the pandemic.

## RESEARCH METHOD

A paradigm is a perspective for understanding the complexities of the natural world and showing what is important, valid, and makes sense (Mulyana, 2018). The choice of paradigm in research aims to make it easier for researchers to determine their point of view and be a guide during the research process. This research uses the constructivism paradigm.

The Awal Minggu Podcast Production Management Research During a Pandemic used qualitative descriptive research. The nature of descriptive research describes Awal Minggu Podcast's efforts in production management during the pandemic. Descriptive research aims to systematically and accurately describe facts and characteristics about the population or a particular field (Moleong, 2013).

Data collection techniques in this study were direct observation techniques at the research site, interviews, and documentation. The stages of this data collection technique have been carried out by visually observing the podcast room and various podcast videos produced, followed by interviews with the producers and editors of this podcast. Then, document various data from the research object, which will later

support research analysis. This research data analysis technique is carried out by reviewing the data and then processing it into conclusions, information, and recommendations (Sugiyono, 2016).

## RESULTS AND DISCUSSION

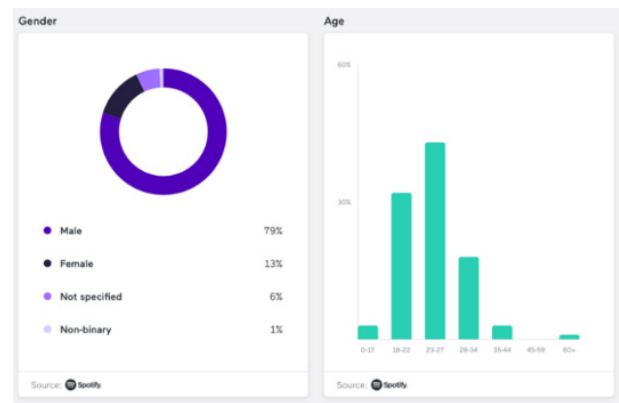
Data was collected through interviews with two resource persons who helped fulfill the research objectives, namely, to find out, describe, and draw conclusions regarding the application of production management in the Awal Minggu Podcast. The two resource persons were taken from the Awal Minggu Podcast internal party, who came from different divisions and could answer questions regarding the production management implemented by the Awal Minggu Podcast. Here, the researchers present a table to provide a profile of each Awal Minggu Podcast crew.

Based on the interviews, the researchers found that the Awal Minggu Podcast used available human resources. The entire crew of

**Table 1. List of Awal Minggu Podcast crews**

No.	Name	Job description
1	Adriano Qalbi	Podcaster
2	Billa Ayu Kinanti	Line Producer
3	Tony Sihombing	Creative
4	Bima Fatah	Camera Person
5	Putra Galang	Camera Person
6	Gabriel Frisco	Editor

Source: Author's data processing



**Figure 5. "Awal Minggu" Podcast listener demographics**

Source: (Adriano Qalbi, Awal Minggu Podcaster, interview 12 April 2021)

the Awal Minggu Podcast is only six people, and some crews sometimes have to do double duty, so they have to maximize the crew in each division. For instance, the *podcaster* also serves as a creative team to provide ideas and concepts for raising the podcast theme. The job description in the Awal Minggu Podcast is divided into five parts: the line producer, the Creative, Editor, Podcaster, and two people in the Camera Person section.

Through interviews that have been conducted, the demographics of the Awal Minggu Podcast listeners are dominated by men (79%) over women (13%). Awal Minggu Podcast listeners are much favored by young people with an age range of 23-27 years, more than 50%.

Managing a broadcast program requires a management system that can facilitate the division of tasks and jobs based on the expertise

of each involved in the production process. In this study, researchers to see the work of the production management of the Awal Minggu Podcast based on management functions.

Planning is one of the management functions in the production stage implemented by the Awal Minggu Podcast. This planning function in the production's SOP (standard operation procedure) is included in the pre-production stage. Planning must be carried out properly because planning is the initial foundation that, if executed properly, will produce good products. The planning implemented by the Awal Minggu Podcast includes planning ideas and concepts, production schedules, and preparing facilities and infrastructure. At this stage, Adriano said it was not uncommon to do it remotely or online. It was done due to the ongoing pandemic caused by the Covid-19 virus. The following is the discussion conducted by the Awal Minggu Podcast regarding planning ideas and concepts, production schedules, and preparing facilities and infrastructure.

The planning function for creating ideas and concepts for the Awal Minggu Podcast was prepared through discussions involving podcasters, line producers, and creatives. The purpose of this discussion is to find out and determine the potential topics that need and deserve to be discussed so that the debate can be right on target and answer the needs of Awal

Minggu Podcast listeners.

Awal Minggu Podcast's ideas and concepts are based on current issues, experiences, or jokes from listeners sent to the Awal Minggu Podcast email. In selecting ideas and materials for podcast production, Awal Minggu Podcast have no specific standards. Adriano said there is no particular standard because this podcast is not meant to inspire. He even said that the weirder the topic, the better.

Billa Ayu Kinanti, the line producer in the interview, said she was involved in making ideas and concepts with podcasters and creatives. The flow that occurs in the Awal Minggu Podcast is that the line producer and creative provide six to seven topics in the form of pointers which are then given to the podcaster to be selected whether they have potential and are worth discussing. The role of the planning function of ideas and concepts in a podcast production is an important factor. In practice, the production of the Awal Minggu Podcast is teamwork that involves podcasters, line producers, and creatives.

The production schedule for the Awal Minggu Podcast is made a few days before the production starts. It is done so that schedules between crews do not crash, which can cause chaos in production. Scheduling is done a few days before podcast production so the production schedule can match the podcaster's

schedule to avoid overlaps and problems related to podcast production.

This schedule is made by the line producer who manages the podcaster's schedule. If the production invites guest stars, the line producer arranges the podcaster's schedule to match the guest stars. This stage is appropriate because Mabruri said that in the pre-production stage, the process is still limited to designing the production of television programs, such as designing television programs, designing program production schedules, designing production costs, or recruiting production crews (Mabruri, 2013).

Facilities and infrastructure are needed and must be prepared to support the technical smoothness of production. Facilities and infrastructure are tools and businesses as the primary support for production implementation. Adriano explained that the Awal Minggu Podcast currently uses more professional tools than before when the Awal Minggu Podcast was founded, which only used smartphones. The technical equipment prepared by the Awal Minggu Podcast includes 2 or 3 cameras, some spotlights, and audio.

The production technical department needs to be carefully prepared to anticipate various obstacles during production. Awal Minggu Podcast has a special studio to create podcasts, the studio of Majelis Lucu, Indonesia.

Location planning is the stage to determine where the production will be carried out. In general, this stage will be held to see the condition of the location for production directly. Visiting the condition aims to prepare supporting facilities such as the distance traveled and supporting facilities for the production process.

Currently, the location for the production of the Awal Minggu Podcast is consistent at the Majelis Lucu Indonesia studio. Because it is always in the studio of the Majelis Lucu Indonesia, the Awal Minggu Podcast does not need to survey the condition of the location directly. Setting up facilities is also easier because all tools are permanently stored on-site. It makes this stage done efficiently through the Awal Minggu Podcast.

The next stage is organizing, which aims to place each crew according to their respective expertise on the fitting job description. The placement of the crew according to their respective expertise is expected to maximize the performance of each crew to get the maximum possible results.

The job description distribution conducted by the Awal Minggu Podcast was carried out before the planning stage. Adriano Qalbi said in the interview that the division of job descriptions had been carried out from the beginning so that they could carry out tasks according to their respective expertise when



they entered the planning stage. The entire crew of the Awal Minggu Podcast is six. That small number makes the Awal Minggu Podcast crew often double-dut, such as Billa, who does two jobs to be creative while her main job is the line producer. The duplicate job description proved that the Awal Minggu Podcast efficiently used existing human resources.

According to Morissan (2008), this activity includes four important activities: providing motivation, communication, leadership, and training. These four factors are essential for smooth running during production activities. Motivation and communication are needed so the work system is conducive and the crew works optimally. Furthermore, leadership is a must-have in production activities because it is expected to be able to influence other crews to work towards the goals that have been designed. Finally, the training was carried out to prepare the crew for developments during production.

In this stage, podcast production conducted by Awal Minggu Podcast is that all the plans that have been designed will be applied to actual activities. It is the production stage of making and recording audio-visual podcast content by Awal Minggu Podcast.

Billa mentioned in the interview that the Awal Minggu Podcast recording duration was 35-40 minutes. This production process involves making the initial bumper or intro and the final

bumper or outro. In the operation of technical equipment, Adriano said in the interview that it was effortless to operate. He said there is no difference in the technical process of each recording. The difference lies only in the topics prepared. The technical tools used are the same, namely 2-3 cameras, several spotlights, and audio.

The monologue theme that characterizes the Awal Minggu Podcast presents Adriano Qalbi as a podcaster. The show begins with topics compiled based on current issues, then continues by reading emails from listeners of the Awal Minggu Podcast. Furthermore, the recording of content designed in the pre-production stage is carried out. This stage also creates product advertisements in collaboration with the Awal Minggu Podcast. The production of a monologue theme with the production of inviting guest stars is not much different. The difference lies only in the topics prepared. The technical tools used are the same, including two or three units of cameras, several spotlights, and audio.

Monitoring efforts were carried out to keep conducive production activities. Supervision is the duty of a line producer. In an interview, Billa, the line producer of the Awal Minggu Podcast, said that during production activities, she maintained the duration of the production and was also assisted by the creative team. It

is done so as not to exceed the duration per episode that was designed at the beginning.

All podcast production activities carried out by Awal Minggu Podcast have followed the health protocols. Health protocols must have been enforced since the Covid-19 virus outbreak. The health protocols include checking body temperature, washing hands with soap, and maintaining distance. Adriano Qalbi mentioned in the interview that the difference in production activities during the pandemic is health protocols. Direct interviews can be done via Zoom for guests who do not want to come to the studio.

After all activities from pre-production to production are completed, post-production is the final part of production management. In post-production, one form of activity is supervision. This supervision encourages a broadcasting institution to educate, provide healthy information, and provide useful entertainment (Windarto, Nuriyatman, and Mushawirya, 2020).

Awal Minggu Podcast production, in its implementation in the post-production stage, uses two phases. The first phase is a preview. This preview activity is carried out after the audio-visual recording is completed. Preview is a set of activities discussing the results that have been produced and whether they are in accordance with the plan. Any unplanned errors

due to the system and human errors will be corrected immediately. In this phase, the Awal Minggu Podcast involves some crews, such as line producers, creatives, and editors.

In addition to the activities mentioned above, the preview activity carried out by the Awal Minggu Podcast was also to take some interesting points from the recording. In the interview, Billa said that the podcast discussion's interesting points were only 10-12 minutes from the recording—the snippet aimed to be uploaded to social media such as Youtube, Instagram, and Twitter.

After the entire process from pre-production, production, and post-production is completed, there is a final process before distribution, namely editing. This editing process includes mixing audio and color, correcting the recording results in production, and inserting the start bumper or intro and end bumper or outro.

Gabriel Frisko, who served as editor of the Awal Minggu Podcast, carried out this process. After ensuring that the recording in the preview stage is neither damaged nor in error, the editing begins. Interesting points from all the recordings selected in the preview stage will then be made into short video footage of 10-12 minutes. Billa, who serves as a line producer in the interview, said that the content produced by the Awal Minggu Podcast produced two outputs,

namely video and full audio. The output in the form of video will be uploaded to Youtube and Instagram in the form of footage, while the full audio output will be uploaded to Spotify. This snippet was made as a form of promotion on social media.

## CONCLUSION

Based on the results of the research discussion, the Awal Minggu Podcast utilizes the management function to produce audio-visual podcast recordings effectively and efficiently. The basic management functions such as planning, organizing, directing, and supervising are implemented by the Awal Minggu Podcast as a baseline for the success of production to get the expected results. Furthermore, this research also provides some suggestions about podcast production management for podcasters who will create content. First, the division of tasks needs to be based on the expertise of each crew to get maximum results as planned. Also, the implementation stages from pre-production to post-production must go through ideal stages such as idea and concept planning, production schedules, facilities, infrastructure preparation, social media promotions, and reviews and editing after the audio-visual recording is completed. Preparing the podcast concept's uniqueness and differentiation is important to

make it unique.

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