ABSTRACT

THE EFFECTIVENESS OF THE VIDEO PODCAST IN ANSWERING THE ISSUES ABOUT THE INDONESIAN BROADCASTING COMMISSION

(Quantitative Descriptive Study of Deddy Corbuzier's Video Podcast "I'm Representing the Head of KPI!! From Harassment to Saipul Jamil – Deddy Corbuzier Podcast" among Viewers, Deddy Corbuzier)

Tri Noval Perdana Jafar Siddiq[1], Suci Marini Novianty[2], Maya Rachmawati[3]

[1] *Student of Communication Studies Program, Universitas Pembangunan Jaya*
[2] *Lecturer of Communication Studies Program, Universitas Pembangunan Jaya*

The purpose of this research is to determine the effectiveness of the video podcast "I Represent Noise with the Head of KPI!! From Harassment to Saipul Jamil – Deddy Corbuzier Podcast" in answering the issue of the Indonesian Broadcasting Commission on Deddy Corbuzier's Youtube channel in the 18-34 year age range who became viewers on Deddy Corbuzier's Youtube channel. This study uses quantitative methods by descriptive and by using cognitive response model theory to determine the effectiveness of the message of the video podcast under study. Data analysis in this study used univariate analysis because this analysis is the most suitable analysis for analyzing research that uses 1 variable, the variable in this study is video podcasts. The result of this research is the effectiveness of the Podcast video "I represent noisy with the Head of KPI!! from harassment to Saipul Jamil – Deddy Corbuzier Podcast" on Deddy Corbuzier's Youtube channel by viewers who are in the age range of 18 - 29 years can be seen from 3 different dimensions, namely the dimensions of thoughts about messages, thoughts about sources and thoughts about videos. based on these 3 dimensions, the most effective dimension is the dimension of thinking about the source with a mean value of 3.444. This is because the mean value of each indicator on these dimensions is in the very good category.