Understanding User Engagement Strategies for Podcasts Videos on Youtube in Indonesia: A Study on Content Creation

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Abstract—**COVID-19 has transformed human life by utilizing technology to obtain information. Based on Katadata.com, Indonesia ranks second in the world's highest number of podcast listeners in the third quarter of 2021, accounting for 35.6% of the total internet users. Based on YouTube user statistics from Global Media Insight, Indonesia also ranks fourth globally for the highest number of YouTube users in 2023, totaling 139 million. Thus, this study aims to examine the factors that can influence the strategy to attract the right audience in building podcast content and provide recommendations for appropriate user engagement by comparing the genres of current issues and business & finance podcasts on YouTube Indonesia. The research method used is descriptive analytics, using the open-source Netlytics tool to analyze text and automatically summarize and visualize public online conversations on YouTube. The results of this study indicate that current issue genres are more prevalent in Indonesian society, with one of the most influential factors being the topic and guests to currently viral podcasts. This study also analyzes other factors that influence user engagement. Therefore, the findings of this research can be utilized as an opportunity for companies/institutions to enhance their branding/promotion through YouTube video podcasts. This research can also serve as a reference for other podcast content creators in building and improving user engagement on their YouTube channels to attract more interest from Indonesian society.**

Keywords—**User engagement; podcast; video; YouTube; genres; Indonesia.**

I. INTRODUCTION

The COVID-19 pandemic has changed the pattern of Indonesian society in utilizing technology to obtain information. Since the beginning of the COVID-19 pandemic, one of the reasons why podcasts are becoming increasingly popular is their flexibility, and that growth has continued until now [1]. The emergence of podcasts in Indonesia reflects the changes supported by technology in the industry, creators, and society. Podcasts are the technology used to distribute, receive, and listen to on-demand content [2]. The Head of Studio Spotify stated in May 2020 that podcasts in Indonesia are the most exciting thing today because the number of users searching for and listening to podcasts continues to increase. Indonesia ranks second with the most significant number of podcast listeners, accounting for 35.6% of total internet users [3]. Podcasting has become more popular, and the number of podcasts in production has vastly expanded, creating an increasingly crowded content landscape [4]. Podcasts are easy to use, attractive, create broad exposure, and offer personalized content [1]. Video podcasts can provide an attractive visual display and are easier to understand. Unlike in previous years, there are now two different types of podcasts based on audio and video. Video podcasts mainly use video as the primary distribution tool. Video podcasts often include short segments of interviews, discussions, tutorials, or presentations delivered by speakers or narrators in the video. Video podcasts also allow content creators to communicate messages more effectively and excitingly by including images, graphics, or animations. Technological developments have enabled users to access podcasts and play the content whenever and wherever, as well as fast forward, rewind, or listen to a program again [5].

In 2019, a study found that 70% of podcast users had listened to podcasts without additional activities [3]. The home is the most common place for users to listen to podcasts, followed by the car, gym, work, and public transportation.

Chan-Olmsted and Wang, in 2020, argued that podcasts have different settings to meet the needs of their listeners. Listening to podcasts is associated with escapism or entertainment [6]. Tobin and Guadagno, in 2022, conducted a study exploring why people listen to podcasts, which included the amount of time spent, episodes watched, editorial format, devices used, and social aspects [7]. Podcasts can serve multiple benefits in spoken and conversational mediums and represent the most natural way for people to engage with each other, which benefits community development [8].

The emergence of podcasts has given rise to various new platforms as publishing media. Some video podcast platforms include YouTube, Vimeo, and other podcast hosting platforms. YouTube is defined in multiple ways. It can be anything from a unique social media platform for sharing videos on demand to a career choice similar to any other entrepreneurship [9]. Based on YouTube user statistics from Global Media Insight, as of January 2023, Indonesia ranks fourth in the world after Brazil, with 139 million YouTube users [6], [7]. YouTube has more than 2.68 billion active users. About 62 percent of businesses post videos on YouTube as an advertising platform [10]. Many social media sites have proved to be ephemeral, but YouTube continues to expand rapidly and has become the world's second most visited website. It has established a unique role as a repository of popular culture, creating a diachronic archive over time and synchronically expanding in its scope [11]. YouTube itself has added a "Podcast" menu, indicating that YouTube will offer audio-visual content and audio-based content such as podcasts in the future [12]. Using popular video platforms, good audio-visuals, and easy accessibility, such as YouTube, the Indonesian community makes users more inclined to consume content on YouTube [1].

Using YouTube as a medium to access podcast channels leads to user engagement in the form of views, likes, and comments. Moreover, content creators actively implementing localization have significantly increased regional content [13]. The Marketing Science Institute (Marketing Science Institute, 2012) defines customer engagement as a manifestation of customer behavior toward a brand (company) outside of purchasing activities resulting from individual customer motivations such as word of mouth, recommendations, consumer interaction, blogging, writing reviews, and similar activities [14]. This action describes a customer's interaction with other customers or companies in a forum to obtain product information or anticipate the risks of consuming the product [15]. The primary predictor for liking and disliking videos was the entertainment motive, while commenting and uploading were strongly associated with social interaction, and sharing was strongly linked to providing information [16].

Podcasting has increasingly differentiated from the radio industry, with distinctive formats, business services, and practices, including dynamic ad insertion and search recommendation engines [17]. YouTube's algorithm can determine how videos are ranked in search results and suggested to other users based on users' engagement on YouTube podcast channels. User interaction with podcast channels determines the level of popularity of the video or podcast channel. Therefore, the more interaction, the higher the success indicator of the podcast channel in building its video branding [18].

Based on the data from Databooks in 2018, Indonesia's top 5 most popular podcast genres are current issues/news/politics, comedy, business, education, and art/entertainment [19]. Among the creators of YouTube podcasts in Indonesia who are considered successful is Deddy Corbuzier, who discusses current issues widely discussed in society [20]. Deddy Corbuzier has the highest view count on his podcast YouTube channel with Danjen Kopassus on February 1, 2023, with 8,3 million views in 1 month. Raditya Dika is also considered successful in presenting the comedy genre on his YouTube podcast with Fajar on January 1, 2023, with the highest view count of 1,1 million views in 1 month. Raymond Chin, CEO of Ternak Uang, discussed business, value, and technology on his YouTube podcast channel and had the highest view count on January 16, 2023, with 928 thousand views in 1 month. Maudy Ayunda is a musician and actress and has a podcast on her YouTube channel that discusses sharing about education and edutainment. Maudy Ayunda has the highest number of views, 198 thousand views in 1 month. In addition, the YouTube channel Podluck Podcast Collective discusses the secret of a happy life based on the book Filosofi Teras. Podluck Podcast Collective has reached 189 thousand views. Given the number of viewers for each podcast video content on YouTube Indonesia, there is great potential for growth in the world of content creation that can educate, entertain, and provide up-to-date information for Indonesian society. Therefore, this study analyzes and studies the topics and content of podcasts on the YouTube platform that receive the most user engagement in Indonesian society. With the provided groundwork, this study aims to address the following questions:

- What is the effective method to analyze user engagement data on podcast video content on YouTube in Indonesia?
- What factors influence user engagement strategies on YouTube podcast videos in Indonesia?
- What practical user engagement strategy can be applied to enhance overall user engagement on YouTube podcast videos in Indonesia?

Based on the questions, the following objectives will guide this study:

- To analyze user engagement data on podcast video content on YouTube Indonesia using descriptive analytics methods.
- To determine the factors influencing user engagement strategies on YouTube podcast videos in Indonesia.
- To provide practical user engagement strategy recommendations in the context of YouTube podcast videos in Indonesia.

To help solve the existing problems, here is the theoretical basis from various previous journals discussing the topic. The journals are shown in Table I. Based on the literature review that has been attached and identified that the journals discussed the motivation of listeners to listen to podcasts, the benefits of podcasts in the digital era, podcasts as a learning medium, factors that influence user engagement in podcasts, the influence of podcast delivery styles, and the experiences of listeners while listening to podcasts. In addition, the journals used qualitative and quantitative research methods. Journals using qualitative research methods collect data by conducting respondent interviews and analyzing previous journals, while journals using quantitative research methods collect data by distributing questionnaires online or offline.

TABLE I
LITERATURE REVIEW

No	Title	Year and Method	Results
1	The Use of Podcasts as a Creative Learning Resource in Social Studies.	2023, Qualitative Method.	Podcasts as media can be a learning resource for innovation and creative thinking in the millennial era, especially for students [21].
2	"Non-Existing" Podcast Genres.	2023, Qualitative Method.	The podcast creators have not worked with specific divisions of media content, which could be particularly helpful to creators who could rely on the relevant features of a podcast sub-genre [22].
3	Listen as much as you want: the antecedents of the engagement of podcast consumers.	2023, Qualitative Method.	Attitude towards podcasts, perceived ease of use and usefulness, and podcast consumption behavior are essential factors in predicting user engagement in podcasts [23].
4	The relationship between environmental context and attentional engagement in podcast listening experiences.	2023, Quantitative Method.	Podcast users can benefit from finding quiet and comfortable environments to enhance their engagement with podcast content [24].
5	The Effect of Podcast Hosts on Youtube Channel Satisfaction	2023, Qualitative Method.	Factors such as the quality of content delivered by the hosts, engaging presentation styles, and host credibility contribute to increased user satisfaction [25].
6	Podcast Strategy in Public Media.	2023, Qualitative Method.	Podcast users can benefit from finding quiet and comfortable environments to enhance their engagement with podcast production. One of the factors is supported by the completeness and team strategy in handling audio production and other equipment [26].
7	Exploring audience engagement with ChatGPT-related content on YouTube: Implications for content creators and AI tool developers.	2023, Qualitative Method.	This study finds that ChatGPT-focused content exhibited diminished sensitivity to channel subscriber counts, with channels having fewer subscribers achieving higher viewership numbers [27].
8	Multihoming and market expansion: Effects on media platforms' pricing and content creation incentives.	2023, Quantitative Method.	The consumer price in an uncovered market depends on both exclusive and non-exclusive content [28].
9	The Development of a Podcast Motivations Scale for Taiwan.	2022, Quantitative Methods.	Users in Taiwan listen to podcasts because podcasts are a new entertainment, information-seeking medium, and companionship when going daily activities [29].
10	Why people listen: Motivations and outcomes of podcast listening.	2022, Quantitative Method.	Informational needs likely motivate podcast listening and that certain types of listening can provide social gratifications [7].
11	Interaksi Sosial di Dunia Digital (Analisis Wacana Kritis terhadap Kolom Komentar Podcast Close the Door di Channel YouTube Deddy Corbuzier). (Social Interactions in the Digital World (Critical Discourse Analysis of the Comment Section on the Close the Door Podcast on Deddy Corbuzier's YouTube Channel).	2022, Qualitative Method.	This journal reveals that the podcast comments section is a social interaction site where commentators use language to construct and express their social identities, opinions, and beliefs [30].
12	You're more engaged when you're listening to somebody tell their story": A qualitative exploration into the important of the podcast 'menopause: unmuted' for communicating health information.	2022, Qualitative Method.	The increase of diversity of storytellers and content in health podcasts in the future can enhance audience engagement [31].
13	The relationship between a health communication podcast and audience engagement: A social media case study.	2022, Qualitative and Text Mining Methods.	Environmental context significantly affects attentional user engagement when listening to podcasts which increase levels of engagement with podcast content [32].
14	Self-branding and content creation strategies on Instagram: A case study of foodie influencers.	2022, Qualitative Method.	This study offers a new framework which maps a content creation process adopted by foodie influencers, including four stages (1) Content Planning, (2) Media Gathering, (3) Editing, and (4) Publishing, which was followed by an engagement phase [33].
15	A feasibility study of digital content use in inclusive, Austrian primary school practice.	2022, Qualitative Method.	Shown that working in the differentiated digital RegioDiff learning environment was possible in inclusive lessons with diverse students [34].
16	A Multidimensional Analysis of YouTube Communities in the Indo-Pacific Region	2022, Quantitative Method.	The research identifies various communities within YouTube networks, revealing highly polarized user interactions and inorganic engagement trends [35].
17	The Role of Podcasts as an Alternative Media for Learning and Distribution of Audio Based Content	2021, Qualitative Method.	The role of podcasts as alternative medium learning studies is to enrich learning and educations by a creative source of information, increase understanding learn foreign languages and think creative [36].
18	Current Challenges and Future Directions in Podcast Information Access.	2021, Descriptive Method.	Podcasts must be strong in various genres and usage cases, modeling, and evaluation and must recruit multimodal information [37].

No	Title	Year and Method	Results
19	Podcasting the Pandemic: Exploring Storytelling Formats and Shifting Journalistic Norms in News Podcasts Related to the Coronavirus.	2021, Quantitative and Qualitative Method.	Podcasters must have journalistic norms and package the topic to convey a message to the listener and present personal opinions [38].
20	Podcasting on Purpose: Exploring Motivations for Podcast Use Among Young Adults.	2021, Quantitative Method.	This study results that students are motivated to listen to podcasts because they want entertainment, escapism, and to obtain information because podcasts provide the specific listening needs of the students [39].
21	On Building a Podcast Collection with User Interactions.	2021, Qualitative and Quantitative Method.	Combining user engagement and NLP (Neuro-Linguistic Programming) techniques can produce more effective and personalized podcast recommendations, which can improve the user experience of listening to podcasts [40].
22	YouTube Podcasting, the New Orality, and Diversity of Thought: Intermediality, Media History, and Communication Theory as Methodological Approaches.	2021, Qualitative and Quantitative Method.	This journal analyzes the intermediation of podcasting on YouTube, looking at how podcasting combines various forms of media, such as audio and video, to create a unique communicative experience [41].
23	Podcasts for the Delivery of Medical Education and Remote Learning.	2021, Qualitative Method.	Podcasts can be a suitable alternative to traditional face-to-face and print-based education and can be incorporated into CPD programs [42].
24	Talking Together: Using Intercollegiate Podcasts for Increased Engagement in Marketing Education.	2021, Qualitative Method.	Researchers found that podcast projects increase student engagement and motivation, facilitate peer learning and collaboration, and enhance students' communication and presentation skills [43].
25	Bangkitnya Podcast di Indonesia Perkembangan Podcast New Media Sebagai Budaya Populer Generasi Muda di Indonesia (The Rise of Podcast In Indonesia The Development Of New Media Podcast As Popular Culture Of Young Generation In Indonesia).	2021, Qualitative Method.	The rise of podcasts supported by technology, industry, creators, and public enthusiasm, as well as facilitated by the advancement of internet technology and smartphones [2].
26	Modeling Language Usage and Listener Engagement in Podcasts.	2021, Qualitative Method.	Validate popular advice on podcast creation based on paralinguistic features from the podcast audio, speaker identities and shifts within a conversation based on analysis of the creators' written descriptions and transcripts of the audio targeted to podcast creators [44].
27	Why We Like Podcasts: A Review of Urban Youth's Motivations for Using Podcasts.	2021, Quantitative Method.	Edutainment, storytelling, social, and multitasking as four types of motivation for urban youths using podcasts: as a new media [45].
28	Impact of YouTube and Video Podcast on Listening Comprehension Among Young Learners.	2021, Quantitative and Qualitative Methods	YouTube and video podcasts have become a learning tool to improve understanding and listening skills for students or young learners [46].
29	Podcast Media in Consultation Services to Develop Academic Stress Prevention Skills.	2021, Quantitative Method.	This research was presented to support and combine to cultivate skills to help prevent academic stress by implementing counseling services or indirectly, meaning video recordings can be downloaded and watched again [47].
30	Sustainable fashion social media influencers and content creation calibration.	2021, Qualitative Method.	The research identifies 'content creation calibration', which refers to the practice of social media influencers calibrating their content to account for their ethics and desire for compensation [48].
31	Engaging Students Through Educational Podcasting: Three Stories of Implementation	2021, Qualitative Method.	Process of podcasting, students can enhance a numerous of 21st-century skills including collaboration, communication, critical thinking, and creativity, making it a potent tool for teaching and learning [49].
32	Understanding User Engagement in Online Communities during COVID-19 Pandemic: Evidence from Sentiment and Semantic Analysis on YouTube	2021, Qualitative and Quantitative Method.	This study finds correlations between longer titles with sad emotions and increased likes on comments, suggesting that during the pandemic, people tend to express support in response to sad emotions, and it anticipates correlations between certain positive appraisals and user engagement [50].
33	To engage or not engage? The features of video content on YouTube affecting digital consumer engagement	2021, Qualitative Method.	The findings suggest that medium to long videos posted during specific times, utilizing a subjective language style and incorporating negative or low-arousal emotions, are more likely to enhance engagement metrics on YouTube [51].
34	Sentiment Analysis for Youtube Videos with User Comments: Review	2021, Qualitative Method.	The research paper explores sentiment analysis methods for YouTube comments, aiming to discern user opinions and improve content ratings. It utilizes natural language processing and machine learning techniques and categorizes these approaches for use in data mining and sentiment analysis research [52].
35	YouTube marketing: how marketers' video optimization practices influence video views	2020, Qualitative Method.	The study on YouTube video engagement reveals that higher information availability in video titles negatively correlates with views, while negative emotional sentiment in titles and greater information availability in video descriptions positively influence views [53].

No	Title	Year and Method	Results
36	Trends in Disseminating Audio on Demand Content through Podcast: An Opportunity and Challenge in Indonesia	2020, Quantitative Causality.	Podcasts can create valuable opportunities by opening up new insights, offering more personalized content, disseminating audio content, enabling monetization, complementing traditional radio, and providing safe and convenient accessibility [54].
37	Independent and Interwoven: A Qualitative Exploration of Residents' Experiences with Educational Podcasts.	2020, Constructivist Grounded Theory (CGT).	Podcasts are easy to use and engaging, allowing broad exposure to targeted content and learning because the audience can use their time productively [55].
38	Embracing the Podcast Era: Trends, Opportunities, & Implications for Counselors.	2020, Qualitative Method.	Podcasts can be a promotional tool for counseling to expand and accelerate access to accurate mental health-related information, eliminate stigma, and normalize seeking help [56].
39	Mapping the factors determining engagement in podcasting: design from the users and podcaster's experience.	2020, Qualitative and Quantitative Method.	Factors are integrated into three groups: medium, user, and podcaster-centered. These factors maintain relations of interoperability that build a grammar of engagement of the medium [57].
40	Tindak Tutur Ilokusi dalam Video Podcast Deddy Corbuzier dan Najwa Shihab pada Media Sosial YouTube. (Illocutionary Speech Acts in Deddy Corbuzier and Najwa Shihab's Video Podcast on YouTube Social Media).	2020, Critical Disclosure Analysis (CDA) Method.	The journal found that Deddy Corbuzier and Najwa Shihab's illocutionary speech acts are often influenced by their podcasts' specific context and purpose [58].
41	Implikasi Podcast di Era New Media. (Implications of Podcasts in the New Media Era).	2020, Qualitative Method.	The presence of podcasts in the digital era is easily accessible to many people because information that can be consumed through various platforms significantly impacts the audience's cognitive, behavioral, and cultural aspects of society [59].
42	Understanding podcast users Consumption motives and behaviors.	2020 - Data Collection Method.	The interaction between podcast motives and other audio media consumption entertainment, information, and audio platform superiority were the most important motivators for podcast consumption [6].
43	100,000 Podcasts: A Spoken English Document Corpus	2020, Quantitative Method.	Encompassing 100,000 podcasts, marks a significant expansion in the scale and scope of resources available for various fields of research, including natural language processing, information retrieval, linguistics, speech processing, and sociolinguistic studies [60].
44	How to podcast: a great learning tool made simple	2020, Qualitative Method.	Podcasts as a dynamic and increasingly popular medium for educational content delivery, particularly beneficial for mobile learners in health professional education [61].
45	From Facebook to Instagram: Exploring user engagement in an academic library	2020, Quantitative Method.	The findings indicate that although the social media sites were deemed ineffective in engaging users, there was a positive reception among users for the use of Facebook and Instagram by HKUL [62].
46	Insights into user engagement on social media. Case study of a higher education institution	2020, Quantitative Method.	The study examines user interactions on social networks in higher education, particularly focusing on Instagram, identifying variables that drive greater participation and offering strategic digital marketing proposals to build valuable relationships with stakeholders [63].
47	Content marketing strategy of branded YouTube channels	2020, Qualitative Method.	The study concludes that engagement is context-dependent and varies across platforms, highlighting differences between YouTube and other social media platforms, emphasizing the importance of high-quality content and a focus on transformational rather than informational content on YouTube [64].
48	Making Video News Visible: Identifying the Optimization Strategies of the Cybermedia on YouTube Using Web Metrics	2020, Qualitative Method.	This study suggests that a comprehensive analysis of all or a significant sample of videos from a cybermedia is necessary for a better understanding of SEO strategies and their impact, emphasizing that the study serves as an exploratory analysis and a case study based on the unique characteristics of the most viewed videos [65].

The results of the previous journal studies help to support research related to the topic at hand. However, these journals analyze based on other people's perceptions because they use data collection techniques through interviews or questionnaires. Unlike previous journals, this journal analyzes data obtained directly through a YouTube channel focusing on podcasts with current issues and business & finance genres. Therefore, current issues and business & finance genres have user engagement that can be used as objects in research to solve the objectives set above.

II. MATERIAL AND METHOD

This research uses the method of descriptive analytics by collecting data based on viewer comments, the content being discussed, the number of views, and the video duration from YouTube channels that present podcast content with current issues and business & finance genres. By knowing these factors, the factors influencing user engagement of the podcast channel can be analyzed, the most exciting content for YouTube podcast viewers in Indonesia can be identified, and the most appropriate strategies for entering the podcast industry in YouTube Indonesia can be determined. The framework for thinking in this study is shown in Fig. 1. The tool used to obtain sentiment analysis from YouTube video comments is Netlytic. Netlytic is an open-source tool that analyzes text and social networks that automatically summarize and visualize public online conversations on social media sites. This tool was created by researchers and is intended for researchers without requiring programming or

API skills [66]. By using Netlytic, this research can extract data from the comment section on YouTube video pages to determine the views of the Indonesian public on the podcast content being discussed based on opinions expressed through the comment section. After that, the data that has been collected will be visualized to do a descriptive analysis.

The selection of YouTube channels with current issues, finance, and business genres is based on the number of subscribers to the YouTube channel and the channel's activity in creating podcast video content, from January 1st to May 9th 2023. Based on each genre, this research takes the top five YouTube channels in Indonesia that have been actively creating videos from January 1st to May 9th 2023. Table II shows the titles of the videos by each channel according to the researched genre and the top views of the uploaded videos.

TABLE II
INDONESIA YOUTUBE CHANNEL

| No	Channel Name	Genre	Title of Video	Number of Views
1	Deddy Corbuzie	Current Issues	Darah Saya Mendidih!! Semua Pikir Saya Mati! - Danjen Kopassus - Deddy Corbuzier Podcast. (My Blood Is Boiling!! Everyone thought I'm Dead! - Danjen Kopassus - Deddy Corbuzier Podcast).	9,352,617 views
2	Curhat Bang Denny Sumargo.	CurrentIssues	Selama Ini Kalian Semua Di Tipu, Menang Judi Itu Cuman Settingan!! (Dennis Lim) - Curhat Bang. (All This Time You Have Been Deceived, Winning in Gambling Is Just a Setup!! (Dennis Lim) - Curhat Bang).	8,793,685 views
3	Najwa Shihab	Current Issues	30 Tahun Dewa 19: Mendekati Keabadian	Mata Najwa. (30 Years of Dewa 19: Approaching Immortality | Mata Najwa).	7,153,368 views
4	GA	Current Issues	Karen's Diner Sumber GImmick Kontent Creator. Sampe Berantem Beneran?!!	GritteBukaPraktek. (Karens's Diner, The Source of Content Creator Gimmicks. Did They Really Get into A Fight?!! | GritteBukaPraktek).	1,755,608 views
5	Kuy Entertainment	Current Issues	Begini Aslinya Chateez?! Boris Bokir Kena Semprod!! (This Is the Real Story Behind Chateez?! Boris Bokir Gets Scolded!!).	1,355,784 views.
6	Tom MC Ifle	Business & Finance	Guru Gembul Bongkar Sistem Pendidikan Indonesia	Anak Sekolah Trauma Belajar?!. (Guru Gembul Reveals the Indonesian Education System | Are School Children Traumatized By Learning?!).	734,518 views
7	Kasisolusi	Business & Finance	Bungkam 5 Tahun, Anies Baswedan Buka Suara: Aturan Sebelumnya Persulit UMKM, Saya Ubah Jadi Gini. (Silent For 5 Years, Anies Baswedan Speaks Up: Previous Regulations Made It Difficult for SMEs, I've Changed It Like This).	523,655 views
8	Dr. Indrawan Nugroho	Business & Finance	Ferry Irwandi: Resign, YouTube, Birokrasi, dan Masa Depan Negeri Ini. (Ferry Irwandi: Resignation, YouTube, Bureaucracy, and the Future of Our Country).	418,783 views
9	Fellexandro Ruby	Business & Finance	Lunch #114: Ide itu Murah, Eksekusi itu Mahal feat. Dee Lestari. (Lunch #114: Ideas are Cheap, Execution is Expensive feat. Dee Lestari).	111,820 views
10	Hermanto Tanoko	Business & Finance	Strategi Sukses Bangun Dan Lipat Gandakan Keuangan Pribadi Ala Tony Hermawan	Part 2. (Success Strategy to Build and Multiply Personal Finances by Tony Hermawan | Part 2).	63,351 Views
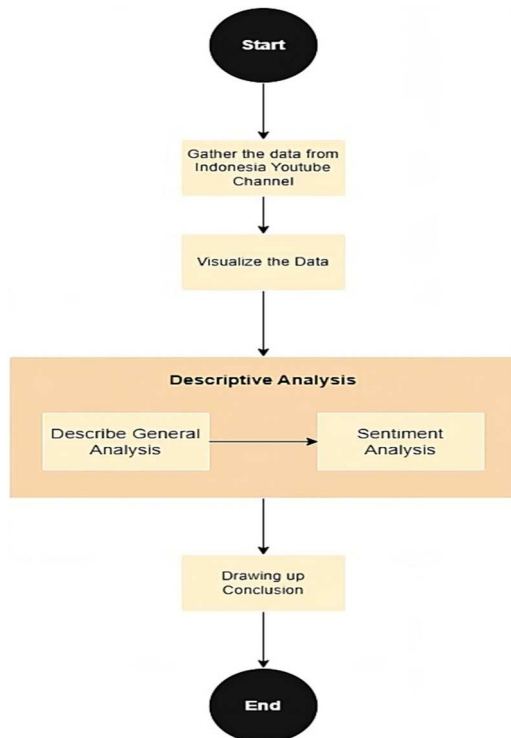
Fig. 1 The Framework of Thinking

From the table above, 5 of the biggest YouTube Podcast channels in Indonesia have been identified, along with the title and number of views in five months (January 1, 2023 - May 9, 2023) as well as the video with the most views in the Current Issues and Business & Finance genres.

III. RESULTS AND DISCUSSION

This section discusses the results and data analysis based on the data collected from each YouTube channel with current issues and business & finance genres in Indonesia.
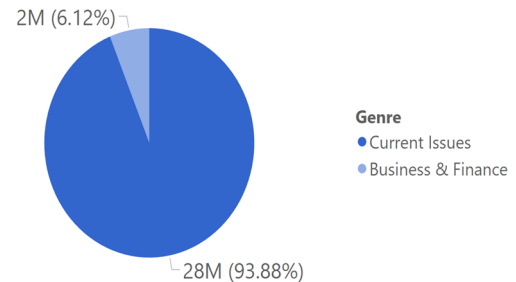

Fig. 2 The number of podcast views by genre on YouTube

From the pie chart visualization, the podcast audience on Youtube based on the genre in Indonesia is 93,88% in the

current issues genre, such as events, trends, or hot discussion topics compared to 6,12% in the business & finance. Conventions are built over time, where texts refer to each other by their similarity in form and style, making the genre distinguishable and recognizable, in spite of variations' useful as a more holistic analysis and understanding of expression [67]. According to a survey conducted by the Ministry of Communication and Informatics Indonesia and Katadata Insight Center (2022), 35.4% of Indonesians and Katadata Insight Center (2022), 35.4% of Indonesians use social media to follow and update about the current situation and activities and news from their friends or acquaintances [68]. YouTube podcast creators also tend to create more content related to current issues due to the high demand from the Indonesian audience.
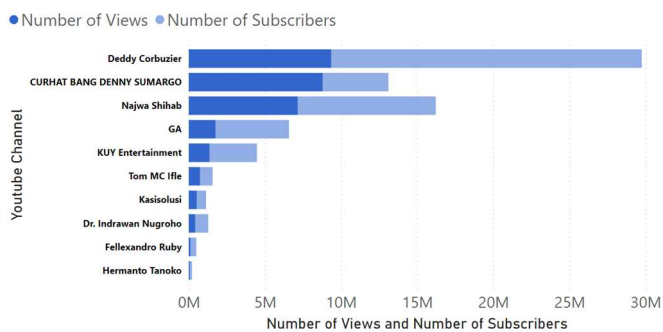

Fig. 3 The Comparison of the Number of Subscribers with the Number of Views on Each Podcast YouTube Channel

From bar chart visualization, videos with the highest number of viewers from January 2023 to May 2023 on each YouTube podcast channel are not influenced by the number of subscribers. In the case of Deddy Corbuzier's and Denny Sumargo's YouTube podcast channels, they only have a difference of six hundred thousand viewers, despite Deddy Corbuzier having three times more subscribers than Denny Sumargo. This is because YouTube utilizes recommendation algorithms to select videos engaging a broad audience (Google support). The views on Denny Sumargo's videos gained significant popularity quickly, surpassing the number of subscribers on his YouTube channel. This is due to the channel addressing relevant and trending topics that were widely discussed at that time, presented uniquely and creatively, which attracted the interest of many viewers and led to the videos becoming trending.
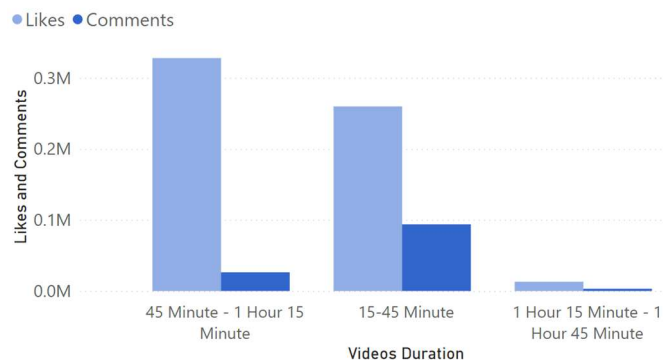

Fig. 4 The Effect of Video Duration on the Number of Likes and Comments on Video

The bar chart visualization above shows that podcast videos with a duration of 45 minutes to 1 hour 15 minutes have the highest number of likes compared to other videos. The high number of likes does not affect the number of comments. Podcast videos with a duration of 15-45 minutes receive more comments than videos from 45 minutes to 1 hour 15 minutes. According to the YouTube algorithm, other factors such as content, quality, and the topic influence user engagement regarding likes and comments [15]. With YouTube algorithm, increasing consumer information can help platforms provide more information recommendations are accurate and can therefore benefit consumers [69]. Active users are more interested in customizing their accounts based on appropriate YouTube recommendations [70]. Even more, YouTube has the lion share of traffic so that no market dominance has been established in the technical sense of it [71].
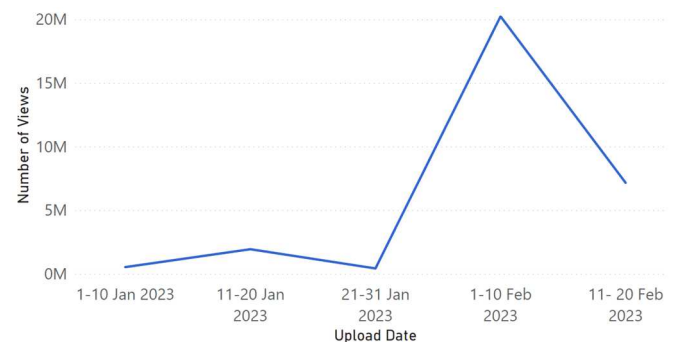

Fig. 5 Video Upload Data with Increased Number of Views

The influence of the video upload date on the number of views as of May 9th, 2023, shows no correlation between the video's upload date and the increase in views. Videos uploaded from February 1st to 10th, 2023, have more views than those uploaded from January 1st to 10th, 2023. The date of podcast video was uploaded does not affect the increase in its view count.
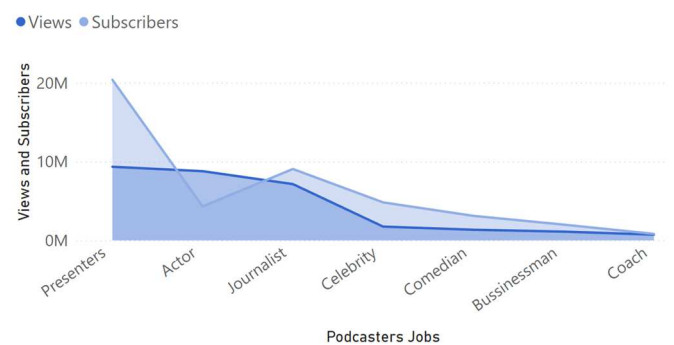

Fig. 6 The Effect of Podcaster Background on the Number of Video Views and Subscribers

Based on the line graph visualization, podcast hosts with a background as presenters have the highest number of video views and subscribers. To produce attractive digital content is an emotional appeal based on clear human ideals, equality and simplicity of character, simplicity and universal representation [72]. A presenter is the critical semantic unit of the program that can make it succeed or fail with the target audience. A presenter can behave in different ways, creating their own unique image. In podcast conversations, change of tone, ironies, sarcasms, laughter, and a host of other emotional expressions, are commonplace [73]. Depending on the

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program genre, a presenter can: Act as a moderator of communication erudition, a sense of humor, and charisma, establish, could maintain contact with a specific target audience, possess strong communication skills, be a good conversationalist [74]. The lowest number of views and subscribers are podcast hosts with a background as coaches.
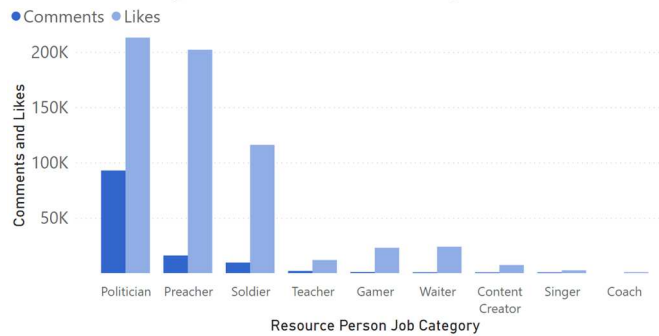

Fig. 7 The background of guest speaker with The Number of Comments and Likes

Based on the line graph visualization, most viewers prefer guest speakers with a background as politicians. 11% of new consumers who engage with podcasts demonstrate a notable inclination towards political topics, indicating that podcast consumption serves as a significant indicator of both online and offline political engagement, fostering empathy and inclusivity as essential components of democratic participation [75]. Guest speakers with a background as politicians have the highest number of likes and comments because Indonesia will hold its general elections in 2024, significantly changing podcasts discussing politics and increasing viewers' interest. Elections and changes in political leadership usually attract the attention of many viewers and trigger further discussions in the comments section, particularly related to politics. The table below shows the sentiment analysis from the data in the comment's column for each podcast video.

TABLE III
SENTIMENT ANALYSIS

No	Youtube Channel	Highlights Comment Category	Explanation
1	Deddy Corbuzier	Soldier & Indonesia	The viewer comments on this video indicate words and expressions referring to the Indonesian military and their pride in their struggle. This is because the guest speaker shared their experiences as a commander in the special forces, defending and protecting the country.
2	Curhat Bang Denny Sumargo	Religion, guest speaker, gambling in Indonesia	The data from the comments indicate that many viewers appreciate the content presented, which revolves around the impact of gambling. The guest speaker also elaborated on the religious perspective of gambling, thereby eliciting a positive response from the audience.
3	Najwa Shihab	Music, musician, Indonesia	The audience's reactions, expressed through appreciation in the comment section, are directed towards the legendary band Dewa-19, which sustained its work for 30 years and is admired by the Indonesian community.
4	GA	Concept & behavior	The comments on this YouTube content extensively discuss the service concept of Karen's Dinner, where the servers are known to exhibit rude and impolite behavior towards their customers. Most of these comments appreciate the unique concept implemented by Karen's Diner.
5	Kuy Entertainment	Religion, guest speaker, gambling in Indonesia	The data from the comments shows that the viewers have opinions about the guest who exhibits naive behavior and shares their life journey filled with innocence.
6	Tom MC Ifle	Education & learning system	Based on the video, the viewers agree with the statement made by the guest star that the quality and curriculum of education in Indonesia are still low and lagging behind other countries that prioritize students' talents and interests.
7	Kasisolusi	Admiration, politic, and guest speaker	In the comment section of this video, the viewers express their appreciation towards the guest star for their idea to develop micro, small, and medium enterprises (UMKM) in Indonesia. They also support the guest star's candidacy for the presidency of the Republic of Indonesia in the 2024 election.
8	Dr. Indrawan Nugroho	Admiration & guest speaker	The data from the comment section indicates that the viewers are amazed by the guest star who motivates them to seize the available opportunities and consistently showcase high-quality work.
9	Fellexandro Ruby	Admiration & guest speaker	In this video content, the viewers express gratitude and admiration towards the guest star for presenting a beneficial topic on executing an idea.
10	Hermanto Tanako	Admiration & guest speaker	The data from the comments on this video states that the viewers express gratitude for the opportunity to learn a lot about stock investment and finance based on the experiences shared by the guest star.

The results of descriptive analytics on the above graphs indicate that the factors influencing user engagement strategies in YouTube video podcasts in Indonesia are:
- The genre and topics presented are currently trending among the audience.
- The content must be high quality regarding the discussed value and presentation quality.
- The host should have experience in hosting and directing the show.
- The guest star should be currently viral and discuss hot topics at that time. Additionally, viewers are also interested in guest stars who can share knowledge and experiences with the audience.

Furthermore, the descriptive analysis results provide practical recommendations for user engagement strategies in video podcasts on YouTube in Indonesia:

- Create content focusing on current issues garner significant attention among the Indonesian population.
- The number of subscribers is only sometimes indicative of high viewership.
- The duration and upload date of the video does not influence user engagement.
- Learn about the YouTube algorithm to present content following the applicable algorithm on YouTube in Indonesia.
- The host should possess good public speaking skills and be able to conduct the show professionally.
- Invite guest stars currently trending among the Indonesian audience or from specific individuals with valuable insights to share with the viewers.

IV. CONCLUSION

The development of technology has brought many changes to the patterns of community life. Among them is the practice of Indonesian society in seeking and receiving information. One example is using YouTube to search for and obtain the needed information daily. The various content presented on YouTube can influence public opinion and provide a wide range of necessary information. Consequently, many companies or businesses use podcasts as a marketing medium for their brands. Therefore, this research conducts a descriptive analysis of YouTube video podcasts in Indonesia with genres of current issues and business & finance to determine the factors that can affect strategies for attracting the right audience in building podcast content, as well as providing recommendations for appropriate user engagement strategies based on a case study of YouTube podcast channels in Indonesia.

The data analysis results show that YouTube channels with current issues as their genre garner significant interest among the Indonesian public. The most influential factors are the timeliness of the topics discussed and the guest speaker. Other factors that have an impact include the host's background and the YouTube videos' duration. Hosts with a background as experienced presenters can better deliver the show in a directed and engaging manner. This indicates that extraversion has a positive impact on content creation and information dissemination behavior [76]. In the form of effective communication, sensing interim progress, and engaging in ongoing collaboration with fellow participants [77]. Video duration also affects viewer interest, as viewers less favor shorter or longer videos. Additionally, user interaction in the comment section is influenced by the discussed topics, such as the benefits and values that can be shared with the audience. The interest of the Indonesian public in currently trending topics circulating among society is much higher than in discussions on knowledge in business and finance.

Companies and institutions can significantly enhance their brand awareness and influence public opinion in Indonesia by leveraging video podcasts that focus on current issues, hosted on platforms like YouTube. This method not only offers a compelling way to engage with audiences but also presents monetization opportunities through paid subscriptions and advertising, thus creating a symbiotic relationship between content creation and promotional strategy [78]. Through strategic digital content creation organization can enhance their digital presence [79]. Furthermore, the findings of this research can serve as a reference for strategy among other content creators of podcasts in building and enhancing user engagement on their YouTube channels with a content creation strategy in line with fans' national culture [80]. However, this study still has several limitations that can be further developed for future research. These limitations are influenced by the duration of the research and the trending genres in Indonesia. Areas for further research could include: expanding the number of genres examined; increasing the collected data; classifying viewers; exploring the tools used; analyzing the time periods of the video podcasts.

Thus, this study focuses on the two genres most favored by Indonesian society. It analyzes data using user engagement metrics, describes the factors influencing viewer interactions in those content genres, and provides recommendations for the most suitable user engagement strategies among the Indonesian public.

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