

## THE UTILIZATION OF TVRI WEST JAVA'S YOUTUBE PODCAST TO ENHANCE THE IMAGE OF A PUBLIC BROADCASTING INSTITUTION

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### Abstract

This qualitative case study research analyzes TVRI West Java's strategy in utilizing YouTube Podcasts to build a positive image as a Public Broadcasting Institution (LPP). Furthermore, this study identifies the challenges and successes in integrating digital content. Data was gathered through in-depth interviews with the new media content management, observation of the Podcasts content, and documentation studies, then analyzed using data reduction, display, and conclusion drawing, and validated by triangulation. The results indicate that the utilization of YouTube Podcasts is a highly effective media convergence strategy. The platform not only disseminates content but also successfully creates a new image that is more modern, relevant, and accessible, especially among the young audience. This strategy significantly strengthens TVRI West Java's position amid digital media competition, demonstrating the LPP's adaptability, and allows for a more personal reach to the audience.

**Keywords:** Image, Public Broadcasting Institution, YouTube Podcast, TVRI West Java

### Abstrak

Penelitian kualitatif studi kasus ini menganalisis strategi TVRI Jawa Barat dalam memanfaatkan Podcast YouTube untuk membangun citra positif sebagai Lembaga Penyiaran Publik (LPP). Fokusnya adalah mengidentifikasi tantangan dan keberhasilan dalam integrasi konten digital ini. Data dikumpulkan melalui wawancara mendalam dengan pengelola konten media baru, observasi konten Podcast, dan studi dokumentasi, kemudian dianalisis dengan reduksi, penyajian data, dan penarikan kesimpulan, serta divalidasi dengan triangulasi. Hasil penelitian menunjukkan bahwa pemanfaatan Podcast YouTube adalah strategi konvergensi media yang sangat efektif. Platform ini tidak hanya menyebarkan konten, tetapi juga sukses menciptakan citra baru yang lebih modern, relevan, dan terbuka, terutama di kalangan audiens muda. Strategi ini secara signifikan memperkuat posisi TVRI Jawa Barat di tengah persaingan media digital, menunjukkan adaptabilitas LPP, dan memungkinkan jangkauan audiens yang lebih personal.

**Kata kunci:** Citra, Lembaga Penyiaran Publik, Podcast YouTube, TVRI Jawa Barat

## **INTRODUCTION**

The Public Broadcasting Institutions (LPP) in Indonesia, including TVRI West Java, are currently at the center of a massive wave of digital disruption. This shift in the media landscape is marked by a drastic change in audience behavior, especially among the younger generation, who are increasingly abandoning traditional media consumption. Based on preliminary research conducted, one informant mentioned that this television station is “outdated” due to a lack of development in presenting content. This phenomenon is reinforced by the finding (Rahman & Widiarto, 2025) it asserts that traditional media must undergo a significant transformation to remain relevant in the digital age. This is because young audiences in Indonesia explicitly prefer digital platforms as they offer flexibility and full control over the time they wish to consume content. This situation places the LPP (Public Broadcasting Institution) in a critical position, requiring it to adapt by utilizing digital platforms to fulfill its public mandate and expand its reach.

Global video sharing platforms like YouTube have become the most intensive arena for content competition in the context of this adaptation. TVRI Jawa Barat (West Java) responded to this challenge by adopting the Podcast format and broadcasting it through its official YouTube channel. This step is a manifestation of the need to implement a digital Public Relations (PR) strategy. As explained by (Ramdan et al., 2024) digital PR encompasses the utilization of various digital media and technologies to interact effectively with the audience. This adaptation is crucial because (Tawaqal et al., 2024) state that every social media platform has a competing strategy different from other online media, which demands that TVRI Jawa Barat design a unique content strategy. Furthermore, the power of new media cannot be ignored, (Wiryany & Pratami, 2019) even suggest that anyone active and famous on YouTube will be held up as an example, surpassing the fame of public figures in conventional media. Thus, the active presence of TVRI Jawa Barat on YouTube has significant potential to influence public opinion.

The primary goal of adopting this digital platform is to rectify and enhance the Public Broadcasting Institution's (PBI) image. In the digital age, an organization's positive image heavily relies on its presence and active interaction in the online world. A statement from (Safitri & Ramdan, 2025) indicates that activities and engagement on social platforms, search engine exposure, reviews, and overall online image are crucial determinants of corporate perception and brand awareness. Therefore, the YouTube Podcast is being utilized as a strategic instrument to create a more modern, dynamic, and relevant perception. However, this effort to improve the image cannot be done haphazardly. According to (Nizarisda et al., 2023) to strengthen its image with the public, the institution must provide positive and necessary content aligned with its audience segmentation. This means the effectiveness of the TVRI West Java Podcast is highly dependent on the form of the content and its relevance to the digital audience.

The TVRI West Java YouTube Podcast serves as a tactical move to manage public opinion, however, the creation of a positive image remains unsuccessful due to a lack of innovation and resource constraints in content packaging, which simultaneously represents the current research gap (Zahra & Yusanto, 2025). This condition highlights a research gap that needs to be addressed. Existing studies have identified the need for convergence and general Public Broadcasting Institution (LPP) challenges, but there has been no in-depth study specifically analyzing the operational strategy and forms of YouTube Podcast utilization by TVRI West

Java. Furthermore, the existing literature has not explored how the strategy for adapting this content directly contributes to the effort of improving the institution's image amid very tight media competition. Therefore, the urgency of this research lies in the need to provide a strategic model or framework that can be used as a reference for other LPPs in managing their digital transition. This research will identify TVRI West Java's adaptive strategies in utilizing YouTube Podcasts to implement methods for improving the public broadcasting institution's image among digital audiences, as well as the content forms and communication approaches implemented to adapt to those audience needs.

## **LITERATURE REVIEW**

### ***YouTube Podcast as a New Media***

YouTube is one of the internet based new media platforms that provides users with the opportunity to freely upload, view, and share video content. According to Burgess and Green (2009), YouTube functions not only as a video-sharing platform but also as a collaborative space where the public can act as both media producers and consumers (producer-consumer or prosumer). One example of this new media utilization is the TVRI West Java Podcast, which aims to develop the initial use of social media at Indonesia's number one television station, and positions YouTube as an element of new media evolution that emphasizes interaction, participation, and freedom in obtaining information. In previous research titled, "*The Success of Cultural Podcasts on YouTube LPP RRI Malang as a Contemporary Local Wisdom Learning Medium for Generation Z,*" it was shown that Generation Z responds well to cultural Podcasts due to their format, which combines education and entertainment, as YouTube is easily accessible (Winda et al., 2024).

### ***Image of Public Broadcasting Institutions***

The image (or "citra") within the world of public broadcasting institutions is defined as the views, understanding, and impressions formed in the minds of the public regarding the institution. This encompasses perspectives on its performance, program quality, and the values conveyed to the community. Jefkins (2004) states that an image is the impression that arises as a result of an individual's experience and knowledge about an organization or institution. A positive image will enhance the sense of trust and closeness between the institution and the public. A good image is formed when the institution can maintain credibility, objectivity, and consistency in presenting programs that align with the community's needs. Through creative content such as Podcasts, public broadcasting institutions like TVRI Jawa Barat can strengthen their image as an organization that is modern, open, and adaptable to technological advancements and changing public media consumption patterns. Thus, managing the image in public broadcasting institutions is a crucial strategy for maintaining public trust and the institution's relevance amid the increasingly intense digital media competition (Ikasari et al., 2025).

According to Image Theory by Jefkins (2004) in the revised version of the Public Relations book, an image is the impression, perception, or reputation that the public holds regarding an organization or individual (Purba, 2018). It is very important for a Public Broadcasting Institution (LPP - Lembaga Penyiaran Publik) to have an image because the image influences public trust and public support for the duties they carry out within the institution. Corporate Image is formed through a program process carried out by Public Relations (PR) and is an essential part of business relations. This is because a company is always directly interacting with investors and stakeholders, which results in a positive relationship and

corporate image. According to Rosady Ruslan (2013), in the world of advertising, image is the primary objective in addition to achievement and reputation (Kurniawan et al., 2025).

As stated by Soemirat and Ardianto (2017) in the research (Shafa & Lageni, 2025) it is difficult to instantaneously depict public image; the image itself is the result and objective of a community's long-term program. Image is an individual's response or perception of something that arises from their own experience. Knowledge and image are a collection of knowledge, experiences, feelings (emotions), and evaluations structured within the human cognitive system, or personal and highly trusted knowledge. Image is intangible, it can be felt but cannot be explained. However, its form can be the result of evaluation, acceptance, awareness, and understanding (Baines et al., 2016). It can be a sign of respect and reverence from the wider community towards the company as an organization or towards its employees (trusted, professional, and reliable in providing good service).

There are four types of image that can be identified within the context of communication and public relations (PR), namely:

(1) Mirror Image (Citra Bayangan) This is the organization's internal perception of how the external public views them. In other words, it is the "mirror" of the organization's internal perception, which is sometimes inaccurate. The Mirror Image is highly important in communication because it shows how internal employees interpret public response, which is often influenced by personal opinions, internal experiences, and organizational biases. An organization might use inappropriate communication strategies if the Mirror Image does not align with what is actually happening in the real world.

(2) Ideal Image (Citra Ideal) This is the strategic perception the organization aims to build in the eyes of the public. It is the communication goal that directs all branding activities, public messaging, and behavior. In a communication context, the Ideal Image serves as a "perceptual vision" what the organization wants the public to feel when they hear the organization's name. This image is usually reflected in the organization's tagline, positioning, or values.

(3) Actual Image (Citra Aktual) This is how the public actually views and assesses the organization based on direct experience, media information, and public interactions. The Actual Image is the tangible result of the organization's communication and actions, not merely the designed message. This image reflects the effectiveness of the communication strategy being implemented, indicating whether the message is received as intended or if it generates other perceptions.

(4) Hidden Image (Citra Tersembunyi), This refers to aspects of the organization that are unknown to the public but can emerge and influence perception if revealed, either intentionally or unintentionally. In organizational communication, the Hidden Image represents potential risks or opportunities: if negative, it can damage reputation, and if positive, it can become added value when brought to light with the right strategy.

Research on the utilization of social media, moving from conventional old media in this digital era, represents a shift to significantly enhance image. A study conducted by (Qudratullah et al., 2023) titled "*Broadcasting Laboratory Impression Management Strategy in Building the Image of IAIN Bone*," explains that the IAIN Bone broadcasting laboratory uses YouTube-based content production as an impression management strategy

to build the institution's image. This is because the content displayed by the IAIN Bone Broadcasting Laboratory is part of the "front stage" of their production process. This finding emphasizes the importance of creativity, technical coordination, and production organization as part of the institutional image-building efforts. Another study by (Sazali et al., 2021) suggests that the use of Instagram by the Public Relations (PR) of SMAU CT Foundation is effective in enhancing the educational institution's image through the publication of activities, student achievements, and interaction with the community. This finding aligns with the TVRI West Java research because both emphasize the use of digital media to build the image of the institution. The difference is that the SMAU CT Foundation research focuses on Instagram in the context of education, whereas the TVRI research focuses on a YouTube Podcast to strengthen the image of a public broadcasting institution.

Other studies highlight similarities with this research as they also discuss TVRI's efforts to build its image through digital platforms. This includes a study by Akbar Husain (2024), titled "*The Use of Social Media in TVRI Yogyakarta's Cyber Public Relations Strategy to Build Image in the Digital Era,*" which investigated TVRI's communication strategy in facing the challenges of the new media era. The TVRI Yogyakarta research examines its Cyber PR strategy through various social media such as YouTube, Instagram, and other digital applications. There is also a study that highlights the use of digital media as a public relations communication tool conducted by (Apriananta & Wijaya, 2018) titled "*The Use of Websites and Social Media in Building a Positive Image for Higher Education,*" which shows the important role of combining websites and social media in UKSW's PR strategy to build a positive institutional image. Furthermore, a previous study shared similarities by discussing the utilization of Podcasts to build an organization's image, specifically in the paper titled "*Public Relations Activities of Universitas Amikom Yogyakarta in Enhancing Image Through the Digital Media Podcast AMIKOMJOGJA,*" conducted by (Permata & Saputa, 2023). The research at Amikom positions the Podcast as part of the university's public relations activities and proved effective in strengthening the campus image.

## **RESEARCH METHOD**

This research employs a qualitative approach using a case study design. The goal of this research is to gain a better understanding of the methods and utilization of the TVRI West Java YouTube Podcast to enhance the image of the Public Broadcasting Institution (Lembaga Penyiaran Publik/LPP). Within the post-positivist paradigm, the researcher serves as the primary instrument in data collection and analysis (Sugiyono, 2019). Utilizing a purposive sampling technique, research informants were selected based on their expertise and direct involvement in the content management of the TVRI West Java's YouTube Podcast. The informants included the Head of the Digital Content Division, the Producer, and employees from the New Media Content section. To obtain strategic information, primary data was collected through in depth interviews to explore strategic information, followed by non-participant observation of the content and audience interaction. This was further supported by the documentation of the institution's internal data. All data were analyzed using the Miles and Huberman model. This model encompasses the stages of data reduction, data display (presentation), and conclusion drawing/verification. To ensure data validity, this study employs source triangulation by combining information from key informants, direct observations, and relevant documents. Interview data are verified against observation findings regarding podcast production and distribution, supported by content archives, social media screenshots, and viewership statistics. Implementing source triangulation enables a comprehensive understanding, minimizes subjective bias, and

ensures that findings are credible and reflect actual field conditions. Consequently, this approach strengthens the overall reliability of the research while providing a holistic perspective on the subject.

## **RESULT AND DISCUSSION**

This research presents the results of a qualitative method using a case study approach regarding the utilization of the TVRI West Java YouTube Podcast to enhance the image of the Public Broadcasting Institution (LPP) in the era of media convergence. Data was obtained through in-depth interviews, observation, and documentation study. The key informants interviewed included three main sources directly involved in new media content management: Ari Dwi Astutik (Head of the New Media Content Planning and Control Team), Patricia Lisa Wita (Producer of the New Media Content Division), and Billy Andya Ridwansyah (Expert Broadcasting Officer and New Media Content Producer). The subsequent data analysis process, which used techniques of reduction, presentation, and triangulation, ensured that the findings are credible and relevant to the research objectives.

The findings of this research indicate that the TVRI West Java YouTube Podcast is the appropriate digital communication approach to enhance the organization's image. The Podcast successfully reached an audience, of which 15-20% were younger generation aged 18-34 years, increased interaction, opened up opportunities for participation, and strengthened the positive perception of TVRI as a public medium that is relevant, contemporary, and responsive to technological advancements. This result confirms that digital transformation is a crucial step for public broadcasting institutions to maintain their sustainability and credibility amidst digital media competition. All three primary informants agree that YouTube Podcasts are an effective means of disseminating information and creating a positive organizational image. Observational findings identify the themes "Hate Persib" and "Titik Temu" as the most frequently produced content and a key strategy for increasing views and attracting West Javanese audiences. These themes embody the communication functions defined by Onong Uchjana (Effendy, 2009), which consist of four elements: to inform, to educate, to entertain, and to influence. A growing sense of brotherhood has emerged within the Bobotoh community as they realize TVRI West Java has launched engaging content about their beloved Persib football club. Through Podcast facilities across various social media platforms (Fitriawati & Sariwaty S, 2024), important figures are featured in Persib-related content, including on TVRI West Java's YouTube channel, because according to Ari...

Our biggest subscriber/follower base is on YouTube, and the duration can accommodate up to 30 minutes, aligned with our discussion needs. Thus, the public can rewatch it at their leisure without time limits.

This statement influences the view that the Podcast serves not only as a medium for information distribution but also as a strategy to rebuild the image of the institution, which was previously often considered "Outdated" by some segments of the community before TVRI West Java's Podcast existed on YouTube, Ari Dwi Astutik, 2025. They also stated that the presence of the Podcast allows TVRI to appear more modern, adaptive, and closer to the public, especially the younger generation (Indahsari, 2020). TVRI is now available in a more flexible, innovative format that aligns with the culture of digital media. The aim is to understand the strategies implemented by TVRI West Java to enhance the image of the

public broadcasting institution. All informants agree that the YouTube Podcast is an effective way to disseminate information and create a positive image of the organization.

### **Strategy and Form of Utilizing TVRI West Java's YouTube Podcast to Enhance the Public Broadcasting Institution's Image**

The development of communication technology, coupled with the reform of TVRI into a Public Broadcasting Institution (LPP) through Law Number 32 of 2002, led to the transformation of this institution into a medium that is independent, professional, and free from commercial or political interests. In the era of broadcasting digitalization, TVRI began utilizing Podcasts on the YouTube social media platform in 2021 as part of the institution's digital transformation. The utilization of this new media is a crucial strategy to reach younger audiences while simultaneously improving TVRI's image as a public broadcasting institution that is adaptive to technological developments (Rahmawati et al., 2023). This is demonstrated by the statement of Pathrecia, who serves as the Podcast producer, that the Podcast "has been around since 2021" and was created in response to the changing behavior of audiences who now more frequently obtain information through social media rather than traditional television. She explained:

Many people prefer to get information from social media. Therefore, TVRI is present in the form of new media content, one of which is a Podcast.

Billy, the producer of the *Haté Persib* Podcast, emphasized that the use of YouTube is part of his strategy to reach millennials and Gen Z, as this group is the most active in consuming digital content:

TVRI's main motivation for creating the Podcast is to reach a wide audience, especially the younger generation.

The strategies carried out by the New Media Content (KMB) management, as derived from interview data, which can be outlined as information obtained from interviews, show that the utilization of the YouTube Podcast by TVRI West Java is implemented with six primary strategies namely:

#### **(1) Adapting Podcast Content to Audience Demand**

TVRI West Java implements high-standard content as a step to maintain quality and the image of the public broadcasting institution. Many viewers are free to provide input in the form of suggestions, recommendations, and requests, with the goal of attracting more interest. Pathrecia emphasized the importance of this aspect:

We do not randomly invite resource persons, instead, we seek those who possess a good reputation, a positive impact, and positive value within the community, of course.

The content presented is designed to reach various segments of the digital audience, covering issues that are educative, informative, and even entertainment focused. For instance, the Podcast "*Haté Persib*" is specifically for sports enthusiasts, while "*Titik Temu*" discusses general themes such as education, mental health, public policy, and issues concerning society, and many more. However, TVRI West Java also sets strict boundaries, refusing to

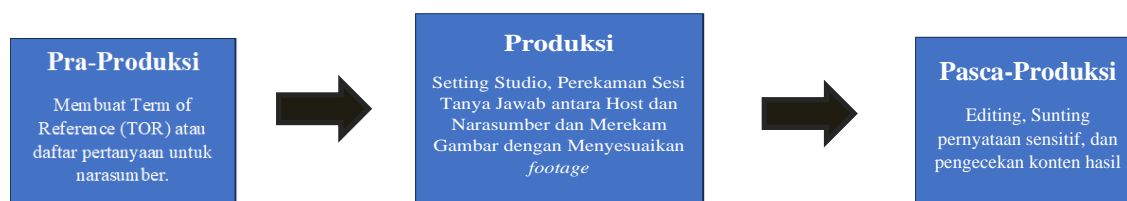
feature sensitive topics that have the potential to cause controversy or division within society. The objective is to prevent negative comments from viewers in order to maintain the company's reputation. Pathrecia explained:

If an issue is too sensitive, it shouldn't be brought into the Podcast. It will just cause an uproar (commotion).

This strategy is implemented so that the platform remains a positive and safe space for discussion, thus avoiding harm to both the prospective resource persons featured on the Podcast and the public broadcasting institution company, by considering the quality of the resource persons and data verification to enhance the perception of credibility (positive image) and applying editing practices and post-production policies ("cutting out", "accidental" comments) signifying quality control consistent with the function of a public institution.

## (2) Systematic and Structured Production Process of TVRI West Java Podcast Content

The production process of the TVRI West Java Podcast is conducted systematically and structurally, following standard procedures, divided into three standard stages: Pre-Production, Production, and Post-Production.



**Figure 1. The Basic Stages of the TVRI West Java Podcast Production Process**

Pathrecia explained:

The team needs to thoroughly discuss and select the theme, and during post-production... if there is anything that could generate negative comments, we definitely cut it, but we still follow the company's standard operating procedures and discuss it with our source, as most of them tend to disagree if we do that.

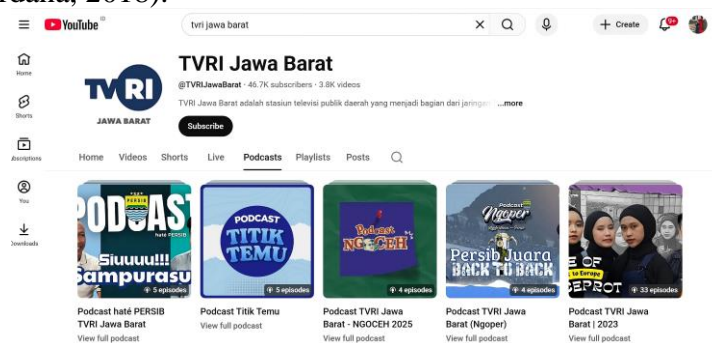
Billy also explained his role as a producer, who always adheres to the applicable procedural rules, with the goal of ensuring smooth production, which includes:

I, of course, prepare during pre-production, such as materials, topics, sources, and creating the TOR (Terms of Reference) during production, I ensure the equipment runs well and during post-production, I ensure the editing is appropriate. Although we only use the LTZ camera type, it is capable of distinguishing between a regular studio camera and a Podcast production camera.

This curation action demonstrates that editorial accountability is maintained to keep the Podcast educational and neutral. Furthermore, it involves format adaptation to change the presentation style (more relaxed, looser editing) so that it aligns with audience expectations. Studies on Indonesian Podcast production show that good production management impacts both quality and audience reception.

### (3) Content Types & Themes in Each Episode of TVRI West Java Podcast Content

The selection of Podcast themes is based on the relevance of the issue to public life and interests, as well as the potential for public engagement that can be generated. Themes closely related to local identity and those with a strong fan base, such as Persib Bandung, have proven capable of attracting a broader audience's attention. Episodes discussing Persib not only tend to garner higher viewership but also trigger more active interaction in the form of comments, likes, and content sharing, thereby indicating that the audience's emotional proximity to the raised topics plays a crucial role in enhancing public engagement. Innovative content is a crucial element of creativity, this needs to be maintained so that supporters are not only entertained but also increase public awareness of the Persib Bandung team's brand (Perdana, 2018).



**Figure 2. Homepage of the Podcast Theme on the TVRI West Java YouTube Channel**

The statement above displays several playlists from each Podcast episode, which feature different themes every week. It is clear that TVRI West Java produces a large volume of Podcast content, with each series presented via a thumbnail along with the number of episodes. From the perspective of a public broadcasting institution, this approach is a dual strategy: leveraging popular topics (entertainment/community) to attract an audience, and subsequently incorporating content that is educational and addresses public service issues. Some of the Podcast titles that appear include:

(1) Podcast “Haté PERSIB” TVRI Jawa Barat: A heartfelt expression/discussion about all things related to the Persib Bandung football club. The content covers matches, current issues, players, as well as interesting topics about the team and its supporters.

(2) Podcast Titik Temu: A discussion forum covering social and cultural issues, or educational topics like mental health, and featuring interviews with psychology experts and impactful resource persons. (This includes government programs such as MBG and Poverty Alleviation).

(3) Podcast TVRI – NGOCÉH (Ngobrol Cerdas - Smart Talk): Casual conversations that are light yet informative, discussing local regional issues, local culture, or educational programs from TVRI West Java.

(4) Podcast TVRI - NGOPER (“Ngobrolkeun Persib” - Talking About Persib): Relaxed discussions and talks covering public interest or entertainment issues related to the Persib club.



**Figure 3. Positive Comments Regarding Persib Haté Content**

The explanation elaborates that TVRI West Java has experienced an increase in interaction since the beginning of 2025 this year, due to its digital transformation through the utilization of YouTube and Podcasts that are more relevant to the needs of the contemporary audience. More diverse, relaxed, and localized content, such as Podcasts about PERSIB, community issues, and West Javanese culture, makes the public feel more connected. This is reinforced by Pathrecia, who stated: “The material of this Podcast isn't as heavy as a dialogue talk show...”




According to Pathrecia, the Podcast format makes the message easier to accept because it is delivered in a relaxed, less formal, and more “Friendly” atmosphere for young viewers. This modern and interactive style of information delivery increases engagement while simultaneously establishing the image of TVRI West Java as a public broadcasting institution that is now more open, creative, and keeping up with the times. This increase in interaction can strengthen the perception of the institution's modernization, thus making TVRI West Java's image more positive in the eyes of the community. If the image to be uploaded contains convincing elements, the accompanying text will also be designed as effectively as possible to attract followers (Sazali et al., 2021). This aligns with the assumption of Frank Jefkins (1998) image theory, which states that communication experiences received by the public, both directly and indirectly, form the Image. This helps shift the stereotype of TVRI as a bureaucratic institution into a creative and responsive organization. Ultimately, this will increase audience loyalty and public support.

#### (4) Content Distribution & Digital Promotion in the Pre-Podcast Presentation of TVRI West Java YouTube

TVRI's distribution strategy utilizes cross-posting and teaser appearances, by uploading full episodes on YouTube, which are then cut into teasers to be posted on Instagram, TikTok, and YouTube Shorts. Pathrecia mentions the practice of collaboration (invite collab) with resource persons/institutions to expand reach. This practice aligns with marketing concepts implemented with enthusiasm and involves various platforms to reach a wider digital audience. Podcast episodes are available in full on YouTube as the primary platform, while short clips with a maximum duration of 60 seconds are adapted to the character of social media which focuses more on brief, visual, and easily digestible content. This approach aims to attract audience interest from the start and encourage them to watch the full content, thereby expanding reach while simultaneously increasing traffic to the main channel. Furthermore, the implementation of teasers serves as an efficient promotional tool because it features the most interesting elements or key points of the Podcast, such as guest quotes, significant interaction moments, or topics relevant to listeners. This strategy is consistent with digital content marketing principles that prioritize engagement and curiosity-driven observation. By presenting short and relevant teasers, TVRI West Java can reach a younger and more active audience on social media platforms, who may have previously been less exposed to material from public broadcasting institutions. Furthermore, collaborating with

resource persons, communities, or related organizations becomes a crucial strategy in expanding content distribution reach. This cooperation allows for the distribution of Podcast content through the social media channels of resource persons or partners, thus creating a connected distribution effect. This approach not only increases local content exposure but also strengthens the legitimacy and credibility of the Podcast as it is endorsed by related figures or institutions. Overall, this digital media distribution and promotion approach reflects TVRI West Java's efforts in implementing a multiplatform communication strategy that is efficient, participatory, and in line with the goals of increasing audience interaction and building an image of a public broadcasting institution that is responsive and relevant in the digital era. This is intended to support the effectiveness of the multiplatform strategy to increase the visibility of local content and build audience anticipation.

**Table 1. Teaser Broadcasts on TVRI West Java's Social Media**

Teaser YouTube Short	Teaser Instagram	Teaser Tiktok
		

*Source: Data Observation (2025)*

TVRI West Java's consistency in maximizing teasers as a digital promotional tool to increase Podcast visibility includes maintaining the corporate image by forming a distribution strategy for TVRI West Java Podcast teasers carried out across multiple platforms via YouTube Shorts, Instagram, and TikTok. Each teaser features the same content snippets from the Podcast episodes, yet is adapted to the format and characteristics of each respective platform. YouTube Shorts serves to reach audiences already familiar with the YouTube ecosystem, while Instagram and TikTok are utilized to attract the attention of social media users who are more active with short-form video content.

**(5) Challenges and Overcoming Strategies in the Production of TVRI West Java YouTube Podcast**

The informants identified two categories of challenges: technical (sound quality/equipment) and non-technical (guest scheduling, copyright, and audience preferences for "relaxed/messy content"). In utilizing the YouTube Podcast as a digital communication tool, TVRI West Java faces several obstacles that affect the production process and the image of the public broadcasting institution. These obstacles are divided into two main categories, namely technical and non-technical constraints. Technical constraints include audio quality, equipment limitations, and production standard requirements that must comply with public broadcasting regulations. Audio and visual quality aspects become very important because they directly impact viewer comfort and the perception of the institution's professionalism. Technical issues that are not handled properly can potentially decrease public trust in the content quality of TVRI West Java. To overcome these technical challenges, TVRI West

Java implements a systematic production strategy through equipment standardization, structured work procedures, and continuous evaluation at every production stage. This approach aims to maintain consistency in broadcast quality to align with the desired image of being a credible and professional public broadcasting institution. In the perspective of Frank Jefkins' Image Theory, this effort relates to the formation of the actual image, which is the public's real perception formed through the audience's direct experience in consuming TVRI's Podcast content.

Non-technical challenges represent a more complex and strategic aspect. These challenges include guest scheduling, copyright issues, and differences in audience preferences regarding Podcast content styles. Some digital audiences tend to prefer Podcast content that is casual, free, and informal, while TVRI West Java, as a public broadcasting institution, must uphold ethics, norms, and educational values. This condition creates a dilemma between following market tastes and maintaining institutional identity.

The strategy implemented by TVRI West Java in facing non-technical challenges is by presenting a communication format that is more fluid and dialogic without violating public broadcasting standards. Hosts are directed to build interactions that are warm, communicative, and easy to understand, as well as to raise themes relevant to public life, especially for the younger generation and creative communities. This approach demonstrates TVRI West Java's efforts to bridge audience interests with institutional values, ensuring the Podcast remains engaging without losing its educational and informative functions. Within the framework of Frank Jefkins' Image Theory, this strategy implies a shifting process from the actual image toward the ideal image. TVRI's actual image, previously perceived as rigid and less relevant to digital media, is gradually changing through the experience of audiences who find Podcast content that is informative, communicative, and in line with modern needs. Meanwhile, TVRI's ideal image as a modern, adaptive public broadcasting institution that is close to the community begins to take shape through consistent content quality and positive interaction with the audience. Pathrecia exemplified that audiences often prefer more relaxed Podcast formats such as while (smoking/drinking) whereas TVRI must maintain the standards of the public institution itself.

At TVRI, we are purely focused on educating and providing information to the public. The problem is that the public doesn't actually like our type of content. If we look at other Podcast institutions, many of them are popular. They have people smoking, people drinking too. But that's what the public likes.

This has instead become one of the challenges that TVRI's production management cannot display, as TVRI is an institution, which means a company. The assets of public broadcasting institutions to maintain a corporate image are becoming even better and are capable of increasing the quality of content that is beneficial for the wider community (Holipiah & Hamandia, 2024), not just for the West Javanese community.

#### (6) Collaboration with High Profile Guests for TVRI West Java Podcast Content

TVRI's Podcast has successfully attracted new audiences, as shown by numerous positive comments on digital platforms. Presenting the Papandayan Jazz Festival (TPJF) in the Podcast topic "Titik Temu" is a form of public broadcasting communication strategy in packaging cultural content that is informative, educative, and entertaining. As an annual jazz

music festival that has been running for more than a decade, TPJF has become a representation of Bandung's cultural identity by featuring jazz musicians from home and abroad, one of which is ROUGE, a jazz trio from France.



**Figure 4. Positive Audience Comments on Music Content Podcast**

TVRI West Java does not only introduce musicians and the festival's lineup of events, but also delves into the stories behind the staging of TPJF and the creative figures involved in it; interestingly, one of the hosts in the Podcast can communicate effectively using French, demonstrating excellent intercultural communication skills by interacting directly during the dialogue with ROUGE, a jazz trio from France. The use of language that aligns with the interviewee's background not only facilitates the communication process but also creates a more intimate, natural, and mutually respectful conversational atmosphere. This ability strengthens the quality of the interview as it allows the speakers to express their ideas, musical experiences, and perspectives more freely and authentically.

In the realm of public broadcasting, this communication method reflects the expertise of TVRI West Java presenters in crafting inclusive Podcast content with global standards. The foreign language proficiency of the presenters also bolsters TVRI's reputation as a reliable public broadcaster that is open to cultural diversity and capable of bridging international conversations. This plays a role in forming a positive audience perception that TVRI West Java not only possesses local relevance but is also capable of offering high-quality global dialogue through digital Podcast platforms.

## CONCLUSION

The utilization of YouTube Podcasts by TVRI West Java is an effective digital communication strategy to enhance the image of public broadcasting institutions in the era of media convergence. Regarding the digital transformation carried out since 2021, academically, future research could expand the scope by examining the effectiveness of TVRI Podcasts in various regions or comparing them with international public broadcasting institutions that have previously undergone digital transformation. Furthermore, the consistency of content production until 2025 has successfully reached a younger audience, increased interaction, and presented TVRI as an adaptive, creative, and technologically relevant institution. Research findings indicate that the success and impact of TVRI West Java's Podcast utilization are influenced by six main aspects, namely: (1) Adaptation of content suited to audience needs and interests, (2) Systematic and structured production processes in TVRI West Java's Podcast content, (3) Content types and themes in each episode of TVRI West Java's Podcast content, (4) Content distribution and digital promotion in the pre-Podcast offerings of TVRI West Java's YouTube, (5) Challenges and overcoming strategies in the production of TVRI West Java's YouTube Podcasts, and (6) Collaboration with high-profile guests for TVRI West Java's Podcast content. Content such as "HATÉ

Persib”, “Titik Temu”, and “NGOCÉH” have become the programs that contribute most to increasing engagement and strengthening positive perceptions of TVRI West Java. Additionally, practically, TVRI West Java is advised to continue maintaining consistent production quality, strengthening collaborations with local communities, and expanding Podcast themes involving public service issues, culture, education, and regional innovation. The relaxed, friendly, and not-too-formal Podcast format makes messages more easily accepted by Millennials and Gen Z. This is aligned with Frank Jefkins image theory, which emphasizes that an image is formed through consistent and credible communication experiences. Thus, YouTube Podcasts are not only a medium for information distribution but also an effective means of rebranding, while avoiding the “old-fashioned” stigma, in building the actual image of TVRI West Java toward an ideal image as a modern public institution that is close to the community.

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