

Research Article

Assessing the Efficacy of the "Borak Polisi Podcast" as a Digital Educational Resource to Facilitate Communication Management and Policy Courses

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Abstract: "BORAK POLISI" on Spotify is an open-access podcast producer who seeks to actively cultivate a community by encouraging knowledge sharing and conversation about communication policy and strategies regardless of government policies or organization policies. As a digital educational platform, the specific times between 5 to 15 minutes, hold the listener's attention better, and ease students to absorb information, awareness, and understanding of policies that impact society. Therefore 'Borak Polisi' podcast was created with the objective to educate the public, especially university students on various policies that exist around the world. Topics such as; Animal Cruelty Policy, Child Abuse Policy, and Cybercrime Policy are among the topics discussed. The finding shows a strong relationship ($r=0.754$) between learner satisfaction with the effectiveness of podcast characteristics while listening to Borak Polisi. The students believe that using the podcast, helps them to better understand the subject.

Keywords: podcast; digital educational resources; teaching and learning.



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1. INTRODUCTION

Podcasts have evolved into versatile digital tools that transcend their initial purpose of entertainment (Friberg, 2008; Mobasheri & Costello, 2021). It is estimated that there are 464.7 million podcast listeners worldwide, and this number is expected to grow in the years to come (Molenaar, 2023). Among the users are educators and students. Podcasts have emerged as a dynamic educational tool, revolutionising teaching and learning in various educational contexts. Podcasts offer educators an alternative medium for delivering lectures and supplementing traditional learning, thus allowing them to cater to students' various learning styles (Johnston, Rockhill & Pastore, 2021; Rockhill, Pastore & Johnston, 2018). Many studies have highlighted the benefits of using podcasts in learning. One of the benefits is that it offers students the flexibility to access educational content at their convenience, and revisiting them when needed (O'Connor et al., 2020). With the option of pausing and replaying,

podcasts allow students to self-monitor their comprehension (Sotlikova & Haerazi, 2023). In addition to its convenience, podcasts have the potential to enhance students' listening and speaking skills (Sotlikova & Haerazi, 2023).

In a study conducted by Davidson and colleagues (2019) as well as Malka et al. (2021), they found that audio-based learning, such as podcasts, can improve information retention compared to text-based learning. This may be due to the length of podcasts. Most podcasts are often shorter than traditional lectures, and their preferred length of 15 to 30 minutes corresponds with the typical adult learner's attention span (Cooper & Richards, 2017; Cosmini et al., 2017).

2. METHOD & MATERIAL

The study was an online survey-based research study, which specifically involved 58 undergraduate students majoring in Bachelor of Communication Management and Policy (CMP). The participants were selected as a convenience sample and an online survey was used to collect the data using questionnaires. The statistical method used was correlations using SPSS.

3. FINDINGS

3.1 Level of Anxiety

Table 1. Level of Anxiety

Learner's Computer Anxiety	Frequency	Percentage
High	8	13.8
Moderate	20	34.5
Low	30	51.7
Total	58	100

Findings show that there is a strong relationship ($r=0.821$) between learner acceptance and the unique characteristics of Borak Polisi podcast as an educational tool. This situation happens due to students find that the podcast is easy to use and related to the system navigation easy to understand and user-friendly. Besides that, podcast offers easy and versatile learning resources for educational purposes. Due to that reason, students find it easy to learn Communication and Policy Strategy through the Borak Polisi podcast.

However, the panellist and learner characteristics show a moderate relationship ($r=0.562$ & 0.497) between learner acceptance toward Borak Polisi podcast as an educational tool. Regardless panellist's style, positive attitude and outstanding delivery did not contribute to their preference in choosing podcasts as the preferred learning tool for Communication and Policy Strategy. Students prefer learning methods with fascinating devices which they find versatile learning resources useful to enhance their learning effectiveness.

3.2 Learner Satisfaction level towards Borak Polisi Podcast as Educational Tool

Table 2. Learner Satisfaction

Learner Satisfaction	Frequency	Percentage
High	31	53.4
Moderate	22	37.9
Low	5	8.6
Total	58	100

Findings from data collection show that the majority of the students have a high level of satisfaction after using Borak Polisi podcast as an educational tool for the Communication Policy and Strategy (53.4%). The students feel satisfied with the effectiveness of the newest educational tool in providing knowledge to them in learning this subject.

3.3 Learner Acceptance level towards Borak Polisi Podcast as Educational Tool

Table 3 Learner Acceptance.

Learner Acceptance	Frequency	Percentage
High	16	17.2
Moderate	32	55.2
Low	10	17.2
Total	58	100

Data from the finding verifies that learner shows a moderate level (55.2%) of acceptance towards Borak Polisi podcast as the recent educational tool for teaching and learning Communication Policy and Strategy. Using podcasts that offer easy, versatile learning resources for both teaching and learning purposes makes them easy to understand the subject.

4. DISCUSSION

4.1 Relationship Between Podcast Characteristics, Panellist Characteristics, And Learner Characteristics with Learner Satisfaction Towards Borak Polisi as Educational Tool

Table 4. Relationship

Variable	Learner Satisfaction	
	r value	q value
Podcast Characteristics	.754	0.001
Panellist Characteristics	.608	0.001
Learner Characteristics	.458	0.001

The finding shows a strong relationship ($r=0.754$) between learner satisfaction with the effectiveness of podcast characteristics that they experience while listening to Borak Polisi podcast for Communication Strategy and Policy. The students believe that they have made a wise decision using the podcast system as an educational tool for easy understanding of the subject.

Looking at the panellist and learner characteristics, it was proven that a moderate level of relationship ($r=0.608$ & $r=0.458$) with learner satisfaction in choosing Borak Polisi podcast to better understand the subject. The students were satisfied with the characteristics of podcasts have towards different methods of teaching and learning. Learning this subject using podcasts is something recent to them that contributes to their satisfaction with this approach.

5. CONCLUSION

Utilizing open-access podcasts may be an especially useful tool to increase relationships and deepen learners' communities of practice, as these allow learners to engage across geographical locations and professions (Chartier and Helman, 2016; Fronek et al., 2016; McNamara et al., 2020a). With the creation of podcasts, it could provide students with additional explanations on the topic and they can learn at their own pace. The findings above provide significant results on the importance of using podcast for teaching and learning and also as digital educational resources.

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