Conference Paper

Gatekeeping Process of Content Production of Audio Podcast in Yogyakarta, Indonesia

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Abstract

Podcasts are gaining popularity in Indonesia (*Daily Social*, 2018). Audio podcasts produced by Jakartans with urban life and Jakarta-centric narrative dominates the podcast in Indonesia. However, Yogyakarta podcasters are trying to become the antithesis of the Jakarta-narrative podcasts with local messages. This study aimed to determine how the gatekeeping process of audio podcasts in Yogyakarta fight Jakarta-centric podcast domination. This research used a descriptive qualitative research method with grounded theories. The theories used were: (1) Podcast Production Management by Michael W. Geoghegan and Dan Klass (2007) and (2) Network Gatekeeping Theory by Karine Barzilai-Nahon (2008). In this study, the theory was limited to gatekeeping identification and mechanisms described in the Network Gatekeeping Identification Theory in the context of the network in information technology (Internet). The results of this study indicated that there was no standard mechanism related to the gatekeeping process. The gatekeeping process determinants are individual factors, where each podcaster has a different understanding of gatekeeping process. In pre-production, the gatekeeping process consists of selection (selection of themes/content materials), localization, use local language and avoiding Jakarta-centric narrative, and adding information like quotes from books or experts for sensitive issues. The gatekeeping process in production includes repetition (repeating words/sentences related to self-identity, greetings, podcast names) and shaping information into podcast nuances (formal/informal). Post-production consists of displays (back sound and sound effects), deletion (removing irrelevant information), withholding (withholding information or, in some cases, not publishing the podcast episode), and channelling (distribute to specific channels). Podcasts that consciously aim to fight against the Jakarta-centrist podcasts are "Temukonco" and "The Podcast Sambat." The gatekeeping process used includes the contents of the Javanese (Yogyakarta) culture as seen from the podcast name and gatekeeping bases such as (1) selection; (2) display; (3) shaping; and (4) localizing.

Keywords: content, podcast, gatekeeping

1. Introduction

The podcast is an audio and video (data) files that can be downloaded via a computer, iPod, or other portable media player for later playback. The podcast allows users to enjoy the podcast according to their wishes whenever and wherever (McClung and Johnson, 2010: 83). Podcast experiences rapid development, including in Indonesia. Daily Social Id research on the use of Podcasts in Indonesia 2018 states that 67.977 percent of Indonesians are familiar with the term of the podcast and 80.82 percent of them listen to the podcast (Daily Social, 2018). The emergence of the podcast and their listeners' great interest produces some podcasters in Indonesia, especially in Jakarta. Podcast in Indonesia is dominated by Jakartan's youth with metropolitan life content and Jakarta-centrist narratives such as using the word "loe-gue" and occupying the Top 20 Spotify, Indonesia: The top Podcasts of August 2019 edition are "Unfaedah Podcast" by Lawless Jakarta, "Awal Minggu" by Adriano Qalbi, "Makna Talk" by Iyas Lawrance and others. Yogyakarta's youth try to make an antithetic podcast that further emphasizes Yogyakarta's regional culture, which is not Jakarta-centrist. The podcast subjects of this research were "Meracau", "Podcast Sebelum Tidur", "TemuKonco", "Bercuanda", "The Podcast Sambat", and "Puscastmas". The podcasts were selected based on preliminary observations which showed (1) local content and did not use the term "loe-gue"; (2) produced by the Yogyakarta community; (3) consisted a solo podcast, multihost and dialogue with interviewees or guest; (4) had more than 5 episodes.

In making a podcast, the podcaster needs to do content planning and production management. This information production process is called the gatekeeping process. Gatekeeping is the selection of messages/information overflow into several (less) which will be transmitted to one or more recipients. The messages can experience several processes "in-out" (gate) during the gatekeeping process. Gatekeeping is the whole aspect of encoding messages, including selecting, handling, and controlling the messages such as selecting and filtering, shaping, displaying, and even choosing the right time to convey the messages (Shoemaker, 2009: 9-11).

The planning of messages and podcast content in Yogyakarta as a cultural city certainly differs from Jakarta as a metropolitan city. This study aims to determine how the gatekeeping process of audio podcasts in Yogyakarta wants to fight the domination of audio podcasts in Jakarta, which is centralized. A research related to podcast is more dominated by the role of podcasts as a media to convey information or as a learning media for example a research. Meanwhile, research on the gatekeeping process is mostly carried out on conventional mass media such as print and television media,

and online media such as Gatekeeping at The Portal: An Analysis of Local Television Websites' User-Generated Content by Johanna Cleary and Terry Bloom in 2010.

The theoretical framework used was the podcast production management theory by Geoghegan and Klass (2007), and the gatekeeping theory used in this study is Karine Barzilai-Nahon 2008 Network Gatekeeping Theory. Podcast production management according to Geoghegan and Klass (2007), consists of (1) pre a production containing podcast planning and development; (2) podcast production or recording process; and (3) post-production, namely editing and distribution. The following is a description of podcast production according to Geoghegan and Klass (2007: 21-205).

The gatekeeping theory used in this research is Network Gatekeeping Theory Karine Barzilai-Nahon 2008. This theory is a development of Shoemaker's traditional gatekeeping theory in the field of Communication Science (1991), Metoyer-Duran in Information Science (1993), and Katz, Tushman, and Allen (1995) in Management Science. This Network Gatekeeping theory states that the interpretation of gatekeeping is more dynamic and contextual, gatekeeper is a stakeholder who has a role of gatekeeping that can be changed according to the context and situation (Nahon, 2008: 1494). This theory consists of network gatekeeping identification theory and network gatekeeping salience theory. Network gatekeeping identification theory is a theory that describes undefined constructions and vocabulary. Network gatekeeping salience theory explains the relationship between gatekeepers and gatekeeping and gates to understand gatekeeping networks that arise (Nahon, 2008: 1493). This study was limited to identifying the gatekeeping process and the mechanism of gatekeeping that was carried out. It did not include the relationship between gatekeepers-gatekeeping-gates due to the limitations of the study. Therefore, the theory used was network gatekeeping identification theory in identifying gatekeeping processes.

Network Gatekeeping Identification Theory defines gatekeeping as the process of controlling moved information through a gate (gate). Gate or gateway is an input or output from a network (network) or part (section). In this theory, the clear physical form of the "gerbang" cannot be explained because it depends on the gatekeeping mechanism used, so it can be ignored. Network Gatekeeping defines gatekeeping as an activity consisting of selection, addition, withholding, display, channelling, shaping, manipulation, repetition, timing, localization, integration, disregard, and deleting (Nahon, 2008: 1496). Meanwhile, gatekeeping mechanisms that stand out in the context of networks and information technology (internet) include channelling, censorship, internationalization, security, cost-effects, value-adding, infrastructure, editorial, and regulation-meta mechanisms (Nahon, 2008: 1496-1497).

2. Method

This research used descriptive qualitative research methods with grounded theory methods. The grounded theory method is a methodology to develop theory through qualitative research, which is carried out systematically and fundamentally. This study developed concepts/theories during the data collection process in the field, researchers developed concepts, collected data, verified concepts/propositions, tested again, developed again, collected again, and so on until they got saturated data. The theory was built based on empirical findings in the field (Yusuf, 2014: 342-344).

The Grounded Theory research procedure used in this study was a procedure of John W. Creswell and Cheryl N Poth (2018: 82-89), which combined the systematic approach of Strauss and Cobin (1998) and adopted the advice of Charmaz (2014). Grounded Theory research procedures carried out according to (Creswell and Poth, 2018: 82-89) including: (1) Memoing, (2) Open coding, (3) Axial coding, (4) Selective coding, and (5) Substantive- level theory.

Data collection techniques in grounded theory qualitative research were carried out in natural settings, focus on in-depth interviews, observation, and documentation (Sugiyono, 2018: 105). Meanwhile, the data quality test carried out in this study was credibility, namely this research used respondent validation or member validation, and dependability (Bryman, 2015: 384-385).

3. Findings and Discussion

The gatekeeping process carried out by the "Meracau" audio podcast, "Podcast Sebelum Tidur", "TemuKonco", "Bercuanda", "The Podcast Sambat", and "Puscastmas" are unique, it is different with one another. This difference is caused by personalization elements and individual backgrounds that greatly affect the audio podcast's gatekeeping process. Podcasts can be planned, produced, edited, and distributed individually. Educational background, occupation, and expertise are the main factors determining production management (pre-production-post-production) and the gatekeeping process carried out. From the six podcasts, it is known that podcasters who have experience as radio broadcasters dominate solo podcasts and multihost podcasts, namely podcasts that do not use interviewees/speakers and prioritize themselves as communicators; production takes in a studio and does not use a script; tended to have good editing results and audio quality. Meanwhile, non-broadcast radio podcasters who have a broad network (experience as journalists or entrepreneurs) and they are more mature

(35 years and over) choose talk show podcasts with speakers that have more specific themes such as cultural or financial.

The gatekeeping process in production management is consists of (1)pre-production such as selection (selection of themes/content materials), localization, use local language and avoiding Jakarta-centric narrative, and adding information like quotes from books or experts for sensitive issues. The gatekeeping process in production is repetition (repeating words/sentences related to self-identity, greetings, podcast names), Shaping information into podcast nuances (formal/informal). Post-production consists of displays (back sound and sound effects), deletion (removing irrelevant information), withholding (withholding information or even not publish the podcast episode), and channelling (distribute to specific channels).

Audio podcasts that consciously aim to fight against Jakarta-centrist podcasts are only found in "Temukonco" and "The Podcast Sambat". This podcast is named with a Javanese word and aims as an alternative to the Jakarta-centrist podcast by highlighting the Javanese (Yogyakarta) cultural side. Local Javanese content can be seen from the gatekeeping bases, such as (1) selection. Selection is making a choice or choosing from alternatives (Nahon, 2008: 1497) which choose local Yogyakarta themes such as raising the profile of *Keraton* dancer, thoroughly discussing *gudeg*, the "Gejayan Memanggil" event (in "Temukonco"), a discussion of children's daily life Jogja youths are like raising the myth of Javanese people, the parenting style of Jogja's parents, college life in Jogja on "The Podcast Sambat". (2) Display. The display is presenting information in a particular audio form designed to catch the ear (Nahon, 2008: 1497). The display uses a bumper opening and a back sound with a musical instrument (Javanese *gending*); (3) Shaping is forming, especially giving a particular form of information such as an informal conversation (Nahon, 2008: 1497) using Indonesian by avoiding English words and entering Javanese words in *Ngoko*. (4) Localization is a process of modifying and adapting information, products, and services to distinct target audiences in specific locations in a way that takes into account their cultural characteristics (Nahon, 2008: 1497). Localization can be seen from the two podcasts, including Javanese terms and words in the audio podcast material in each episode, and raise the content/stories/events set in Yogyakarta.

Gatekeeping mechanism bases in the podcast mentioned above are value adding mechanisms and editorial mechanisms. Gatekeeping mechanism bases is a tool, technology, or methodology used to carry out the process of gatekeeping (Nahon, 2008: 1496). Value adding mechanisms, namely personalization, contextualization, customization, and integration of information tools where individual value and Javanese cultural

identity are the dominant factors. Meanwhile, the editorial mechanism carries out technical controls, content controls, and design tools of information content. Podcaster is a single editor that performs the editing process, starting from determining the theme, controlling the production management process, and selecting podcast distribution tools.

Whereas Network gatekeeper is an entity that has the discretion to exercise gatekeeping through a gatekeeping mechanism network, it has two dimensions, those are authority dimension and functional dimension (Nahon, 2008: 1497). Authority dimension represents gatekeepers through the authority scope with a micro to a macro level of authorities (Nahon, 2008: 1497). In the above podcast, the authority dimension is the individual level, where this category focuses on individuals exercising their authority as gatekeepers. The functional dimension reflects gatekeepers role, formal and professional designations, and position in the context of the gatekeeping they exercise. In the podcast audio, the functional dimension is a content creator, namely someone responsible for the contribution of information for end-user/audio.

4. Conclusion and Suggestions

The podcast audio gatekeeping process is very unique and different from one another because the management of audio podcast production, which can be done makes personal elements (background, education, profession, and expertise) very strong in influencing the podcast. Podcasts that consciously aim to fight against the Jakarta-centrist podcast are "Temukonco" and "The Podcast Sambat". The gatekeeping process that is carried out includes the contents of the Javanese (Yogyakarta) culture as seen from the podcast name and gatekeeping bases such as (1) selection; (2) display; (3) shaping: (4) localize. The gatekeeping mechanism bases on the podcast value adding mechanisms and editorial mechanisms. The authority dimension is the individual level, while the functional dimension is the content creator in the Network gatekeeper podcast above.

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