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CHAPTER II

CONCEPTUAL FRAMEWORK

2.1 Review of Similar Works

Below are some podcasts that were used as references in making the *Say It As It Is* Podcast

1. Magdalene's Mind

Magdalene is well known for upholding feminist values and human rights so it is no surprise they described their podcast as “*A weekly digest of news and views through a feminist lens*”.

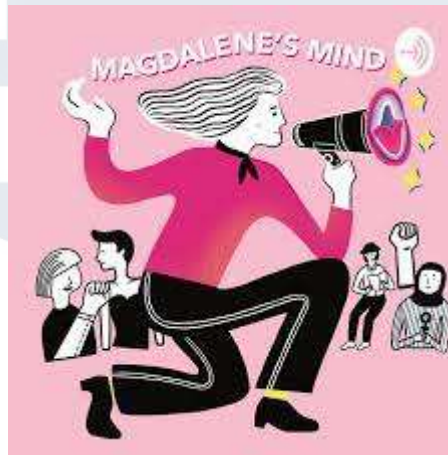


Image 2.1.1. Magdalene's Mind Logo

Source: magdalene.com

Magdalene's Mind was originally a talk show collaboration between Magdalene and UFM Radio, where the editors, Devi Asmarani and Hera Diani would talk about topics that are in Magdalene's website with announcer Arief Tirtosudiro. However, the collaboration ended and after vacuuming for a while from the audio broadcast world, the editors decided to make a comeback through Magdalene's Mind podcast. Their first podcast “Hotheaded Feminists and SJWs: An Internal Struggle in a Movement.” gained quite a following for Magdalene's Mind and many

people started to look forward to their content. Magdalene has been trying to stop “preaching to the choir” and gain more viewers and listeners from different backgrounds and this podcast is one of their efforts to do so.

Magdalene’s Mind does a great job in creating an *easy-listening* yet informative talk show podcast. The interview consists of deep conversation that tackles current issues yet the way they package it makes even people who have no knowledge of feminism and human rights an eligible listener. This is what the author hopes to achieve in the interview section of this podcast. Although the author wants a more audio storytelling format, the interview session should still be light yet insightful and entertaining for the listeners just like Magdalene’s Mind.

2. KBR Sore

KBR Sore is one of the most leading journalism-based podcast programs in Indonesia that does not only air on the digital podcast platform but also on KBR network radios throughout Indonesia. KBR Sore discusses the latest news from various perspectives.



Image 2.1.2. KBR Sore Logo

Source: kbrprime.id

Format-wise, KBR Sore is perhaps the closest podcast to the author's vision for this podcast. Even though the packaging is much like a full-on news program, the author wants to take the journalistic essence of this podcast but still in a relaxed but serious manner. The voice clips from press conferences and interviews and the monologue are exactly what the author envisioned for the first segment of this three-part series.

3. Kejar Paket Pintar

Kejar Paket Pintar (KPP) is a part of Box2Box - Indonesia's largest podcast network. This podcast is considered *palugada* (*apa lo mau gue ada*) or roughly translated; anything you want, we have it. This means the topics are not of a specific genre, but rather a mix of different genres that are popular or highly requested by the listeners. From feminist movements to animal communicators, KPP serves educational entertainment at least once every month.



Image 2.1.3. KPP Logo

Source: spotify.com

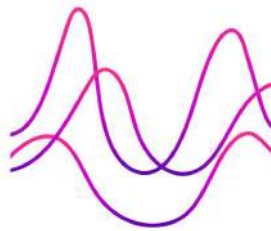
Laila and Dara are both producers and hosts for this podcast. They do a great job of entertaining yet fully engaging with the speaker and the audience. Most times when a podcast has multiple hosts the topic tends to get blurry and off track. However, both speakers always seem to be

focused and structured. This is what the author wishes to do as well, to stay focused and structured during the monologues and interviews session.

KPP's use of UGC should also be acknowledged. From sensitive and deep content to relaxed and entertaining, the use of UGC strengthens the narrative and journalistic value of this podcast.

4. Indonesia In-depth

Indonesia In-depth is a part of In-depth Creative, Indonesia's first independent podcast production company. This podcast focuses on giving in-depth reports using narration and sound bites in a storytelling approach. It discusses rich topics such as the history of Indomie, and the story of an Indonesian pro wrestler in the U.S.



**INDONESIA
IN-DEPTH**

Image 2.1.4. Indonesia In-depth Logo

Source: indepthcreative.com

Indonesia In-depth stands out from other podcasts by how they are able to build the theater of the mind in their storytelling without using sound effects. The author wants to be able to create a theater of the mind as well using a storytelling format that people will enjoy and be captivated by.

5. Utarakan Saja

Utarakan Saja is produced by the Ubah Stigma organization that aims to raise awareness regarding mental health. The topics chosen are based on an understanding of psychology, current events, popular culture, and the stories of people who want to be heard.



Image 2.1.5. Utarakan Saja Logo

Source: spotify.com

Each episode discusses matters related to mental health with the purpose of turning them into everyday normal conversation. The author makes this podcast as a reference because the topic of discussion is similar as it talks about mental health and how speaking about ending rape culture should be an everyday normal conversation. The author wants to learn how to present a sensitive topic, but packaging it in an interesting way.

U N I V E R S I T A S
M U L T I M E D I A
N U S A N T A R A

Table 2.1 Similar Works Reference

Name	Magdalene's Mind	KBR Sore	Kejar Paket Pintar	Indonesia In-depth	Utarakan Saja
Basic Info	<ul style="list-style-type: none"> Magdalene's Podcast hosted by editors Devi Asmarani and Hera Diana started as a collaboration with UFM radio 	<ul style="list-style-type: none"> one of Indonesia's leading journalism based podcast part of KBR Prime 	<ul style="list-style-type: none"> part of Box2Box hosted by directors Laila and Dara 	<ul style="list-style-type: none"> In-depth Creative's podcast storytelling in English 	<ul style="list-style-type: none"> produced by <i>Ubah Stigma</i> aim to increase mental health awareness and normalize speaking about mental health
Topics	<ul style="list-style-type: none"> human rights issue feminist movements 	<ul style="list-style-type: none"> current events 	<ul style="list-style-type: none"> <i>palugada</i> 	<ul style="list-style-type: none"> Indonesia's rich culture current events politics 	<ul style="list-style-type: none"> mental health
Pros	<ul style="list-style-type: none"> easy listening yet informative discuss sensitive issues in a feminist point of view 	<ul style="list-style-type: none"> credible sources for interviews discuss serious topics with great structure that makes it easy to understand 	<ul style="list-style-type: none"> easy listening yet informative discuss various topics that can increase target audience great engagement 	<ul style="list-style-type: none"> great narration even for serious topics various sound bites so the podcast is not monotone 	<ul style="list-style-type: none"> discuss sensitive issues in a interesting manner
Reference	<ul style="list-style-type: none"> uphold feminist values and human rights easy listening 	<ul style="list-style-type: none"> great structure audio documentary format strong journalistic essence 	<ul style="list-style-type: none"> great engagement between hosts and source refreshing topics great use of UGC 	<ul style="list-style-type: none"> great narration to build theater of the mind various sound bites 	<ul style="list-style-type: none"> discusses sensitive social and psychological issues

2.2. Theories and Concepts

Below are some theories and concepts that were used in the making of *Rape Culture vs Victims of Sexual Abuse Podcast*

2.2.1. Podcast

Podcast is an audio-based media that allows the audience to tune in whenever and even download their program thanks to the internet. Unlike a television broadcast or most radio programs, podcasting requires a much more *intimate* setting. The audio styling of podcasts has to be specific to their topics and target audiences - much like most broadcasting media. However, there is no one rule to “one size fits them all”(Beadle et al., 2020, p. 94).

The script is one of the most important elements of podcast production. Below are the types of scripts that are used in podcast production according to *Buku Pintar Podcast* (Hadi et al., 2021, p. 55)

a. Monologue

This type of podcast requires the host to carefully plan ahead all details and *punchlines* because we do not know how the receiving end is going to perceive it.

b. Opinion

Opinion podcasts are like discussions - the hosts start the program with an introduction of the issue, then continue to address their individual opinions. After all the debate and exchange of thoughts, they would end the podcast with a conclusion that could be closed; they all agree on one thing, or commonly open; they let the audience decide what opinion is best regarding the issue.

c. User Generated Content (UGC)

Constructed by the audience is a good way of describing this podcast format. In a UGC podcast, the audience is given a stage to talk and speak their mind regarding their chosen topic. The host then acts as a bridge between the audience and the speaker by inserting background information and factual data.

d. Interview

This is what we would normally call a *talk show*. The host would ask a series of questions to the interviewee and engage in conversation that would bring light to the topic. Sometimes the interviewee could be talkative and the interview would go well, but other times they could be quiet and answer vaguely. It is the host's job to make sure they could improvise in such situations and bring the interviewee back to speed and answer clearly.

e. Narrated Story

This type of podcast requires a well-written script usually inspired by other stories and events. This podcast does not explicitly provide factual data but more towards a theater of the mind that manages to bring the audience to a certain point of view and it does it very well.

f. Audio Fiction

During *Ramadhan* or *Christmas*, there are many audio fictions on the radio and internet podcasts. These audio fictions aim to bring the holiday atmosphere while commonly inserting a moral message into society. These types of podcasts are generally seasonal - only showing up during the holidays or specific events.

From all the formats above, the author decided it is best to use a combination of a *Monologue*, *UGC*, and *Interview*. Since the duration of this podcast is a total of 60 minutes and the target audience are millennials

and generation Z, it would be best to combine the format so it does not appear boring or monotonous. The author hopes to ignite excitement and curiosity among the audience by making the podcast into a several seriated segment.

The first segment will act as an introduction that consists of monologues of the statistics and *voxpath*. The second segment will act as a part 1 body that consists of UGC and an interview section with the victims of sexual abuse as sources. The third and last segment will act as a part 2 body and conclusion of the podcast that consists of monologues and interviews with specialists - psychologist and sociologist.

2.2.2. Voxpop

The phrase Voxpop comes from the Latin *Vox Populi*, when translated means “voice of the people”. It is commonly used by journalists in making audio visual contents for radio and television programs. Voxpop is generally used because they involve the *everyday people* in the current news which is good for engagement (Beckers, 2017, p. 102).

The author believes that due to the target audience, voxpop would serve as a great tool for the introduction of rape culture. Not only does it give a stage to the common people, but it is also a great journalistic approach that has an emotional and charismatic nature (Hurst, 2022).

Other than emotional essence, voxpop is also great for forming a movement. People are more likely to believe something if their own peers are part of the movement or believes (Arpan, 2009).

The topic of Rape Culture is still rarely spoken about in Indonesia (Portal, 2021). This is why voxpop will be a great tool for this podcast. While discussing any sensitive topics requires interviews with specialists and people that are directly involved, it is also important to include the *average Joes* of the world to get a better understanding of why society

works the way they do. Since Indonesia is a democratic country, most laws are made by the people for the people (House, 2022). This means rape culture still happening is indirectly caused by the people. Therefore, it makes sense that a voxpop should be a part of this journalistic podcast for its movement and emotional and characteristic nature.

2.2.3 Audio Storytelling

There are four main elements of storytelling according to Klaus Fog, Christian Budz, and Baris Yakaboylu (2010, p. 32). The four elements are:

1. Message; a story usually has a positive message from the storyteller to the audience.
2. Conflict; conflict adds a certain flavor to the story. The existence of conflict in a story inspires the audience to keep listening until the end.
3. Plot; the plot of the story is arranged from the beginning, middle, and the end. This element is important in a story because it combines all the elements that make the story interesting and structured.
4. Characters; the existence of characters in a story adds color to the conflict and plot that makes the story more interesting.

An audio storytelling podcast relies on the voice that is used to tell the story. According to Lindgren (2021), listening to a person's voice upclose like you would in a podcast is an intimate experience. This experience makes the story seem "alive" and you cannot find this experience in a written based media (McHugh, 2012, p. 206 in Lindgren, 2021, p. 6, para. 1).

Both radio and podcast relies on the imagination of the audience to create characters and stories. An audio storytelling invites the audience to collectively experience the story through imagination. According to Nee and Santana in Lindgren (2021) Audio Storytelling is a new genre in news that is narrative, produced by the audience's request, in-depthly reported, and seriated.

In the *Say It As It Is* podcast, the author took the role of the podcaster and storyteller. There are clips from source persons inserted to support the variety of stories and also clips from news to add different voices and noise to make the podcast interesting. Through the storytelling format, *Say It As It Is* combines narrations, sound clips, and sound effects to form a story that evokes the audience.

2.2.4. News Value

There are 10 news values that are considered important and if at least one of them is met, then the information has fulfilled its requirement to be reported (Bednarek & Caple, 2017, p. 2). Those news values are;

- a. Magnitude - how it influences the viewers or audience
- b. Significance - how important is it
- c. Timeliness - how recent or current is it
- d. Proximity - how close (geographically, psychologically, and ideologically) is it
- e. Prominence - how influential or important is the subject
- f. Impact - how will it impact the viewers or audience
- g. Conflict - how it causes conflicts
- h. Human Interest - how it makes the viewer sympathize
- i. Unusualness - how unusual it is
- j. Sex - how it involves sex

The *Say It As It Is* podcast with the topic of rape culture is considered worthy of being reported because it has met several of this news values, among them are conflict, human interest, and sex.

2.2.5. Rape Culture

Devi Asmarani defines rape culture (Diani, 2018) as an environment where sexual violence is rooted and normalized by the media, pop culture, and society. This happens, although not explicitly, in very patriarchal societies with distorted gender dynamics, women who are subordinate to men, and a general lack of gender equality (2018, p. 6, para 2).

Rape Culture can be seen daily through the simplest things like how women are regularly objectified, sexist or rape jokes among peers, or even how the media *softens* the word rape with words like “overpower” or “assaulted”.

Authorities also play a huge part in Indonesia’s rape culture by questioning rape victims about *what they wore, whether they drank alcohol, or whether they were alone and vulnerable*. These questions are leading and most often than not provoke society to think that it is the victim’s fault. Rape Culture is a very dangerous thing because it causes more than 90% of victims to not report their case; to fear of not being heard or fought for (Yi, 2016).

On April 12th, 2022, Indonesia finally made the Sexual Violence Bill into the Constitution. This took a long journey from 2016 that caused many movements and protests. Many huge rape cases had to blow up before the government decided it is worth the “opposition”. Starting from the gang rape and murder case in Bengkulu (Fransiska, 2016), the imprisonment of a girl who performed an illegal abortion after being repeatedly raped by her brother (The Jakarta Post, 2018), and the final push: The discovery of numerous rape done by Herry Wirawan, a teacher in an Islamic boarding school in Bandung (Guzman, 2022).

The author would like to bring light to the dangers of rape culture in society, especially towards sexual abuse victims, and how it affects their daily life. The author chose this topic because she has seen in person many victims fall even harder to the neglect and inconsiderate manner of their environment.

