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## CHAPTER III WORK DESIGN

### 3.1 Stages of Work

Producing a podcast is very similar to producing a radio program. There are several stages in producing a radio program that the writer will use to produce a podcast according to Rony Agustino Siahaan; preparation, production, and post-production.

#### 3.1.1 Preparation

In the preparation stage, Siahaan (p. 103, 2015) divide the steps into planning the topic, deciding the angle, searching for guest speakers, listing questions, and gathering news. The writer adopted some of the steps that Siahaan listed such as topic research, search for guest speakers, list questions, and gather media (news). However, since this is a podcast, the writer elevated the steps by adding a few more in coherent to being a thesis as well; episode outlines, test recording setup, and thesis proposal draft. The writer made a timeline to aid the process of the preparation stage as such:

Table 3.1 Preparation Timeline

| Year        |                        | 2023                                |                                     |                                     |                                     |
|-------------|------------------------|-------------------------------------|-------------------------------------|-------------------------------------|-------------------------------------|
| Month       |                        | February                            | March                               |                                     |                                     |
| Work Stage  | Step                   | 4                                   | 1                                   | 2                                   | 3                                   |
| Preparation | Topic Research         | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> |
|             | Search Guests Speakers | <input type="checkbox"/>            | <input type="checkbox"/>            | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> |
|             | Episode Outlines       | <input type="checkbox"/>            | <input type="checkbox"/>            | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> |
|             | List Questions         | <input type="checkbox"/>            | <input type="checkbox"/>            | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> |
|             | Gather Media (news)    | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> |
|             | Test Recording Setup   | <input type="checkbox"/>            | <input type="checkbox"/>            | <input type="checkbox"/>            | <input checked="" type="checkbox"/> |

|                       |                                     |                                     |                                     |                                     |
|-----------------------|-------------------------------------|-------------------------------------|-------------------------------------|-------------------------------------|
| Thesis Proposal Draft | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> |
|-----------------------|-------------------------------------|-------------------------------------|-------------------------------------|-------------------------------------|

In this stage, the writer made seven steps to proceed with the production preparation. Below are the steps that the writer took.

### **3.1.1.1 Topic Research**

In this step, the writer did numerous research and interviews as to why rape culture is a crucial topic and why it needs to be made into a podcast. Starting from coffee talk conversations with friends and family, to reading journals and watching documentaries about rape and sexual assault that are caused but also further normalize and humanize rape culture.

### **3.1.1.2 Search Guest Speakers**

After the research is thoroughly done, the writer makes a list on who to interview and discuss the topic with in the podcast. There are three types of interviews that the writer conducts for the podcast; voxpop, sound bites for storytelling and narratives, and one on one interview section segments.

### **3.1.1.3 Episode Outline**

*Say It As It Is* Podcast consists of three episodes in total with each episode lasting from 15 to 20 minutes. The first episode is the opening that starts with a voxpop of the general idea of rape culture in Indonesia and ending with a narrative storytelling that roughly explains it using statistics and sound bites from various interviews with distinguished authorized parties. The second episode starts with a narrative storytelling of victims of rape culture using sound bites from the media and interviews, and also consists an interview section from three victims of rape culture in three

different environments; education institution, work environment, and social environment. The last episode starts with a narrative storytelling of the effects of rape culture and also an interview section with a psychologist and sociologist that specialize in gender and social behaviour studies. The outline for each of the episodes made by the writer is descriptive in the following table.

Table 3.2 Outline Episode 1. What's with Rape Culture?

| No. | Segment                       | Description   | Duration  |
|-----|-------------------------------|---|-----------|
| 1   | <i>Opening (Voxpop)</i>       | Voices of the people that gives an idea on how the people view rape culture and how little or big of an issue is it perceived as.                       | 7 minutes |
| 2   | Body (Storytelling Narrative) | Background and general explanation of Rape Culture. Includes statistical data and sound bites from media and interviews from various relevant speakers. | 7 minutes |
| 3   | <i>Ending</i>                 | General conclusion from the opening and body brought by the writer as the host.   | 1 minute  |

Table 3.3 Outline Episode 2: Victims of Rape Culture

| No. | Segment | Description | Duration |
|-----|---------|-------------|----------|
|-----|---------|-------------|----------|

|   |                          |   |            |
|---|--------------------------|---|------------|
| 1 | <i>Opening</i>           | The writer as the host opens the episode with a general background of the topic. In this particular episode: Victims of Rape Culture. This part includes a short storytelling narrative and sound bites to support the statement. | 1 minute   |
| 2 | Body (Interview Session) | This episode includes 2 interview sessions with victims of rape culture that impacted them greatly in their area; one is in the workplace, another is in an education institution. Each interview session is 10 minutes.          | 20 minutes |
| 3 | <i>Ending</i>            | Conclusion of the interview brought by the writer as the host.  | 1 minute   |

Table 3.4 Outline Episode 3: Rape Culture in Society: How and Why?

| No. | Segment                  | Description  | Duration   |
|-----|--------------------------|--|------------|
| 1   | <i>Opening</i>           | The writer as the host opens the episode with a general background of the topic. In this particular episode: Rape Culture in Society; How and Why it is Implemented. This part includes a short storytelling narrative and sound bites to support the statement. | 1 minute   |
| 2   | Body (Interview Session) | This episode includes 2 interview sessions with: a psychologist, and a sociologist. Each interview session is 10 minutes.  | 20 minutes |
| 3   | <i>Ending</i>            | General conclusion from the opening and body brought by the writer as the host.  | 1 minute   |

#### **3.1.1.4 List Questions**

Listing questions before the interview is important to obtain adequate information during the interview. It is good to always have an outline, even though we might edit and add more specific questions when new information submerges (Arismunandar, 2013, p. 7).

Step one through five of the podcast production preparation is crucial for listing questions, this is why they are being done simultaneously. Since there are three types of interview, the writer also made three different lists of questions. The research and the guests collected for this production determines the list of questions, which make them codependent to one another.

#### **3.1.1.5 Gathering media (news)**

From the research, whether it is through interviewing relevant people or finding clips in the media about rape culture, the author selects the most significant ones and inserts them to the podcast.

#### **3.1.1.6 Test Recording Setup**

The podcast consists of several recorded sounds and interviews. This means the author has to have adequate setup for the podcast to sound pleasant and professional. The microphone that the author uses in the entire production is the Hyper X Quadcast. The interviews are mostly done at home via Zoom or Google Meet. In some circumstances the interviews are done on the spot (voxpox and sound bites), or in an enclosed area, such as the author's DIY studio.

### 3.1.1.7 Thesis Proposal Draft

Just like the topic research, the thesis proposal draft is done throughout the entire preparation. The proposal is drafted before the production to give a better idea of the end product of the podcast.

### 3.1.2 Production

Unlike a radio show unless it is pre-recorder, a podcast does not rely on a perfect one take cut. The post-production stage plays a huge role in editing, mixing, and etc. However, the sound quality of the recording has to be clear and the recording must contain all the essential elements before being edited. According to the Podcast Production Company (2018), the production stage requires a professional microphone that does not capture unwanted sounds, staying clear of objects that can increase noise, and a good vocal technique. Below is the timeline of the production process the author planned ahead of time in order to reach the goal, both time and numbers of audience.

Table 3.5 Production Timeline

| Year       |  | 2023                                |                                     |                                     |                                     |
|------------|--|-------------------------------------|-------------------------------------|-------------------------------------|-------------------------------------|
| Month      |  | March                               | April                               |                                     |                                     |
| Work Stage | Step                                       | 4                                   | 1                                   | 2                                   | 3                                   |
| Production | Recording Interviews                       | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> |
|            | Transcript the Interviews                  | <input type="checkbox"/>            | <input type="checkbox"/>            | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> |
|            | Script Writing Narratives and Storytelling | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> |
|            | Recording Narrations and                   | <input type="checkbox"/>            | <input type="checkbox"/>            | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> |

|  |              |  |  |  |  |
|--|--------------|--|--|--|--|
|  | Storytelling |  |  |  |  |
|--|--------------|--|--|--|--|

### 3.1.2.1 Recording the Interviews

There are two types of interviews that the author conducts: interview with specialists and interview with the common people or voxpop. These interviews are all done online through whatsapp call or google meet.

### 3.1.2.2 Transcript the Interviews

After the interviews are done, the author makes the transcript for each interview. A transcript is a text created as a record of an interview conversation. It is more accurate than notes and can aid the process of script writing when making a podcast (Jackson, 2022). The transcripts are then picked and chosen by the author to be inserted in the script (Siahaan, 2015, p. 106).

### 3.1.2.3 Script Writing Narrative and Storytelling

With the interview transcript in hand, the author can now write the script for the narrative and storytelling segment of the podcast. This includes any sound effects and sound bites.

The script uses several codes to make the mark easier to understand. For example:

SFX: sound effect

vox: voxpop

VO: the author's voice over

GS: guest speaker

Table 3.6 *Say It As It Is* Script Format

| File Name | File Type | Script | Note |
|-----------|-----------|--------|------|
|-----------|-----------|--------|------|



|                     |  |   |                                      |
|---------------------|--|---|--------------------------------------|
| SFX/<br>vox/ VO/ GS | <i>Sound effect/ voxpop/ voice<br/>over/ guest speaker</i> | The content of the script. Uses (/) for short pause. Uses (//) for long pauses. | Duration, tone, and any other notes. |
|---------------------|--|---|--------------------------------------|

### 3.1.2.4 Recording Narrations and Storytelling

When all the script and interview have been done, what is left is the recording of Narration and Storytelling. The author records the whole script in an DIY home studio using a Hyper X Quadcast microphone. According to Siahaan (2015, p. 106), the way a host brings the show to life is everything. Forming a theater of the mind is the key here because the host has to make the audience believe that this recording is live and crucial.

According to the Podcast Production Company (2018), the microphone and clear sound is the key. Objects such as papers should be avoided and substituted with phones and laptops to avoid unnecessary noise.

### 3.1.3 Post-production

After the preparation and production comes the most important stage of the production; post- production. In this stage, any raw footage can become professional through editing and mixing. The Podcast Production Company (2018) defines the post production stage as the editing sound clips, volume, inserting jingles and sound effects, and mixing and finalizing.

The author edits the audio herself using Adobe Audition and after making sure of all the adjustments upload it to media such as Spotify. The author also makes content to promote *Say It As It Is* to reach its target audience.

Below is the timeline for the post production stage the author made for this podcast production.

Table 3.5 Post Production Timeline

| Year            |   | 2023                                |                                     |                                     |                                     |
|-----------------|---|-------------------------------------|-------------------------------------|-------------------------------------|-------------------------------------|
| Month           |   | April                               | May                                 |                                     |                                     |
| Work Stage      | Step  | 4                                   | 1                                   | 2                                   | 3                                   |
| Post-production | Edit clips and volume   | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | <input type="checkbox"/>            | <input type="checkbox"/>            |
|                 | Insert sound bites, sound effects, and jingles                                | <input type="checkbox"/>            | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | <input type="checkbox"/>            |
|                 | Mix and check the final product for any flaws                                 | <input type="checkbox"/>            | <input type="checkbox"/>            | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> |
|                 | Design a cover image, logo, and content promotion for the podcast             | <input type="checkbox"/>            | <input type="checkbox"/>            | <input checked="" type="checkbox"/> | <input type="checkbox"/>            |
|                 | Upload content promotion on Instagram and Twitter. Upload podcast on Spotify. | <input type="checkbox"/>            | <input type="checkbox"/>            | <input type="checkbox"/>            | <input checked="" type="checkbox"/> |
|                 | Promote to reach target audience and viewers                                  | <input type="checkbox"/>            | <input type="checkbox"/>            | <input type="checkbox"/>            | <input checked="" type="checkbox"/> |

### 3.1.3.1 Edit clips and volume

In this step the author uses Adobe Audition to edit any unnecessary clips out and control the volume of the recording.

### 3.1.3.2 Insert sound bites, sound effects, and jingles

In this step the author uses Adobe Audition to insert sound bites, sound effects, and jingles both intro and outro for each episode.

### **3.1.3.3 Mix and check the final product for any flaws**

After all the editing and inserting of external sound effects, the audio is mixed and finalized. The author makes sure there are not any flaws left beforehand.

### **3.1.3.4 Design a cover image, logo, and content promotion**

Using Canva and various helping tools, the author designs a cover image, logo, and any other content promotion for advertisement and social media launch for the podcast.

### **3.1.3.5 Upload content promotion on Instagram and Twitter. Upload podcast on Spotify.**

After both content; podcast and design are ready, they are each uploaded to Social Media such as Instagram and Twitter and Media such as Spotify.

### **3.1.3.6 Promote to reach target audience and viewers**

The last step of post production is promotion. This can be done through daily posting on social media, paid advertisements on spotify, or even just old fashioned ear to ear promotion.

## **3.2 Budget**

There is always a budget in any form of production in order for it to go as planned. This budget is made to help the author ease the process of the podcast production.

Below is the budget the author made that includes necessary funds that have to be prepared beforehand.

Table 3.6 Say It As It Is Podcast Budget

| No.                      | Item                        | Amount    | Price        | Total        |
|--------------------------|-----------------------------|-----------|--------------|--------------|
| <b>Equipment</b>         |                             |           |              |              |
| 1                        | Hyper X Quadcast Microphone | 1         | Rp 2,200,000 | Rp 2,200,000 |
| 2                        | Audio Technica Headset      | 1         | Rp 290,000   | Rp 290,000   |
| 3                        | Silencer Carpet             | 5         | Rp 70,000    | Rp 350,000   |
| 4                        | Zoom Membership             | 1 (month) | Rp 200,000   | Rp 200,000   |
|                          |                             |           | <b>Total</b> | Rp 3,040,000 |
| <b>Transportation</b>    |                             |           |              |              |
| 1                        | Train Kalibata - Gondangdia | 10        | Rp 3,000     | Rp 30,000    |
| 2                        | Fuel                        | full tank | Rp 200,000   | Rp 200,000   |
| 3                        | Gojek Pamulang - UMN        | 8         | Rp 45,000    | Rp 360,000   |
|                          |                             |           | <b>Total</b> | Rp 590,000   |
| <b>Food and Beverage</b> |                             |           |              |              |
| 1                        | Food                        | 18        | Rp 25,000    | Rp 450,000   |
| 2                        | Water                       | 18        | Rp 5,000     | Rp 90,000    |
|                          |                             |           | <b>Total</b> | Rp 540,000   |
| <b>Miscellaneous</b>     |                             |           |              |              |
| 1                        | Unpredictable funds         | 1         | Rp 250,000   | Rp 250,000   |
|                          |                             |           | <b>Total</b> | Rp 250,000   |
| <b>Total</b>             |                             |           |              | Rp 4,420,000 |

### 3.3 Publications

#### 3.3.1 Target Audience

The target audience for *Say It As It Is* is as below:

1. Audience ages from 15 to 35
2. Generation Z
3. Millennials

### **3.3.2 Content Publication and Distribution**

The author uploads the podcast to Spotify in order to reach their target audience using a mainstream platform. The author also makes social media such as Instagram and Twitter for advertising and content and also publishes teasers and content using personal social media to reach the target audience.

