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Training on the Introduction and Optimization of Podcasts and the Development of Podcasts in the Digital Era for Students and Teachers of SMK Al Mubaarok Rembang

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Abstract: The problem in this training is related to the less-than-optimal use of podcasts as learning media. Based on initial observations, many students and teachers do not have an adequate understanding of the concept, creation techniques, and optimization of podcasts. In addition, limited facilities and infrastructure and lack of technical skills are the main obstacles in implementing podcasts as learning media. The objectives of this training are to increase understanding, provide basic knowledge about the concept and development of podcasts in the digital era to students and teachers, improve technical skills, train students and teachers in using tools and software for podcast production and editing, optimization of facilities, provide solutions and alternative tools and software that can be used even with limited facilities. The method used in this research is a qualitative method. The approach used in this research is a narrative approach. The results of this study are students and teachers gain a better understanding of podcasts, including their history, development, and potential in education, mastery of basic techniques, podcast production, increased creativity and digital skills, and access to resources.

Keywords: Media, Research, Podcast, SMK Al-Mubaarok Rembang

1. Introduction

The development of information and communication technology is growing very fast and brings changes in various aspects of life. Changes that occur in society have moved from print media to digital media. Changes also occur in the perspective and practice of learning in the world of education today. Students easily and quickly acquire a myriad of knowledge. Technology has dominated in today's life, so efforts need to be made in digital learning to overcome technological stuttering (Rosya and Ahsin, 2020); Widianto, et. al (2019); Ahsin, et. al (2019); Ahsin, et. al (2019); Cahyono, et. al (2020); Kurniasih, et. al (2020); Ristiyani, et. al (2019). Digital changes also require teachers to integrate information and communication technology into the learning process. The digital era can be interpreted as an era of life that utilizes more digital media, including in the learning process. Digital learning requires the ability of students and teachers to communicate interactively by utilizing information and communication technology such as the internet, applications, laptops/computers. The presence of information technology can be utilized as a learning strategy in the digital era to provide advanced and interesting learning quality (Aziz, 2019); Devi, et. al (2020); Fathurohman, et. al (2020); Fathurohman, et. al (2020).

The rise of the internet is often blamed for the decline in conventional television viewership and readership of print media such as newspapers. The internet and the use of digital media today can increase the popularity of visual content-based online platforms, such as Instagram and YouTube. The amount of visual content in the form of videos created by anyone can be considered as future content that can hone the creativity of its owner without eliminating audio-based content (Zellatifanny, 2020). Podcast is one of the media that is growing rapidly in the current digital era. According to Phillips (in Hutabarat, 2020) podcasts are media in the form of audio and audio-visual files made through voice or camera

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recordings and then uploaded to an online platform which can later be viewed or listened to by other people via devices. Podcasts can improve learning outcomes in several materials, one of which is the ability to speak or public speaking (Mayangsari, 2019); Aruka et.al (2020); Kara, et. al (2020); Kara, et. al (2020); Lestari, et. al (2020); Nisa, et. al (2020).

Podcast is a technology created by someone to receive, distribute, and listen to content on-demand (Bonini, in Fauzi, 2019). Podcasts come from the words "Ipod" and 'Broadcsting" and can also be interpreted as audio files that are uploaded on the internet for the purpose of being listened to by many people (Sudarmoyo, 2020). According to Tsabit 2020, podcasts are one of the new media developments or new media that are currently popular in audio content that is able to load pdf, MP3, ePub, and download formats through syndication so that they can be put together in one place and accessed by many people in all parts of the world. Podcasts are audio media that are usually uploaded on several applications such as Youtube, Spotify, Soudcloud, and I-Tunes which feature autobiographical sources (Saepuloh et al., 2021); Widianto, et. al (2019); Ahsin, et. al (2019); Ahsin, et. al (2019). Orisa et al (2020) added that podcasts are part of digital media which consists of audio and video formats and can be automatically transferred to other media or computers. Recently, podcasts have begun to develop in the form of video content. Content in podcasts usually contains dialog/talkshow, documentary/feature, skit/drama, and monologue. The topics are also very diverse, ranging from science, history, politics, economics, philosophy, and others.

Podcasts consist of several types such as vodcast (audio and video), enhanced podcast (audio with additional slides and images), basic podcast only audio. Vodcasts are made through digital recording cameras and iMovie (video editing) applications, enhanced podcasts provide narration and many parts using mp4a, p4b, can also be in the form of .mov files, or pdf. Meanwhile, basic audio is produced using audacity or a voice recorder using the .mp3 format (Jayanti, 2020); Rodli, et. al (2019); Roysa, et. al (2020); Satria, et. al (2020); Sofia, et. al (2020). The criteria in podcasts consist of several kinds such as, being entertaining, intriguing or familiar, having a variety of relevant topics, using the approach of famous people, being made casually, and so on. Podcast production and distribution consists of three mandatory elements, namely podcast material, RSS (Really Simple Syndication) providers such as www.soundcloud.com, and (3) podcatchers (Faiziyah et al, 2020). At first, podcasts were entertainment media, but along with the rapid development of the times, podcasts have made other functions, for example in the world of education. Podcasts are used as a new innovation to develop learning media in educational units. So, Podcasts can also be utilized in language learning which is related to speaking skills (Fatonah, 2021).

Speaking skills are the ability to express opinions verbally or thoughts and feelings to a person or group, either directly or remotely (Supriyati, 2020); Nugraheni, et. al (2020); Nugraheni, et. al (2020); Nurhadi, et. al (2020); Prayogo, et. al (2020). Suarsih, (2018) states that speaking skills are the ability to pronounce sounds or structured words orally to express, express, and convey thoughts, ideas, and emotions to convey messages. Speaking activities as part of language skills are very important, both for teaching and in everyday life (Darmuki & Hariyadi, 2019). Speaking is verbal communication between individuals or groups that aims to achieve certain goals. Speaking is done by saying many different words and stringing them together so that thoughts, ideas, and thoughts/emotions can be communicated to others for a specific purpose. In this case, students must show skills in choosing and using words or expressions so that the ideas they communicate can be easily understood by their interlocutors. Language proficiency plays an important role in one's communication in achieving goals (Darmuki et. all., 2018: 116); Cahyono, et. al (2020); Kurniasih, et. al (2020); Ristiyani, et. al (2019).

Skilled speaking needs a process in the form of practice and practice, because without the process of practicing and practice someone will not immediately be skilled in speaking. According to (Darmuki, 2020), the causes of someone's difficulty in speaking include not understanding the topic / theme, having difficulty finding inspiration, still nervous / nervous, and there are even some people who speak incoherently. Therefore, the process of practicing speaking skills needs to be done optimally. The process of practicing one's speaking skills consists of pronunciation exercises, word selection exercises (diction), intonation exercises, and the use of good and correct language. So, after going through the training process, someone will get used to and be brave in speaking (Beta in Habibi 2021).

Speaking skills are one of the spoken languages. Spoken language is generally included in the learning content that is difficult for teachers and students at school. These difficulties are created in the form of cognitive, affective, and psychomotor aspects (Sukma et al., in Habibi 2021). In facing difficulties in learning to speak, motivation is needed. Motivation participates in determining student success in learning (Sukma, 2018). Learning in schools must be organized in accordance with the requirements of the school curriculum, including speaking training. Speaking learning no longer needs to be skipped, so that students who have not been able to speak skillfully can become so. Learning about speaking skills is not a wasted lesson but a very meaningful learning when done correctly. Learning to express oneself requires teacher creativity to adapt to school conditions (Tambunan, 2018) .

In the educational environment, especially at SMK Al Mubaarok Rembang, the use of podcasts as learning media is still not optimal. Based on initial observations, many students and teachers do not have an adequate understanding of the concept, creation techniques, and optimization of podcasts. In addition, limited facilities and infrastructure and lack of technical skills are the main obstacles in implementing podcasts as learning media. Based on the description of the problems regarding the use of podcasts as a learning media above, researchers overcome these problems by introducing and training students and teachers in mastering the basic techniques of making and optimizing podcasts. This PkM Training on Podcast Introduction and Optimization and Podcast Development in the Digital Age is designed to provide

the knowledge and skills needed. The objectives of this training are to increase understanding, provide basic knowledge about the concept and development of podcasts in the digital era to students and teachers, improve technical skills, train students and teachers in using tools and software for podcast production and editing, Optimization of Facilities, provide solutions and alternative tools and software that can be used even with limited facilities, Utilization of Digital Media: Encouraging the utilization of podcasts as a supporting medium in the learning process and self-development.

2. Methods

From the existing problems in the field, an interactive and practical approach solution can be offered to overcome these problems. The training aims to introduce and optimize podcasts as learning media for students and teachers at SMK Al Mubaarok Rembang. This training also aims to increase understanding of the development of podcasts in the digital era and how to utilize them to improve the quality of education. Researchers use a schematic PkM method that includes the preparation, training implementation, and evaluation stages. In the preparation stage, the PkM team will prepare the needs during the activity, such as conducting interviews, preparing materials that have been packaged in multimedia presentations, preparing the necessary tools, and preparing the room that will be used for training. The details of the stages carried out are as follows.

1. Preparation Stage

    a. Identify the level of prior knowledge and technical skills of teachers and students through interviews.
    b. Determining appropriate training materials based on the results of the needs analysis.
    c. Allocating funds to procure microphones, headphones and audio editing software.
    d. Setting up the training room with the necessary media, such as camera setup, background filming, microphones, and other podcast tools.

2. Training Implementation

    The purpose of this training is to provide a basic understanding of podcasts and their potential as learning media by means of presentations and discussions on the definition of podcasts and their benefits in education.

    a. Basic Training
    This training aims to provide participants with basic skills in podcast production. Using the interactive workshop method by providing material, namely commentary on the tools and software needed, recording techniques, basic audio editing, and podcast distribution, using the demonstration method by showing the steps of making a podcast from idea, script, recording, to editing and distribution.
    b. Podcast Optimization and Distribution
    This training aims to teach advanced techniques to improve podcast quality and effective distribution strategies. Using the advanced session method by providing material on advanced editing techniques, the use of music and sound effects, podcast promotion strategies, and audience analysis. using the activity method by practicing advanced editing and preparing a promotion plan, and the simulation method by creating a group project podcast that covers all aspects from idea to distribution.
    c. Podcast Integration in Learning
    This training aims to help teachers understand how to integrate podcasts into the learning curriculum. Using the group discussion method by discussing various ways of using podcasts in classroom learning, the Learning Implementation Plan (RPP) method: making lesson plans that integrate the use of podcasts as a learning tool, and the case study method showing real examples from other schools or institutions that have successfully used podcasts in learning.

3. Evaluation and Feedback

This method is about skills assessment by holding a practical exam to assess participants' ability to create and edit podcasts, program evaluation method by questionnaire and open discussion to collect feedback from participants on the training implementation and analyzing the evaluation results for future program improvement.

4. Results and Discussion

In the training on the introduction and optimization of podcasts and the development of podcasts in the digital era for students and teachers of SMK Al Mubaarok Rembang, it illustrates a competency for teachers that teachers at SMK Al Mubaarok Rembang have expertise in their respective fields, but generally lack experience in digital technology, especially in podcast creation and optimization. From students and teachers, trainees can gain broad insights into the

training practices of podcast introduction and optimization as well as the development of podcasts in the digital era, both in local and global contexts.

Student and teacher collaboration not only provides valuable industry perspectives, but also opens the door to internship opportunities at a radio station. Not only that, but these partners also have access to resources and technology that can enhance the quality of learning in this digital age. With facilities such as software, computer labs, and internet connectivity, trainees can have a more interactive and hands-on learning experience. Collaboration with local media and industry professionals also provides opportunities to network and build sustainable relationships between the school and the surrounding community. This not only benefits the trainees in terms of career development at the school.

Priority Issues in the Podcast Introduction and Optimization Training and Podcast Development in the Digital Age for Students and Teachers of SMK Al Mubaarok Rembang are as follows:

1. Lack of Knowledge and Skills in Podcast Creation.
   Many teachers and students at SMK Al Mubaarok Rembang do not yet have basic knowledge of what a podcast is and how to make one. Technical skills in podcast creation, editing, and distribution are still very minimal.
2. Limited Equipment and Software
   Existing facilities at school such as computer labs have not been equipped with specialized tools for podcast production such as high-quality microphones and sophisticated audio editing software.
3. Lack of Podcast Integration in the Learning Curriculum
   There is no clear plan or framework for integrating podcasts into the existing curriculum, so their use in teaching and learning activities is still sporadic and unstructured.

Addressing these three key issues will provide a strong foundation for successful training and effective use of podcasts in education at SMK Al Mubaarok Rembang. Once these issues are addressed, focus can shift to medium priority issues such as the provision of learning resources, overcoming resistance to new technologies, and timing for training and practice.



Figure 1: Podcast practice

1. Partisipasi Mitra dalam Kegiatan PkM
   Peran mitra dalam kegiatan pengabdian penting untuk andil mengatasi permasalahan mitra sendiri. Mitra menjadi subjek sekaligus objek dalam kegiatan pengabdian ini. Prediksi partisipasi mitra dalam program pengabdian dapat dilihat pada table berikut.

Tabel 1: Partisipasi Mitra PkM

Kegiatan	Program	Persentase Partisipasi Mitra
Observasi	Melakukan kunjungan ke SMK Al-Mubarok Rembang.	80%
Technical Meeting	Menjelaskan rencana dan jadwal pelatihan, dan mendiskusikan kebutuhan dan teknis pihak sekolah.	85%
Sosialisasi	Menyampaikan informasi, dan menjawab pertanyaan dan mengklasifikasi teknis.	80%
Pelatihan	Kegiatan pelatihan mencakup teori dan praktik pembuatan podcast.	90%
Praktik	Praktik peserta mitra dengan membuat podcast berdasarkan materi yang dipelajari.	85%
Evaluasi Kegiatan	Diskusi evaluasi proses pelaksanaan kegiatan PkM, pelaksanaan podcast yang sudah dilakukan	80%

2. Keberlanjutan pelaksanaan program dilakukan untuk mengembangkan kualitas Pendidikan pada mitra diantaranya.
   a) Setiap guru diwajibkan untuk mengembangkan kemampuan dengan menyusun artikel hasil pelatihan podcast di era digital.
   b) Artikel penelitian yang ditulis berkolaborasi dengan tim PkM Universitas Muria Kudus di publikasikan pada jurnal nasional atau prosiding seminar nasional.
   c) Diadakan kegiatan kelompok untuk membagi pengalaman hasil pendampingan pada guru dan siswa di SMK Al-Mubarok Rembang melalui kegiatan diskusi.

3. Jadwal disusun berdasarkan pelaksanaan pengabdian, harap disesuaikan berdasarkan lama bulan pelaksanaan pengabdian.

No	Nama Kegiatan	Bulan					
		7	8	9	10	11	12
1	Persiapan dan Perencanaan						
2	Pelatihan dasar dan optimalisasi podcast						
3	Pengenalan materi dalam penulisan materi podcast						
4	Pelatihan audiografi						
5	Pelatihan videografi						
6	Pelatihan submite artikel hasil penelitian pada jurnal nasional						
7	Evaluasi						
8	Pelaporan dan Publikasi Luaran						

Simpulan

Setiap permasalahan yang diidentifikasi dalam penelitian ini sudah memiliki solusi. Pertama, masalah kurang optimalnya penggunaan podcast sebagai sarana pembelajaran dikarenakan minimnya pengetahuan tentang podcast dan teknik-tekniknya. Masalah tersebut dapat diatasi dengan melakukan pelatihan podcast serta pemahaman tentang teknik-teknik dasar yang ada pada podcast. Masalah kedua, keterbatasan sarana dan prasarana untuk mendukung kemampuan podcast, seperti kamera, *setting background*, dan bahan bahasan dalam podcast.

Siswa dan guru SMK Al-Mubarok Rembang kini sudah dapat membuat podcast sendiri yang diposting di akun media sosial sekolah. Mereka sudah dapat memahami keterampilan dasar pada podcast.

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