

**CERTIFIED TRANSLATION**

**ABSTRACT**

MUHAMMAD SULTON AL FATIH, Study Program of Communication Science, Faculty of Social and Political Sciences, Djuanda University, 2021, Influence of Podcast Spotify toward Character Development of College Students in City of Bogor, 1<sup>st</sup> Advisor: Dr. Muhammad Luthfic, Drs. M.Si., 2<sup>nd</sup> Advisor: Dr. Ali Alamsyah Kusumadinata, S.P., M.Si.

The development of technology, particularly in communication field, has come to a quite significant change in the practice of information or content consumption. Podcast spotify is a new media in information or content consumption for people, and such development could influence the character development of those who enjoy it, particularly for college students in City of Bogor. The main problem of this research is how is the podcast spotify and character development in City of Bogor responding and how is the user of new media of podcast spotify responding partially to the character development of college students in City of Bogor. The purpose of this research is to find out about the influence of podcast spotify and character development in City of Bogor and to find out about the influence of new media of podcast spotify toward the character development of college students in City of Bogor, using associative quantitative research methods to examine the influence of causality relation among the variables. There are



two types of data in this research which are primary data, that is the result of the processed questionnaire, and secondary data, that is the former researches result. The result of this research states that the influence of podcast spotify toward the character development of college students in City of Bogor is on the level of 31% and the rest of it is influenced by the other variables that is not included in this research. Podcast spotify could be a new education tool for the students in a formal or informal way. It can be concluded that the content of podcast spotify has a quite big influence toward the character development of college students in City of Bogor.

**Keywords:** Character Development; New Media; Podcast spotify.

I, **JOSEPH P. HETAREN**, a Certified and Sworn Translator by virtue of the Jakarta Governor's Decree No. 1955/2011, DO HEREBY CERTIFY THAT the foregoing is a true and complete translation from Indonesian into English to the best of my knowledge and belief.

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## ABSTRAK

MUHAMMAD SULTON AL FATIH, Program Studi Sains Komunikasi, Fakultas Ilmu Sosial dan Ilmu Politik, Universitas Djuanda, 2021, Pengaruh *Podcast spotify* Terhadap Pengembangan Karakter Mahasiswa di Kota Bogor, Pembimbing I : Dr. Muhammad Luthfie, Drs. M.Si., Pembimbing II : Dr. Ali Alamsyah Kusumadinata, S.P., M.Si.

Perkembangan teknologi terkhusus di bidang komunikasi mengalami perubahan yang cukup signifikan dalam praktik konsumsi informasi atau konten. *Podcast spotify* merupakan media baru dalam konsumsi informasi atau konten untuk masyarakat, perkembangan tersebut dapat mempengaruhi perkembangan karakter bagi mereka yang menikmatinya terkhusus bagi mahasiswa di Kota Bogor. Pokok permasalahan yang ada pada penelitian saat ini adalah bagaimana tanggapan *podcast spotify* dan pengembangan karakter di Kota Bogor serta bagaimana tanggapan pengguna media baru *podcast spotify* pada pengembangan karakter mahasiswa di Kota Bogor. Tujuan penelitian untuk mengetahui pengaruh *podcast spotify* dan pengembangan karakter di Kota Bogor dan untuk mengetahui pengaruh media baru *podcast spotify* terhadap pengembangan karakter mahasiswa di Kota Bogor, dengan menggunakan metode penelitian kuantitatif asosiatif bertujuan untuk menguji pengaruh hubungan kausalitas antar variabel, Terdapat dua Jenis data pada penelitian ini adalah data primer berupa hasil kuesioner yang diolah serta data sekunder yang merupakan hasil penelitian terdahulu. Hasil yang didapatkan dalam penelitian adalah pengaruh *podcast spotify* terhadap pengembangan karakter mahasiswa di Kota Bogor sebesar 31% dan sisanya dipengaruhi oleh variabel lain yang tidak masuk dalam penelitian ini. Podcast spotify dapat dijadikan sebagai sarana edukasi baru bagi para mahasiswa baik secara formal ataupun non formal, Dapat disimpulkan konten *podcast spotify* memiliki pengaruh yang cukup besar terhadap perkembangan karakter mahasiswa di Kota Bogor.

**Kata kunci** : Pengembangan Karakter; Media Baru; *Podcast spotify*.