

## MULTI CHANNEL NETWORK TREND IN INDONESIA (CASE STUDY PODKESMAS & CLOSE THE DOOR)

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### ABSTRACT

*This article explores the trend of Multi Channel Network (MCN) in Indonesia through the case studies of Podkesmas on Spotify and Close The Door on YouTube. The study uses a qualitative descriptive approach with data collected through document analysis and interpretive methods to examine how MCNs support content creators in expanding audience reach and monetization strategies. Findings reveal that Podkesmas has achieved over 35 million plays by collaborating with major brands, while Close The Door leverages a collaborative ecosystem to strengthen brand equity and attract broader audiences. The study concludes that MCNs play a crucial role in enhancing content creators' branding and monetization in Indonesia's digital media landscape. Future research is recommended to investigate MCNs on other platforms, analyze audience behavior more deeply, and develop localized strategies for optimizing MCN collaboration.*

**KEYWORDS** multi channel network (MCN), media consumption patterns, Indonesian digital media ecosystem



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### INTRODUCTION

The development of increasingly diverse technology makes it easier for individuals to be able to converge with the internet and quickly be able to connect with each other through the existence of digital media. Digital media is a new media that offers digitization, convergence, interactivity, and development of network related to message creation and delivery (Watie, 2016). That way, this media has many types and functions.

In today's era, there are a lot of new media that have emerged such as online media, social media, and other digital platforms. The emergence of this new media is accepted and greatly enjoyed by the public, many people are currently starting to run, and use the new media. New media, which is the result of the development of technological advances, has also shifted the lifestyle pattern of people who are now switching to all-digital, including in consuming information. The very rapid flow

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of information through new media has made people now enter the era of information society.

According to Jan Van Dijk, the new media era is marked by what is called media convergence. Structurally, media convergence means the integration of three aspects, namely telecommunications, data communication, and mass communication in one medium (Fauzi, 2017). According to McQuail (2011), New media or new media is a set of new technologies that are able to expand the dissemination of information for the public. New media consists of a set of technologies in the form of transmission systems, namely cables and satellites, miniaturization, storage, information search, image presentation with a combination of images and graphics, and computer control systems (Habibah, 2021). In new media, there can also be mutual interaction because communicators have the opportunity to respond to the information obtained as a form of information exchange. This shows that new media is flexible because the form and content of information can change.

The emergence of this new media makes the old media no longer the main choice. People are now starting to enjoy streaming services that are considered more flexible and accessible. Just like Youtube with a myriad of diverse video content that is able to distract television viewers, then Website Blog which now replaces the position of magazines and newspapers, as well as various audio streaming media that are slowly starting to shift audio broadcasts. The presence of the internet directly influences the sustainability of audio broadcasting. Where at first, the impact caused seemed to turn off the potential of audio broadcasts such as radio, but over time, the emergence of the internet is a momentum to revive audio content that had been shifted.

Basically, like traditional media, new media or digital media can spread information, and receive information from friends and other people from all over the world. One of the digital media is the Youtube and Spotify platforms. This revival was then marked by the existence of various alternative media, such as live streaming on online radio sites as well as radio programs distributed through Youtube, social media, or even podcasts. Seeing these conditions, audio content has great potential to be developed in the internet realm today. One form of audio content that has recently been in demand by the public to get the latest information is Podcasts.

A variety of digital content is also presented according to the needs of the audience. Among them are online radio streaming, youtube, instagram, tiktok and also podcasts which are currently increasingly in demand by the younger generation or millennials. Unlike YouTube and other digital content, podcasts only rely on audio quality so that connoisseurs can consume podcasts anywhere and anytime, either at home or while traveling.

The term podcast itself emerged and was born from the combination of the words iPod and broadcasting. At the beginning of its appearance, the iPod was used as a means of recording and also as a medium for publishing it. Podcasts themselves had boomed at the beginning of their emergence in America as a choice for people to listen to various kinds of information.

Audio content such as podcasts is synonymous with radio broadcasts. Among them have several characteristics of similarities and differences. The main similarity is its auditive nature so that it can create a person's imagination when listening to it (theatre of mind). The difference itself is that podcasts are interactive media, meaning that listeners can set what they need to listen to, in contrast to radio broadcasts which are linear media which means the opposite. In the midst of the rapid advancement of digital technology, it has an impact on the beginning of the abandonment of radio media itself. Richard Berry in his article entitled "Will iPod Kill The Radio Star?" explained that Podcasts have replaced the role of radio and have the potential to kill the business of a radio (Berry, 2006). This leads to a change in the way the audience consumes the information itself. It is an assumption that in the era of the information society, the audience has become more active and free to choose media and content that suits their will and can no longer be dictated by only one media at a certain time to meet their needs (Littlejohn & Foss, 2009). The advantage of podcasts that make this medium popular is that they are very diverse. In addition, podcasts are also very flexible because they can be listened to anytime, anywhere without any interruptions such as ads or songs playing in the middle of a chat. The popularity of this podcast is increasingly trending and is now booming along with the outbreak of the Covid-19 pandemic which requires people to stay at home by doing various activities online.

Youtube is a media sharing site, which is a type of social media that facilitates users to share media, ranging from video, audio, and images. YouTube is a social media that started to rise 5 years ago. Reporting from the official YouTube website, currently Youtube has more than one billion users which is almost a third of all internet users. Nowadays Youtube is not just a site, because with YouTube, one can make money. With this rapid development, more and more people are creating YouTube accounts to make a business as a source of income.<sup>2</sup>

Youtube is one of the social media platforms that can receive and disseminate information. Youtube is a social media platform that has many users, which is around 1 billion from all over the world, and ranks 3rd as the most popular platform in Indonesia. In this platform, it is not the owner of the company who will provide information but millions of platform users who will create and disseminate information with visuals and audio. Users of this platform are required to create a channel to provide information through content that suits someone's interests. There are a variety of video options to watch to receive information. Meanwhile, Spotify itself is a Digital Streaming Platform service for audio content such as music and podcasts with a total of 602 million monthly active users, and 236 million paid subscribers worldwide.

In the second quarter of 2022, Spotify enjoyed a premium subscriber count of 188 million worldwide? This is a surprising jump from their paid user base which totaled 18 million in 2015. Of course, this number continues to grow due to Spotify's presence on social media that should not be missed. With 8.4 million followers on Instagram and 6.2 million on Twitter, Spotify turned into one of the top streaming services that uses social listening and social media analytics and insights to stay relevant.

Spotify uses unique ideas to reach and engage with its audience on various social media platforms. They don't use a serious and boring tone for the brand. Instead, they take part in social media conversations to build bonds with the younger generation. They use social media to listen. They track the conversations that are followed and responded to by their core market. When creating an engagement strategy, they target those who value humor.

Spotify runs several regional accounts on Instagram, which has more than 8.5 million followers. They regularly post top images and songs of popular artists who are trending on the platform. This helps them share only the most relevant content for each country, and target the right audience for their content and business. The beloved music streaming giant is also experimenting with carousels on Instagram and TikTok, which is one of the best ways to increase engagement and get more likes. Whether it's responding or engaging with an audience – social listening is the way to go.

Content creators are required to produce all video elements without using other people's works or outputs. Content Creators are allowed to collaborate with Multi-Channel Networks. The Multi-Channel Network provides services to Content Creators to comply with these regulations with a reciprocal profit-sharing. This is the reason for the author to write with the theme Legal Analysis of Cooperation Agreements Between Content Creators and Multi-Channel Networks.

In the social media platform, Youtube has an update feature that can work together to improve the quality of the channel, namely joining the Multi Channel Network (MCN) service. Youtube Multi Channel Network (MCN) is a collaboration platform between creators and the 3rd adsense party. With this contract, adsense can still be accepted by creators who have an adsense account that has been banned. However, it has various drawbacks that need to be considered, namely the terms and conditions that must be met, and the possibility of scams. Meanwhile, for Spotify, monetization is still very minimal. Unlike Youtube, which can rely on the adsense feature, creators on Spotify still have to rely on cooperation and sponsorship from advertisers.

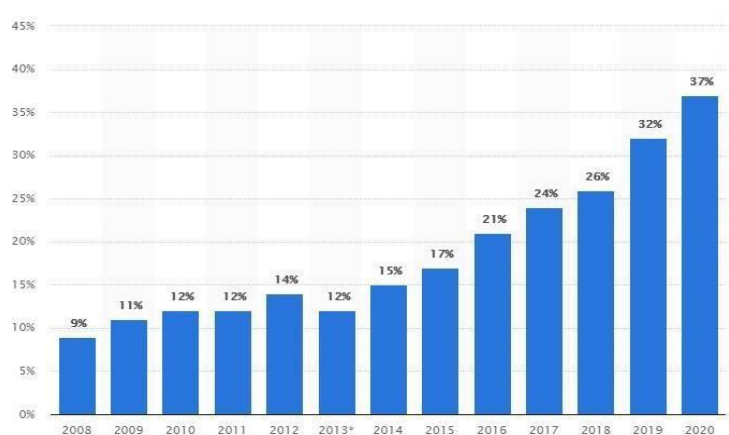
Multi Channel Network has been carried out in several major channels in Indonesia, one of which is Podkesmas in the audio field and Close The Door in the audio visual field. The Public Health Podcast, or known as PODKESMAS, is included in the Entertainment genre podcast by raising issues around the daily small talk that they feel. Starting from about their own unique personal stories, chats of the ladies of the capital, to adult things that of course these conversations cannot be talked about in conventional mass media such as television and radio, therefore they pour them into podcasts. This issue or theme is very relatable by most podcast listeners in Indonesia who are 20-40 years old.

One of the podcasts that is watched by many people by discussing the current conditions in Indonesia, inspirational stories, the latest news, and the other side of the speakers that are not widely known by the public, is "Close The Door Corbuzier". "Close The Door Corbuzier" is a podcast broadcast on Deddy Corbuzier's youtube channel which was made in 2019 and received great attention from the public. In the podcast, Deddy Corbuzier and the speakers conducted a question and answer session that discussed the life of the speakers. Deddy

Corbuzier has amassed more than 5.9 billion viewers in 2024, the youtube channel has been followed by 22.6 million followers with 1,596 videos. Thanks to the podcast "Close The Door Corbuzier", Deddy Corbuzier received an award at The Diamond Creator Award 2020 with the youtuber category gaining 10 million followers.

Currently, podcast listeners are increasing in Indonesia, some of the listeners are quite enjoying audio services from this new form of media because of the very diverse discussion of various kinds of varied topics that we can choose according to our favorite genres, or favorite categories such as news, sports talks, mysteries, talk shows, music, comedy, art, entertainment, to daily experiences or chats from the talks on podcast. That is what makes this new podcast media an alternative choice that many audiences listen to because it is flexible and on-demand.

Podcasts can be created by amateurs to speakers who are already experienced in the world of broadcasting. By using the approach to create a podcast, usually podcasters invite resource persons from inspiring people, people who can be discussed for a phenomenon that is hotly discussed or even just a small chat so that later it is hoped that there will be important information produced from the discussion that has been carried out. Before making a podcast, the podcaster must first understand what topic will be discussed so that the conversation that will take place will have information in it and of course it will be useful for the public who will listen. Because of the variety of things and topics discussed in each chat, it is what is of particular interest for the audience to listen to Podcast broadcasts, different and interesting content is certainly an attraction for listeners, plus the duration is not short and not long, which ranges from 25 minutes to 1 to 2 hours.



**Figure 1. The development of podcast percentage in Indonesia**

Source : Line Indonesia (2021)

So that in the future it is hoped that podcasts, which are new media, will be able to play their role as one of the media to find information, so that audio content is still able to survive for a long time. Based on this background description, the researcher is interested in researching about Multi Channel Network in Podkesmas and the Close The Door Podcast.

## RESEARCH METHOD

In this study, the research approach used by the author is a qualitative approach method with a type of descriptive research. Descriptive research according to Moleong is defined as research that seeks to reveal a problem and circumstances as it is, for this reason researchers are limited to only revealing facts and not using hypothesis testing (Moleong, 2013).

Meanwhile, the qualitative approach according to (Sugiyono, 2010) is an approach in which the research is carried out in a natural setting. Natural conditions or natural objects are objects that develop as they are, are not manipulated by the researcher and the presence of the researcher does not affect the dynamics of the object. Thus, this research is in the form of describing, elucidating, interpreting the problem and then drawing conclusions from the problem about the application of Multi Channel Network on the Podkesmas podcast on Spotify and Close The Door on YouTube.

The researcher uses an interpretive type of research. Interpretive research is research that is based on the interpretation of the world based on conceptual concepts that generally do not provide numerical numbers, such as ethnomenology or interview types. In other words, interpretive is how a person interprets whatever is researched based on the results of his own thinking and focuses on signs and texts as the object of his study. This research focuses more on how to implement the Multi Channel Network carried out by audio podcasts on Spotify, namely Podkesmas, and video podcasts on YouTube, namely Close The Door

## RESULT AND DISCUSSION

### Overview of Research Subjects

Podcast audio media is familiar to some people, this media from America has a revolution in conventional broadcasting with freedom on demand. When enjoying a podcast, listeners no longer have to wait for the show they want to hear, but just by looking for a broadcast topic, listeners can enjoy it right away. Podcasts grew in 2005 with the birth of Apple's iPod introduced by Steve Jobs. From then on, Apple added podcast material to iTunes with limited themes (Fadilah, Yudhapramesti, & Aristi., 2017).

Podcasts are an idea that originated from the anxiety of Adam Curry, a former broadcaster and former MTV VJ in the 1980s who was named the godfather of the podcast world. At the time, he complained about the right to freedom of content for broadcasters. "I'm sick of the radio guys. I just want to work on radio without pretentious people dictating what I should play and say" (Adam Curry).

He was looking for ideas on how he could speak as he pleased, but still make a profit. Finally, with a long process and frequent failures, Adam Curry, who also collaborated with Dave Winer, a software developer, succeeded in writing the Ipoadder program that allowed him to automatically download internet radio broadcasts to his iPod.

Then the name of the podcast itself can occur because of a mistake, namely where an American journalist named Ben Hammersley Salah wrote in an article

with the name of the podcast. However, because its popularity has increased, this term is used, so that the name of this podcast is increasingly famous almost all over the world, even the podcast had become word of the year in the Oxford English Dictionary. By the end of 2005, thousands of new podcasts had appeared. In appreciation of Curry and Winer, they were named the podcast fathers or godfathers in the podcast world.

As time goes by, podcast material is increasingly growing and diverse with packaging in the form of monologues, talk shows, and dramas. The topics discussed are also getting broader, ranging from science, history, politics, economics, to light discussions about comedy and sports. At that time the existence of new podcasts was popular in the United States, mainland Europe and Australia. In 2008, the PEW Research Center said the number of podcast listeners in America reached 18% and increased to 36% in 2016. Although this number is not very large, the podcast program and audience response show a positive trend in 2015. Initially, Americans accessed podcast material only through computers, but now they have switched to smartphones and tablets.

Similarly, music and movies, podcasts also have many types that are categorized based on the podcaster and listeners. Although podcasts are one of the new media, podcasts do not involve their listeners interacting. Podcasts are a one-way communication medium in obtaining information circulating with conventional radio that can involve listeners in interacting.

There are three types of podcasts in general such as:

1. Podcast Interview

It is a podcast that is conducted between two people and discusses a specific topic. This podcast tends to be conducted by one announcer and one guest star. The content of this podcast is usually tailored to the invited guest stars. The content of the chat also does not need to be prepared too much because the broadcaster tends to reflexively explore the guest star as if they are discussing. Many podcasters choose this type because it is easy to do and can discuss many issues. For example, Dedy Corbuzier's podcast with the slogan 3.2.1 close the door.

2. Podcast Only

This type of podcast makes it easier for new podcasters to learn the process of building podcast content. This type of podcast only requires one broadcaster, there is not much to prepare by only needing a recording device and the idea that is recorded, then the podcast can be made. This type also does not need to compensate for the interlocutor in the broadcast. Usually, this type of podcast idea tells about the podcaster's anxiety and opinions from the broadcaster's own point of view. An example of the podcast Rintik Sendu or Teman Sleep.

3. Multi Host Podcast.

This type of podcast is conducted by two or more broadcasters. Multi Host Podcast presents a discussion about a topic with more mature readiness than a podcast interview. Both or more broadcasters usually express their respective opinions in terms of a predetermined theme. It is not uncommon

for this multi-host podcast to invite guest stars to express their opinions. An example is podcsat podkesmas presented by Amand omesh and his friends.

There is a new development, namely video podcasts, based on an explanation by (Passaris, 2021), video podcasts are basically a combination of audio podcasts with visual media in the form of videos. Video elements can be created with very simple things such as placing a background image with a logo to recording a video that must be edited. Video podcasts can be created by anyone to disseminate information on various types of topics more clearly than relying only on audio. As many as 43% of podcast listeners prefer to use Youtube media to listen to and view video podcasts. This value is higher than audio podcasts such as those found in Apple Podcasts media at 34% and Spotify media which is only 23% (Passaris, 2021).

### **The Beginning of Podcasts in Indonesia**

Podcast users in Indonesia are not as lively and as crowded as vlogs or Youtube, but maybe some people are starting to be interested in this new media, both to create and listen to it in finding the name information. Podcasts have several digital platforms that make it easier for people to listen to these audio services such as Spotify, Apple Podcasts, Google podcasts, Anchor and others. In addition, for its own production, this audio media does not require too large a cost like vlogs. All the equipment needed is a microphone and a place to create the podcast content.

In Indonesia itself, the beginning of the birth of podcasts occurred in 2005 when a person named Boy Avianto created a podcast for the first time on his blogspot channel. Then, the presence of Soundcloud in the next 3 years as an application that can create and listen to podcasts more easily and with the beginning of the development of the internet in Indonesia, making podcasts is increasingly known by the Indonesian people. After that in 2015 other podcasters appeared such as Iqbal Hariadi with the Subjective podcast, then there was Adriano Qalbi with the Awal Minggu podcast in 2016, then Rne filed with Suarane in 2017. In addition to personal media, this podcast is also looked at by several media such as Tempo media with a podcast called Apa Kata Tempo, Prambors radio with Prambors podcast, Narasi with the Narasi Entertainment podcast.

The emergence of podcasts can certainly provide answers to the needs of the community that may not have been met by other audio media, namely radio. Podcast listeners can choose for themselves which podcast suits their needs and can be listened to anywhere and anytime.

The popularity of podcasts is unquestionable, especially when we look at the phenomenon that is happening today. Podcasts are increasingly being used as an information medium because of their light nature. Podcasts are increasingly popular after the number of Spotify users in Indonesia. Spotify is a paid music player application with millions of music banks from various top musicians. Podcasts have been known in Indonesia since 2016 and have been included in podcast programs since 2017. In fact, according to our research, 43% of Indonesian people consume podcasts as their online content activities.



## Research Results

### *Podkesmas*

PODKESMAS is a podcast channel consisting of 4 podcasters who already have a lot of experience in the field of radio and television media in Indonesia, namely Ananda Omesh, Imam Darto, Surya Insomnia and Angga Nggok. PODKESMAS is a podcast that was just established on October 26, 2019 and until now has reached its 3rd season with a total of 120 episodes of the podcast. Reporting from the spotify website, PODKESMAS is ranked at the top when compared to two similar podcast competitors, namely Rapot and BKR Brothers. PODKESMAS is ranked first, Rapot is ranked 16th and BKR Brothers is ranked 19th on Spotify's top podcast charts.

With this record, the podcast, which has now entered season 2, has now become an exclusive podcast from Spotify and there are several sponsors who have entered this podcast. That means Podkesmas is the opening for podcasts that can make money or in "monetize". People who are involved in podkesmas or called podcasters are actually not strangers in the entertainment world, because they have often appeared on our screens before.

Ananda Omesh is a graduate of the comedy show extravaganza and is now a presenter on various television programs and has played roles in several films, Imam Darto is a former radio broadcaster and host of the comment which used to air on the television station NET TV. Surya Insomnia is the VJ (Video Jockey) for MTV Insomnia, on the MTV music-only television channel that used to share airtime with the GTV television station, and the last Angga Nggok is a presenter and radio broadcaster. Of the four people, perhaps Angga Nggok's name is a lesser-known name, because he often appears on off air events. Angga Nggok's lack of popularity is also often the main ingredient in the conversation in every episode of Podkesmas.

The theme raised in podkesmas is actually included in the adult category, but because the listeners of the podcast are indeed adults. In each episode, these four people talk about the silly things they have done and their opinions on various things related to daily life. There is a special name for the listeners of this podcast, namely a healthy society that adapts to the name of this podcast, although there are no health tips told in the podcast but this podcast can make us laugh or at least smile when we hear it, so that it keeps us healthy.

Podkesmas or Public Health Podcast occupies the number one Podcast in Indonesia. The podcast which has intriguing content is filled by Ananda Omesh, Imam Darto, Surya Insomnia and Angga Nggok. Podkesmas is an abbreviation for Public health Podcast which is actually a parody of the puskesmas which is also an abbreviation for community health center. Podcasts, which were initially just a prank from the "podcasters", unexpectedly can now become very popular and set records for Indonesia podcasts. The popularity of the podcasters may be one of the factors why, this podcast has become very popular.

Podkesmas is one of the most phenomenal podcasts in the history of the Indonesia podcast world, because it has managed to set a record as the most played podcast, with a total of 5 million views in just 3 months. With this record, the podcast, which has now entered season 2, has now become an exclusive podcast

from Spotify and there are several sponsors who have entered this podcast. That means Podkesmas is the opening for podcasts that can make money or in "monetize". People who are involved in podkesmas or called podcasters are actually not strangers in the entertainment world, because they have often appeared on our screens before.

### ***Podcast Close The Door***

The Corbuzier Podcast is a video podcast production that is very popular among the people of Indonesia because it is presented by artist Deddy Corbuzier and raises social issues that are being discussed in Indonesia. The Close The Door podcast invites resource persons such as community leaders, artists, or politicians in Indonesia, so the themes raised are also very diverse (Deddy Corbuzier, 2019). This podcast airs in the form of podcasts, interviews, videos and also audio through Youtube and Spotify media and almost every day downloads one podcast episode with an average duration of one hour.

On Youtube media, the Close The Door Podcast is presented using a multi-camera format of three pieces with details of the shooting angles with the frame of the source, the frame of the host, and the frame of the entire room. For audio, Deddy Corbuzier's Podcast uses a microphone and audio mixer as its voice management tool (Deddy Corbuzier, 2019). The author took this kind of work because the Close The Door podcast by Deddy Corbuzier is very popular among the people of Indonesia and has become the standard podcast in the eyes of the people of Indonesia. That way, the writer can take the aspects applied in this podcast as a reference in the production of the podcast that the author makes.

Based on some podcast references that the author gets, the author gets a lot of things that can be learned and practiced into podcasts that the author will produce, such as the correct use of microphones is necessary to make a podcast. With many of the podcasts above that apply podcasts uploaded in the form of videos, the author will also present podcasts not only in audio form, but also in the form of videos of hosts and resource persons. That way, the use of cameras is indispensable to document a video podcast production made face-to-face or online.

In the past, podcasts could only be enjoyed with audio, now the content has begun to grow. Many podcasts in Indonesia are now starting to provide images there. This is evidenced by the increasing number of podcast video content appearing on video platforms such as YouTube. The presence of images makes podcasts unlike what we are used to hearing about through Spotify or Google Podcasts. In addition to being able to listen to podcasts and guest star conversations, we can now see their faces visually. Of course, it will have more emotional impact when we enjoy the content.

There are different types of podcast channels featured on the YouTube social network. Users can freely choose the podcast channel they want to watch and can make one or several channels at once a favorite channel to get information about podcast content that will then be played. One of the podcast channels on YouTube that is quite popular in the community is the Deddy Corbuzier Podcast

Deddy Corbuzier is an Indonesia mentalist, presenter, actor and YouTuber. With his YouTube channel Close The Door already having 17.2 million subscribers,

we already know that every podcast guest is someone who can motivate and convey ethical messages to the audience under the pseudonym known to the public as "Smart People" for Deddy Corbuzier's podcast audience.

The guests invited by Deddy Corbuzier are also not just any guests, because in general, Deddy will choose the guests who will be invited to his podcast. Deddy thinks why invite people who don't have skills or strengths and only rely on social media promotion to become more famous. Because if you only invite people who cannot motivate the audience and only rely on popularity, then the lower the knowledge the audience gets, because in the use of the media itself there must be negative and positive effects that want to be achieved.

So Deddy Corbuzier wants his YouTube channel to be an active and useful channel for a wide audience, able to educate many people without spreading nonsensical news. Because many people can be famous just by feeling, but few and rarely see those who really have potential.

In the podcast show, Deddy is not judgmental, does not hurt and is impartial when raising a topic that is considered sensitive. Deddy chose to distract his interlocutor by changing the way he asked, which was basically the same. He also observed what his guests were talking about. This makes people interested in listening to the podcast. Deddy Corbuzier creates podcast content that discusses issues that are developing in society. The show's presentation is also different from other podcasts.

In other podcasts, usually the podcaster will prepare in advance the questions that will be asked to the guests, but in Deddy's podcast the questions will flow as time goes by, how to make the conversation flow as smoothly as possible. That is what makes the audience interested in witnessing it, both teenagers and adults.

"Most people don't understand podcasts. Most of the people who make podcasts are interviews. What they should know is that podcasts are coffee shop chats, not interviews," said Deddy quoted from Ivan Gunawan's YouTube channel. The growth of podcasts is influenced by the content presented by podcasters, whether the content is good or not is determined by the number of listeners. And of course, one of the podcast opportunities itself is on the topics covered.

Currently in Indonesia there are a lot of podcasts with certain topics related to a new perspective on an event. This shows that content that is created is positive and beneficial to many people, technology needs to be combined with creativity. The number of podcast listeners on Close The Door is increasing day by day. It is not impossible to immediately be able to compete with conventional radio programs. Of the many podcast listeners, millennials are the most accustomed to listening to podcasts.

The popularity of the Close The Door podcast skyrocketed as more and more Indonesia celebrities were involved in creating the podcast's content. Not only watching on YouTube, people also listen to it on other platforms. Citing [tekno.kompas.com](http://tekno.kompas.com), Spotify's paid subscribers continue to grow, especially during the pandemic. According to financial reports, in the first quarter of 2020, Spotify users reached 130 million. This figure increased by 30% compared to the same period in 2019.

With the increasing number of podcasts, more and more people are trying to create podcasts, from ordinary people to broadcasters who have long had flying hours. This is because of the ease of creating podcasts. Simply use home devices like microphones, audio editing apps, and storage like Spotify to install Podcasts on the internet. In addition, simple equipment also does not require a lot of labor, so it will reduce production costs. Podcasts can also be an informative means to open up new perspectives and thoughts, which can lead to more personalized content so that audiences can have different views.

### Research Discussion

#### *Multi Channel Network on Spotify Podkesmas Audio Podcast*

PODKESMAS is the most popular podcast in Indonesia by successfully establishing itself as the second number podcast for 30 weeks at the top of Spotify's Top Chart until now. The success of PODKESMAS is the result of the hard work of Omesh, Surya, Angga and Darto in presenting content containing jokes that are so close to people or can be called "barge jokes".

**Table 1. the demographics of the target audience of PODKESMAS**

|              |   |
|--------------|---|
| Segmentation | Demographics: Males and females aged 23 to 30 years. SES: A&B. Jobs: Fresh graduates, Young executives and students. Education: High School to S1 Geography: Global, because internet-based podcasts can be accessed anytime and anywhere on demand Psychographics: Those who are active in playing the internet, especially in social media such as Instagram, Twitter, etc. |
| Targeting    | Office workers who need other entertainment besides TV, radio and YouTube. Those who are used to 'consuming' audio media when traveling after work.   |
| Positioning  | A podcast that features the personal branding of its 4 podcasters. Darto the sheep fighter. Surya the fast. Omesh the image, Nggokk who is nobody. That's what PODKESMAS always echoes in every episode, which is always maintained consistently. So they know their respective roles as podcasters.  |

The listenership of PODKESMAS, or known as the Healthy Society, continues to increase every month. The latest data obtained by researchers shows that each episode of PODKESMAS is listened to or streamed 10,000 times every day and the total number of PODKESMAS plays/plays reaches up to 35 million times of its podcast plays exclusively on Spotify. (<https://indeksnews.com> accessed on October 30 at 10.57 WIB).

**Table 2. Total Play**

| Months                    | Total Plays |
|---------------------------|-------------|
| February                  | 5.000.000   |
| April                     | 10.000.000  |
| June                      | 20.000.000  |
| Ramadan Special Podkesmas | 1.000.000   |
| August                    | 25.000.000  |

|          |            |
|----------|------------|
| October  | 32.000.000 |
| November | 35.000.000 |

Source: (Zein, 2021)

PODKESMAS has managed to create 35 million plays until November 2020, which is certainly increasing until now. With numbers like this, PODKESMAS has succeeded in bringing in companies to sponsor and advertise in PODKESMAS. Until now, many brands have collaborated with PODKESMAS in terms of sponsorship. Starting from food and beverage products such as Mie Abc, Redoxon and Sprite, banking companies such as CIMB Niaga and Bank BTN, car companies such as Toyota to contraceptives, namely Fiesta and other sponsorships.

PODKESMAS also successfully topped the Top 5 Global Podcasts most streamed by Spotify Lite, a simplified version of the online music streaming platform Spotify. PODKESMAS topped the list, followed by Rintik Sedu, Do You See What I See and Hanan Attaki Study in second, third and fifth place respectively. Spotify Lite is an app used by music fans around the world, including Brazil, Mexico, India, Indonesia, and Argentina. (<https://www.thejakartapost.com/> on October 30 at 12.24 WIB)

Spotify has a mixed business model between an ad-supported freemium service, and a paid service. In running the business model, the biggest cost component is the cost of sales, including the cost of paying for music licenses (Gobry, 2011). In addition to paid services, Spotify also bundles it with freemium services supported by advertising services. There are three subscription models described on the Spotify.com page, namely:

1. Spotify is Free. Users of the app can download and listen to Spotify for free, and in return, there are advertising services in the form of audio and display ads.
2. Spotify Premium. Pay a subscription fee of Rp. 49,900,- / month (for the public), Rp. 24,900,- (for students), and Rp. 79,000,- for families, and get five accounts (Spotify.com, 2017).

Multi Channel Network pada Youtube Podcast Video Close The Door

Talking about the figure of a famous Youtuber in Indonesia, maybe Deddy Corbuzier's name is included in the top list. Yep, who doesn't know the owner of this YouTube channel Close the Door. Maybe almost some of us have watched content from this channel. The popularity of Close the Door cannot be separated from Deddy's cleverness in choosing and raising topics that are hot or viral in the community, then dissecting them sharply by bringing in related speakers. Or the term Deddy is able to take advantage of "viral momentum or FOMO" as a powerful weapon to bring in an audience (Aisyah, 2022).

With its "exclusivity and curiosity", his YouTube channel is never empty of viewers, and it is not uncommon for the content presented to be the hottest topic of conversation in the social media universe. The impact can be predicted, Close the Door's brand awareness has skyrocketed and is known in the wider community. Moreover, sometimes the YouTube channel is often used as a place to clarify cases that are going viral. So boom! This podcast has a strong brand image in the minds of the public as a podcast that dares to appear different and unique in raising general

issues that are developing or viral.

By relying on the popularity of the Close the Door podcast, Deddy has nimbly started to acquire various content creators in various segments to enter its management as well as an effort to strengthen its podcast brand equity. If we analyze this strategy more deeply using the digital collaborative marketing model that I specifically developed in the book that I will release soon, this strategy is included in the digital leverage of brands. Where Close the Door understands that the YouTube audience segment is very broad, so Deddy and the team chose to collaborate with Youtubers from various other categories in expanding brand mind (Awareness, image & perceived quality) as the "King of YouTube Indonesia".

By netting various well-known Youtubers from various categories, such as Dr. Indrawan Nugroho with the topic of corporate innovation and technology, Rhenald Kasali with the topic of finance and investment, Ade Rai with the topic of health and sports, bang mpin with the topic of culinary and many other Youtubers. The Close the Door podcast is able to boost brand equity as a leading educational and entertainment podcast compared to other podcasts through extensive ecosystem collaboration.

Of course, this is also a sure move in using the digital content algorithm on YouTube, where almost all content categories can be mastered by Close The Door without having to build a Youtube channel from 0. This is "The power of collaboration", which is synergizing capabilities by building an ecosystem together, raising it together, and then harvesting it together as well. If I describe this collaboration as a pond, then what Close the Door and other content creators did was they together create a pond by the sea, then beautify the pond so that the fish come, and then they fished it together.

There are 15 youtube channels whose number of subscribers is quite large supported directly by Deddy Corbuzier's Close The Door, this support is certainly not without reason, there is business value there. Close The Door has so far supported youtube channels to look more professional, with image quality that tends to be better, which is expected to boost the views of each video in it, which in the end increases the revenue of the youtube channel. Maybe I see that there is profit sharing there.

In addition to indeed making the youtube channels he sponsors more professional, the big name of Close The Door makes the youtube channel he sponsors boost directly. The following are the youtube channels sponsored by Close The Door.

1. Dr Indrawan Nugroho - Talking about Innovation, Enterprise and Technology
2. Rhenald Kasali - Youtube finance or investment
3. iTechLife - Discussing various things in the field of technology
4. Hobijam TV - youtube channel that talks about watches
5. Detective Aldo - A channel that discusses mysteries
6. Adella Wulandari - The Channel That Lives Women
7. Aurel Val - Youtube channel to learn history knowledge
8. Ade Rai's World - Youtube about health or sports
9. Uus Kamukita - Youtube barge chat belonging to Uus

10. Ferry Irwandi - Discussing world knowledge
11. Bang Mpin - Culinary Youtube
12. Tom MC Ifle - Business, finance, personality, self-development, wealth and happiness channels
13. Aji Strongman Indonesia - Youtube about sports
14. Plus26 - Podcast Discusses Many Things Packed in the Complaints Room
15. Close The Door Clips - Podcast dan Obrolan Crew Close the Door

Multi Channel Network is a development service that can be used by Youtube creators to develop the content they create. MCNs will protect creators so that their content can be produced. Now it is often found that Youtube channels whose accounts have been banned by Google for some reason. To overcome this, creators need to create an account from scratch or consult with Google, which takes a long time.

Multi Channel Network is a service for Youtube users in the form of a working platform between third-party AdSense and Youtube creators. With this contract, creators still receive AdSense even though their account has been banned by Youtube. Of course, you can't just trust the agreement set by the service provider. It is important to read carefully about the content of the agreement so as not to make a mistake. The advantages of using the Youtube MCN service are getting video promotion assistance, increasing the CPM value on the Youtuber account, and getting convenience if you want to contact the advertiser.

In addition, creators can also get protection from Reuploads and can cash out earnings under 100 dollars. Creators who want to improve audio and video quality can also use this service. Of course, there are drawbacks to using this service such as scams that can attack creators so that they don't earn a single income. Multi Channel Network is a digital service to help someone's Youtube account become more developed. This service can also be used to improve video quality, but you need to be aware of scams.

## **CONCLUSION**

Based on the results of the research and discussion of the information data that has been obtained. So the researcher concluded that the application of Multi Channel Network on Podkesmas, an audio podcast on Spotify media, brings profits through a scheme in collaboration with many large companies. This collaboration continues to increase and increase the brand image of Podkesmas. Meanwhile, Close The Door, a video podcast on Deddy Corbuzier's Youtube Channel, provides benefits for The Door Podcast in terms of increasing brand image and brand equity. In addition, the benefits of this Multi-Channel Network for channels that are members of The Door Podcast can monetize their channels so that they can bring in income.

In addition, there are several conclusions, namely: 1. Intimate and personal. The point is that audio is the most familiar medium for humans because most humans communicate by speaking and listening. So the message conveyed through audio (podcast) seems to be addressed to us personally as if we are talking or communicating in it. So Podcasts play a role as a medium that is able to make someone more familiar and tasteful in it. 2. Alternative media share information.

This means that Podcasts, which are audio-based online media, can be an option for people who want to find information in a simple way, namely a medium for sharing information in the form as if we are chatting or talking. 3. Tools to build branding/promotion. Building branding is not only about "selling" the products or goods we have, but here it means providing "education" that is beneficial to the target or the community. 4. One of the sources of income. One way is that we can collaborate with other parties, companies or cafes or other businesses or hold paid webinars.

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