



ANCUR PODCAST DIGITAL IDENTITY AS AN EFFORT TO CREATE AN IMAGE

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ABSTRACT

This study aimed to analyze the formation of digital identity in the Ancur Podcast as an independent podcast operating in a digital media environment. The development of podcast platforms has transformed podcasts into interactive communication spaces, where identities are formed and interpreted through interactions between creators and audiences. This research used a qualitative approach with a narrative method. Data was collected through in-depth interviews with the Ancur Podcast creator team and active audiences, as well as content analysis on various digital platforms. The results of the study show that the digital identity of the Ancur Podcast is formed through a dynamic and continuous process. These identities are not singular or static, but fragmented according to the characteristics of the platform and the pattern of audience engagement. The formation of digital identity of the Ancur Podcast consists of three main dimensions, namely declared identity, acting identity, and calculated identity. In addition, the image of the Ancur Podcast is strengthened by the factors of strength, favorability, and uniqueness which are built through the consistency of communication styles, positive perceptions of the audience, and collective identity in the listener community. This study concluded that digital identity plays a role as a strategic asset in communication that contributes to the formation of an image and the sustainability of relationships with audiences on independent podcasts.

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1. INTRODUCTION

Production patterns and media consumption patterns have changed significantly since the advent of podcasts. Content production is no longer tied to traditional broadcast formats or fixed schedules, but instead takes an on-demand form that gives creators high flexibility to create different types of content according to the audience's interests. Media consumption has also become more personal and interactive as listeners can access podcasts anytime and anywhere independently, allowing for selective repetition and selection of topics. This phenomenon shifts the communication paradigm from a one-way model to a more dialogical and community-based communication in the digital era [1].

Ancur Podcast is one of the independent podcasts that has managed to place itself in the top ranks of the Indonesian podcast industry. That success lies not only in the consistency of content production, but also in the way they build a distinctive digital identity through a style of casual communication, humor, and interaction that actively engages audiences. This digital identity makes the Ancur Podcast not just an entertainment provider, but

a virtual interaction space that allows the audience to feel closeness, self-representation, and emotional connection with the host. Although a number of international and national studies have highlighted the role of podcasts in the context of branding, strategic communication, and audience engagement, studies that specifically address digital identity in the realm of independent podcasts in Indonesia are still very limited.

This phenomenon shows that podcasts are not just a medium for distributing audio content, but a strategic space to build digital identity. Through narration, storytelling, and multiplatform interaction with audiences, podcasts allow creators to present a more personalized, intimate, and authentic persona [2, 3]. In the context of the Ancur Podcast, the digital persona that is built is not a single individual persona, but rather a collective persona that arises from the interaction between the host, the content, and the audience community. To analyze these dynamics, the study used George's model which divides digital identity into three dimensions: declared identity, acting identity, and calculated identity [4]. This approach was chosen because each dimension provides a different but complementary framework of analysis.

The novelty of this research lies in its focus on Ancur Podcast as an independent entertainment-based entity, which shows that podcasts not only function for institutional identity, but also as a medium for collective personal branding of independent creators. Based on this background, this research focuses on how digital identity contributes to the creation of the image of the Ancur Podcast in the eyes of its audience. This study aimed to analyze the process of forming the digital identity of the Ancur Podcast in the creation of images and identify the factors supporting the creation of the image of the Ancur Podcast.

2. RESEARCH METHODS

The research method used in this study is a qualitative approach with a narrative method. This approach was chosen to gain a deep understanding of the experiences and creative processes carried out by the Ancur Podcast in designing communication strategies [5].

This research is based on the philosophical foundation of the constructivist paradigm, which views social reality as the result of the construction of meaning formed through the interaction and experience of the research subject. This paradigm allows researchers to understand how the identity of the Ancur Podcast is constructed, interpreted, and communicated through the interaction between creators and audiences.

The subject of this study involves the Ancur Podcast creator team and the active audience. The sampling technique used is purposive sampling because subjects are selected deliberately and directed based on certain criteria that are relevant to the research objectives. The main criteria in determining the resource persons are those who really know and experience the phenomenon being researched, have an interest in understanding and deepen the digital identity of the Ancur Podcast, and are willing to participate in in-depth interviews [6].

The object studied was the communication strategy of the Ancur Podcast in building digital identity. This research focuses on the communication strategies implemented by the Ancur Podcast creator team to build a unique identity in the eyes of the audience. In addition, this research will also analyze how these digital identities affect interactions with audiences and how audiences understand them.

The data in this study was collected through in-depth interviews and content analysis of the Ancur Podcast. In-depth interviews were conducted to gain a comprehensive understanding of the experiences, views, and meanings built by the research subjects related to the digital identity of the Ancur Podcast.

The data analysis in this study was carried out thematically by organizing the data from interviews and documentation into categories relevant to the focus of the research [7]. The analysis process is carried out repeatedly to ensure the relationship between the data, theory, and research objectives. To maintain the validity of the data, this study applies source triangulation techniques and techniques. This technique is carried out to increase credibility and trust in research findings [6].

3. RESULT AND ANALYSIS

This section presents the results of research and analysis regarding the formation of the digital identity of the Ancur Podcast based on empirical data obtained through in-depth interviews and content analysis. The discussion focused on the process of forming a digital identity, the form of identity that is declared and practiced, audience response, and factors that support the formation of the image of the Ancur Podcast in the digital space.

Formation of Digital Identity of Ancur Podcast

The formation of the digital identity of the Ancur Podcast takes place as a dynamic and ever-evolving process through interaction between creators, content, and audiences across various digital platforms. Digital identity in this context is not formed instantly, but rather through a series of continuous and mutually influential communication practices.

The results of the study show that the digital identity of the Ancur Podcast is neither single nor uniform. Each platform presents a different representation of identity, depending on the characteristics of the medium and the audience's engagement patterns. On the one hand, the Ancur Podcast is interpreted as an entertainment

medium with a sense of humor on an audio platform, while on the other hand it develops as an interactive community space on a conversation-based platform.

These findings indicate that the digital identity of the Ancur Podcast is built collectively and contextually. Identity is not only produced by creators through the content presented, but also reinterpreted by audiences through interaction, participation, and emotional engagement in the digital space. Thus, the digital identity of the Ancur Podcast is the result of an ongoing negotiation process between the message conveyed by the creator and the audience's response on each platform.

Declared Identity on the Ancur Podcast

Declared identity on the Ancur Podcast refers to the identity that is consciously formed and communicated by the creators to the audience. This identity is displayed through the narrative that is built, the style of content presentation, and the image that is to be highlighted in various digital platforms.

Research shows that the Ancur Podcast consistently declares itself as an entertainment podcast with a relaxed and humorous approach to communication. This declaration of identity is not only conveyed through the hosts' verbal statements, but is also reinforced through podcast descriptions, social media visual styles, and narrative patterns used in content delivery.

Based on these findings, the declared identity of the Ancur Podcast serves as an initial framework in shaping audience perception. Consistency in identity declarations helps build audience expectations for the communication style, topic of discussion, and relationship that creators want to create. This declared identity becomes an important foundation for audiences in interpreting every form of interaction and content presented in the next stages of digital identity formation.

Acting Identity and Communication Practices of Ancur Podcast

The acting identity in the Ancur Podcast is reflected in how the identity that has been declared is manifested in real life in daily communication practices. This identity is seen in the hosts' interaction style, the way they respond to the audience, and the consistency in maintaining the character of communication in various digital interaction situations.

The results of the study show that the harmony between declared identity and real actions is an important factor in shaping audience perception. The consistency of the communication style, the spontaneous use of humor, and the direct involvement with the audience show that the identity displayed does not stop at the narrative level, but is manifested in real communication practices. The practice of communication does not only appear in the delivery of podcast material, but also in responses to comments, audience jokes, and the dynamics of conversations that develop in the listener community.

These findings suggest that naturally and sustainably generated interactions play a role in shaping the audience's perception of the authenticity of the Ancur Podcast. When communication practices align with the declared image, audiences tend to interpret the identity of the Ancur Podcast as authentic, which ultimately strengthens the emotional attachment and sustainability of the relationship between creators and listeners in the digital space.

Calculated Identity and Audience Response

Calculated identity in the Ancur Podcast is related to the process of forming a digital identity which is influenced by the audience's response and the mechanism of the digital platform. These identities are not entirely in the creator's control, but rather evolve through the interaction of data, algorithms, and feedback that arise from audience engagement across different platforms.

The results of the study show that the platform's algorithm and audience response have an important role in shaping the direction of Podcast Ancur's digital identity. The number of listeners, comments, and the level of interaction on various platforms are indicators that influence communication strategies and content development. That interaction data is used by creators as a basis for reading audience preferences and determining relevant content customizations.

This process shows that the formation of the digital identity of the Ancur Podcast takes place through a negotiation mechanism between the creator's desires and the audience's expectations. Creators not only produce content based on the initial vision, but also adapt it to the response patterns that emerge from the audience as part of the dynamics of digital communication.

Based on these findings, the calculated identity of the Ancur Podcast can be understood as the result of a reciprocal relationship between creators, audiences, and digital platform systems. Interaction algorithms and metrics not only serve as a measure of popularity, but also serve as mechanisms that indirectly direct the formation of digital identities. In this context, the identity of the Ancur Podcast continues to be adjusted through reading to

the audience's response, thus forming a relevant, adaptive, and sustainable communication pattern in the digital space.

Supporting Factors for the Formation of the Image of the Ancur Podcast

The formation of the image of the Ancur Podcast is supported by a number of factors that consistently shape the audience's perception of the digital identity of this podcast. The results of the study show that the image of the Ancur Podcast is built through a combination of internal strengths, positive audience acceptance, and unique identity that distinguishes it from other podcasts.

The strength factor is reflected in the internal characteristics of the Ancur Podcast which are stable and easily recognizable by the audience. The consistency of humor, the closeness of communication with listeners, and the ability to build a loyal community are the main elements that strengthen the strength of the Ancur Podcast's identity. This consistency makes the audience have a clear picture of the character of the podcast and facilitates the process of identity recognition in the digital space.

In addition, favorability is related to how the audience gives a positive assessment of the existence of the Ancur Podcast as an entertainment medium. The perception of the audience that views the Ancur Podcast as relevant, entertaining, and close to daily life shows that this podcast is positively received by its listeners. The positive reception contributed to strengthening the image of the Ancur Podcast in the midst of digital content competition.

The uniqueness factor is the main differentiator of the Ancur Podcast compared to other podcasts. This uniqueness lies in the collective identity built through the collaboration of the hosts as well as the active involvement of the audience community. The interaction between creators and listeners creates a distinctive feature that comes not only from the content, but also from the social relationships formed within the Ancur Podcast community.

Based on these findings, the image of the Ancur Podcast was formed through the interconnectedness between internal strengths, audience acceptance, and the uniqueness of a collective identity that is built sustainably. These three factors complement each other in building the image of the Ancur Podcast as an entertainment podcast that is not only popular, but also has emotional closeness and clear differentiation in the eyes of the audience.

4. CONCLUSION

This research shows that the formation of the digital identity of the Ancur Podcast is a dynamic, collective, and contextual process. Digital identities are not built instantly, but rather are formed through continuous interaction between creators, content, and audiences across various digital platforms. This process makes the identity of the Ancur Podcast not singular, but fragmented according to the characteristics of the platform and the pattern of audience engagement. The results of the study revealed that the digital identity of the Ancur Podcast was formed through three main dimensions, namely declared identity, acting identity, and calculated identity. Declared identity is reflected in the way creators consciously declare the image of podcasts as entertainment media with a relaxed and humorous communication style. Acting identity can be seen from the consistency of the hosts' communication practices which strengthens the perception of authenticity in the eyes of the audience. Meanwhile, calculated identity develops through audience responses and digital platform mechanisms that influence the direction of communication and content customization. In addition, the formation of the image of the Ancur Podcast is strengthened by the factors of strength, favorability, and uniqueness. The consistency of the communication character, positive reception of the audience, and the uniqueness of the collective identity built through community involvement are important elements in strengthening the image of the Ancur Podcast as an independent entertainment podcast. These findings confirm that digital identity not only plays a role as a creator's self-representation, but also as a communication strategy that contributes directly to the creation of images in the digital space. Overall, this study contributes to the study of digital communication by showing that independent podcasts can build a strong digital identity through creator-audience interaction and strategic use of digital platforms. Further research can develop this study by comparing the formation of digital identities on different types of podcasts or with a quantitative approach to measure the influence of digital identity on audience loyalty more broadly.

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