

Video podcast as alternative education media of Borobudur temple campaign during pandemic COVID-19

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ABSTRACT

COVID-19 pandemic changes all aspects of human life. Various adaptations need to be carried out by the community, and communication must be adaptive in making these adjustments. The use of Borobudur Temple, either in tourism or education, was also affected by this pandemic. The Borobudur Conservation Center, as one of the managers of Borobudur Temple, initiated a new way of publishing and educating the public. Through the YouTube video podcast BUSUR, the Borobudur Conservation Center tries to take advantage of the new publication model as an effort to keep educating the public about Borobudur Temple. This analysis aims to determine how the public responds to alternative media called BUSUR video podcast made by the Borobudur Conservation Center. Community response is measured based on the number of subscribers and views count on BUSUR video content uploaded. Based on the data obtained, data will describe it using a qualitative descriptive approach. The research includes collecting various data from relevant sources. Data collection was carried out through observation. Then select and analyze data. Then end by making conclusions from the results obtained. Based on this study, the results obtained shows that the BUSUR podcast's video content received an excellent public response. By the data, there is an addition of 2490 subscribers and 35,000 video podcast screenings throughout 2020. Based on this analysis, the BUSUR video podcast as an alternative media to introduce Borobudur Temple to the public is very successful because the theme of cultural heritage still gets quite a lot of attention from the crowd.

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1. Introduction

In the current information technology era, social media is one of the most used media in the world. Social Media is a tool that based on web used for electronic communication (Obar & Wildman, 2015) [1]. These media create a new perspective of how to communicate and how to use. Mabuie (2021) stated that the lockdown greatly affects all human activities because the movement of everyone is reduced, and all access becomes more limited [2].

The COVID-19 pandemic is changing all forms of communication in society. There's a high risk in this spreading virus, the Indonesian government had released large scale social restriction which includes partial lockdown on school, offices, and also public space for not gathering more than five people (Rahmanti et al., 2021) [3]. A common habit suddenly has to change, and there are demands for adjustments starting from lockdowns and doing various things from home. Communication that was once built face-to-face is changing directly online. Various aspects of life have been affected by

the COVID-19 pandemic. This spread of the virus had a catastrophic effect on social and economic in the world, and also intensify with increasing unemployment and poverty (Gandasari & Dwidienawati, 2020) [4].

Borobudur Temple, UNESCO established in 1991 as one of the World Cultural Heritage which with no. register 592, has become clear evidence of the greatness of the nation of Indonesian [5]. With the inclusion of Borobudur Temple in this list, the increasingly famous these sites in international tourism. Especially at this time, Borobudur Temple is one of the ten most-visited tours that bring high economic benefits (Hasanah et al., 2020) [6]. But after the COVID-19 pandemic, Borobudur Temple also experienced problems in the number of tourist visits. The visit to Borobudur Temple in 2020 at the time of the Covid pandemic fell very significantly to only 940 thousand people, compared to 2018 and 2019, which could exceed 3 million people. This is an effect that was most felt when the COVID-19 pandemic hit almost the entire world. Borobudur tourist visits each year can be seen in the table below;

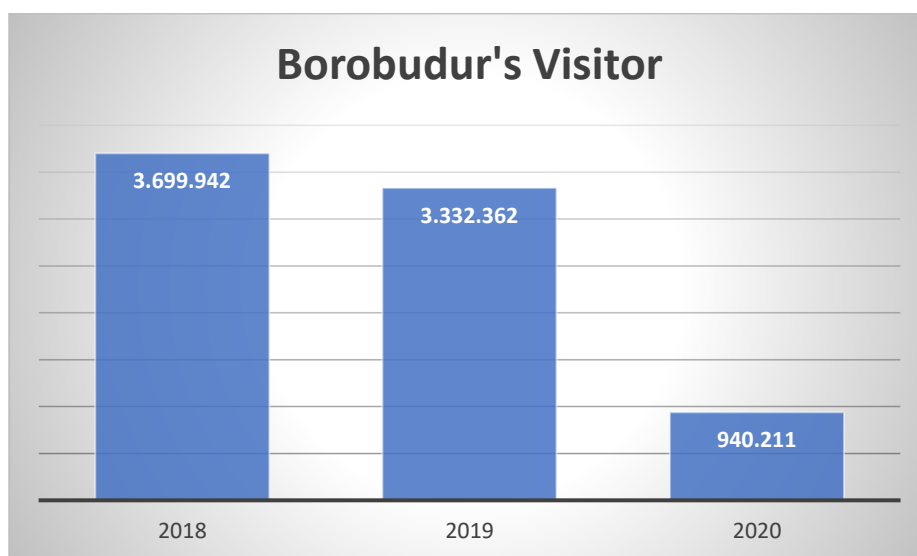


Fig 1. Borobudur Temple Visitors from 2018 – 2020 (source : Kasatriyanto, 2020)

As the technical implementation unit of the Ministry of Education and Culture, the Borobudur Conservation Center is responsible for maintaining Borobudur Temple, one of which is to publish Borobudur Temple and its surrounding areas. Publication activities that have been carried out include socialization to students, the community, and stakeholders around Borobudur, cultural heritage exhibitions, and offline publishing. The COVID-19 pandemic has forced all offline activities that are mass gathering cannot be carried out. All activities are transferred to activities with an online concept. There are many online media used as media during the COVID-19 pandemic to keep in touch with the public.

In the early time of pandemic COVID-19 there's a shift habits from the people that shows using more video chat, instant messaging, social media and other methods because of physical distancing (Nguyen et al., 2021) [7]. With the development of technologies, people are slowly starting to leave the old media and switch to online media, which is faster in sharing information, with one of the most popular being the podcast. Riddell, Robins & Brown et al. (2020) stated that podcast is very easy used and engaging, creating broad exposure and targeted learning. Also, the audience feels that the podcast offered a variety of content and personalized learning [8]. As one of the digital platforms, a podcast somewhat a revival of broadcasting in audio form. The fact said that podcasts are even cheaper than radio broadcasts. Radio broadcast needs varieties of tool to transmit the content. But podcast produces only needs a simple recording, and to broadcast it, upload it to the internet (Berry, 2016) [9].

Indonesia is one of the countries with significant development of podcast. Fatina & Puspitasari (2020) stated that podcast is a digital media that offered a different experience because it can be accessed on a mobile phone that is now always carried by Indonesian people. There are research shows from Daily Social in 2018 revealed that 52% Indonesian listen to the podcast [10]. The potential of a podcast as a new media in large publications is an alternative education media or an effective communication channel to convey information. The themes discussed in the video podcast are generally given in an episode. Typically, an episode of podcast is anywhere from 10 minutes to 90 minutes.

The Borobudur Conservation Center used this by making a YouTube Podcast entitled BUSUR (Ngobrol Seru Soal Borobudur), a public discussion concept that discusses anything about Borobudur from various points of view. Podcasts are a media with advantages that can be accessed anywhere, and full control is in consumers' hands. There are many variety in podcast, like politician, use this media for their sermons. Even Vatican have their own podcast for the Pope (Crofts et al, 2005) [11]. The bargaining value of podcasts lies in the lightweight and attractive packaging of each content. Every podcast have a specific theme, and these special topics, the creator will give much interesting information, and there's a good chance that the audience will find it entertaining (Hubackova, 2013) [12]. Popova & Edirisingha (2010) stated that podcasts are a flexible technology that can be used for a variety of purposes such as which can support teaching and learning in many contexts. In their research, they found that podcast could achieve a higher level of creative learning, and at the same time, could be used for the assessment of creative logic [13].

According to today's trend, it will be effortless for Borobudur lovers to access content as an alternative education media besides coming directly to Borobudur Temple with this convenience. The main thing that becomes a challenge is that cultural heritage is one of the thousands of podcast themes on YouTube, which are competing to find followers to obtain useful information for them. There are not many cultural heritage themes in Indonesia at this time, so efforts are needed, so that cultural heritage always gets the public's attention. It is not forgotten because there are many valuable relics in Indonesian territory. Based on this phenomenon, this study focuses on how the public responds to the BUSUR video podcast as an alternative education medium for communication at the Borobudur Conservation Center. This research was conducted to see how the public responded to the YouTube BUSUR podcast content as an alternative medium for introducing Borobudur Temple. This research is needed to determine the extent of cultural heritage themes via YouTube, which many other cultural heritage managers have not done. And to see the public's response to the existence of new information media about cultural heritage, especially Borobudur Temple.

2. Literature Review

2.1. Mass Communication

Wimmer & Dominick (2013) define mass communication as a form of communication transmitted through a medium that simultaneously reaches a large number of people [14]. The rapid changes at global on every level such as economic and information, demand filed for mass communication to develop in a proper way, and those also impact to the changes on society and individual level. The attitude, values, and current practices all have changed and surely impact society's development (Florescu, 2014) [15]. Viola et al. (2021) argued that the stream of information also radically changes and still develops every day, with the capability of spreading loads of information, and we are always required to be aware of the continuous interaction. These days, we are presented with two phenomena which are the rapid increase and overload of information [16].

The emergence of the digital platform industry into mass media had made a new approach, where all the interaction goes two-ways between mass media and the audience through the internet. Mass media can share their content, while audience can communicate to them through comment column on the digital platform (Kencana, 2020) [17]. Ngonso & Chukwu (2021) stated that mass media is present to spread messages that entertain, inform, educate, liaise and persuade the audience across

borders. Mass media comes in various forms, ranging from social media, digital, print, broadcasting, and outdoor media [18].

The podcast as a digital mass media has characteristics that make it different from other media in society. Hennig (2017) states that many people know about podcasts in sound programs that can be enjoyed on devices, but not many know about podcasts' details, which turn out to be unique and interesting. The word podcast comes from one of Apple's products, the iPod, which is combined with the word broadcast [19]. At the beginning of the iPod's popularity, all files that can be enjoyed are still in the form of sound files, not like nowadays, which can be combined with video files which are commonly called video podcasts.

2.2. Cyber Public Relation

Along with the development of internet media, public relations also experienced adaptations in the use of media, which originally used conventional media to switch to digital media. Organizations rapidly adopting social media as their tool to communicate, at the same time, change the ways of communication between audience and providers. The switch to digital media is known as cyber public relations and has become very popular because it can cut distance and time constraints (Pekkala & Zooneen, 2021);(Paniagua et al. 2017) [20] [21].

Kusuma (2018) state that many institutions are increasingly considering using the internet as a public relations because optimizing this media organization will be more global, more strategic, more engaged with the public both internally or externally [22]. The main task of cyber public relations, according to Onggo (2004), is divided into two important things, namely conveying messages using the media maximally with electronic media and other supporting data to the public. The second is to make a product or business better published, with a creative and competent approach in processing various information into the media it owns. Also maximizing the role of social media so that the public is interested in accessing various things that are made [23].

The challenge in developing the BUSUR video podcast is that it is a publication media that is still new in archeology, so it requires a massive introduction to make it known by the public. This introduction is a form of public relations from the Borobudur Conservation Center to be closer to the community. With the development of the media, the demand to be more creative is also higher so that people can continue to love local culture. The presence of this video podcast is expected to be a way of maintaining the relationship between cultural heritage and society, which is one of the goals of cyber public relations built by the Borobudur Conservation Center.

3. Method

This study uses a mixed-method design using a case study approach. In this study, the researcher did not manipulate the object under study; in this case, it is referred to as a natural condition (natural setting). This study also uses descriptive studies in explaining the various data collected. The mixed *method research design used is explanatory sequential (explanatory sequence)* which means quantitative method is [24] *Explanatory sequential* have a research flow as in the following chart:

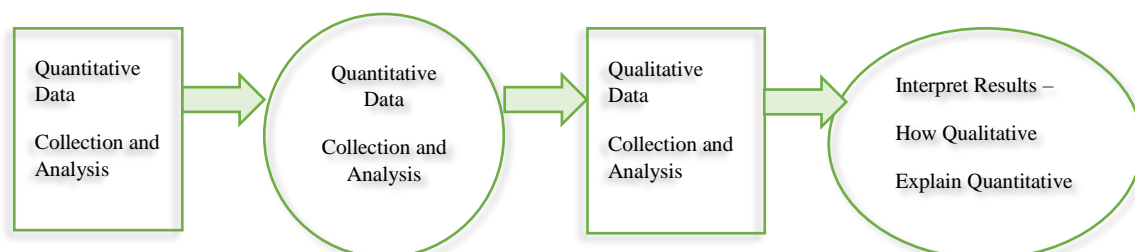


Fig 2. Explanatory Sequential Design (Two-Phase Design) [25]

The data in this study were collected using observation techniques and document study. The observations begin with comparing on photo data of Borobudur Temple during normal times and pandemic times. Also looking on video podcasts on the Borobudur Conservation Center YouTube

channel. Pakkala et al (2012) stated that measuring is a primary activity for the platform owners to know how their platform goes, and it's quite difficult and expensive. Google Analytic is a free tool that offers those need to measure all activity in a platform [26]. That's where the data at this study comes from because Google Analytics is a service from Google that any site owner can use.

Gordon, Shand & Black (2016) stated that with Google Analytic, anything could be measure in our platforms, such as the duration of visit, bounce rate, user demographic (gender, age, range, city, country), most visited page, and many else. All those things, Google Analytic, analyses and provided the results. This app is very useful for presenting information related to visiting a website, which makes it easier for the site owner to know what happens to their platform [27]. Clifton (2012) states that a lot of data can be utilized from Google Analytics so that it can be presented according to relevant needs depending on the business being carried out [28].

The comparative descriptive analysis technique is used in solving the research problem. Researchers compared the Borobudur Conservation Center's conventional visits and video podcast content, then tried to describe the existing data. Researchers take this approach to conclude data collection results such as observation, interviews, and other collected data so that conclusions will be obtained from existing data presentations. Inductive techniques are used in this study to assess the facts obtained and then interpret them so that results can be revealed from the data collected.

4. Results and Discussion

The results of this study are divided into two parts; the first is a photo of visitors to Borobudur Temple when it was normal and compared to the pandemic period. Then proceed with a particular discussion about the BUSUR video podcast on the Borobudur Conservation Hall YouTube channel. The interpretation based on data from Google Analytics regarding the response of users of the Borobudur Conservation Hall YouTube account.

4.1. Comparison of Visit to Borobudur Temple

Became the largest Buddhist temple in the world, Borobudur Temple is one of a kind religious site owned by Indonesia, and with its uniqueness always need special treatment (Hermawan et al., 2019) [29]. But after the COVID-19 pandemic, everything's change and need even more attention. The visit to Borobudur Temple underwent a very significant change during the COVID-19 pandemic. The density of visitors, which looks very dense during normal times, decreases when the pandemic occurs. The comparison of visitors during normal times and during the pandemic can be seen in the photo below;



Fig 3. Borobudur Temple Visitors in Normal and During Pandemic (source : Kasatriyanto, 2020)

From the data from the 2019 Borobudur Conservation Center annual report, in June 2019, the number of visitors was 335,514, and the total number of visits in 2019 reached 3,332,362 people. The photo on the right shows Borobudur Temple's condition in July 2020, which began to reopen after being closed for three months. The closure was carried out to minimize the spread of the Covid-19 Virus, which has entered Indonesia since March 2020. Visitor photos taken at the courtyard of Borobudur Temple on the East side are in sharp contrast with the image's view on the left, which is

very crowded. The number of visitors to Borobudur Temple during the New Normal period decreased significantly due to restrictions on visits to Borobudur Temple. At the beginning of the opening, the visit was limited to 1400 visitors per day, even though before the Covid-19 pandemic, the average visit was around 5000 visitors on weekdays. The number of visitors in 2020 fell to 940,211 people.

With this decline, alternative media is needed so that information about Borobudur Temple as one of the best cultural heritages in Indonesia can still be accessed even though it is online. One of the media used as an alternative is the creation of the Borobudur Conservation Hall YouTube channel.

4.2. Public Response to Borobudur Conservation Center YouTube Channel

The Borobudur Conservation Hall channel is one of the YouTube channels managed by the Borobudur Conservation Center as the Technical Service Unit of the Ministry of Education and Culture. This social media platform is one of the media for the publication of cultural heritage in Indonesia, especially in the Borobudur Cultural Heritage Area. This YouTube channel was built in 2018 to disseminate information and audio-visual works of the Borobudur Conservation Center. Uploaded content is still limited to pre-existing works, so its subscribers are only around 150 subscribers by early 2020. This is because social media management at the Borobudur Conservation Center office is still focused on social media Instagram and Facebook. Other management includes the news and information website of the Ministry of Education and Culture, Borobudurpedia, and the development of the Cultural Heritage Conservation Journal System Open Journal System.

During the pandemic, several YouTube content began to be designed and produced, such as the virtual tour of Borobudur, temple relief stories, national and international seminars, and public discussions in the form of podcasts. With this YouTube Channel, the public response can be seen from the number of subscribers who have jumped up since the Borobudur Conservation Hall YouTube Channel is well managed. The Google Analytics data shown that the number of subscribers and views count suddenly rise because of the content from Borobudur Conservation Center. The screening rise quickly to 35,4 thousand and the subscribers increase about 2,000 people. This is incredible numbers for the cultural heritage theme which is not very popular among public. The data from Google Analytics as follows;

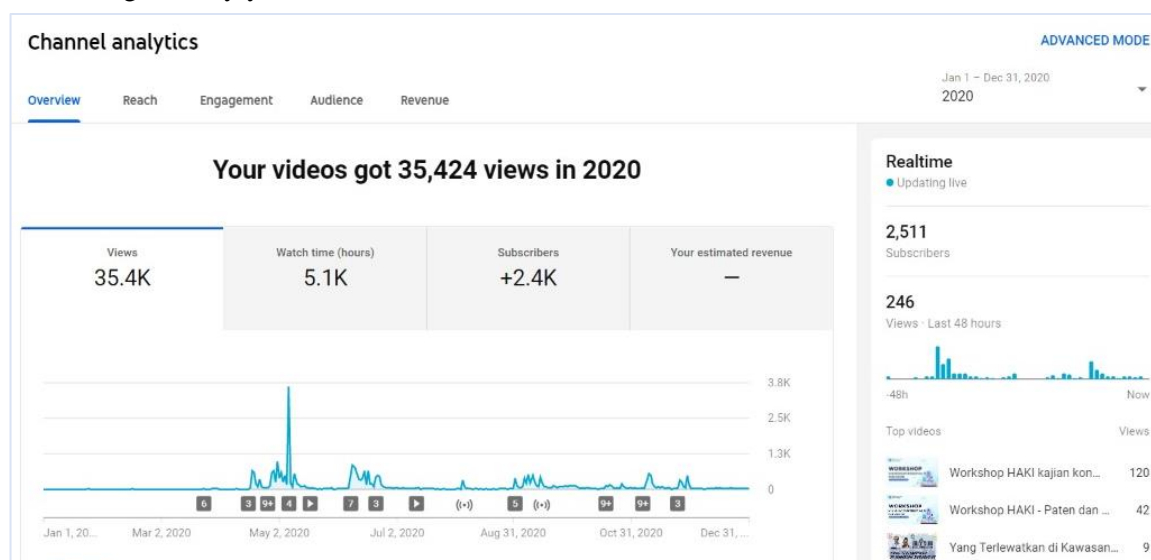


Fig 5. Google Analytics Data of Borobudur Conservation Center's YouTube (source : authors, 2020)

Compared to others Youtube channel with the same scope such as Sangiran Early Man Site Conservation Center, Yogyakarta Cultural Heritage Conservation Center, Central Java Cultural Heritage Conservation Center and Yogyakarta Vredenburg Fort Museum. The highest subscriber

graph can prove this compared to the Cultural Heritage YouTube Channel in the Central Java and Yogyakarta areas as follows;

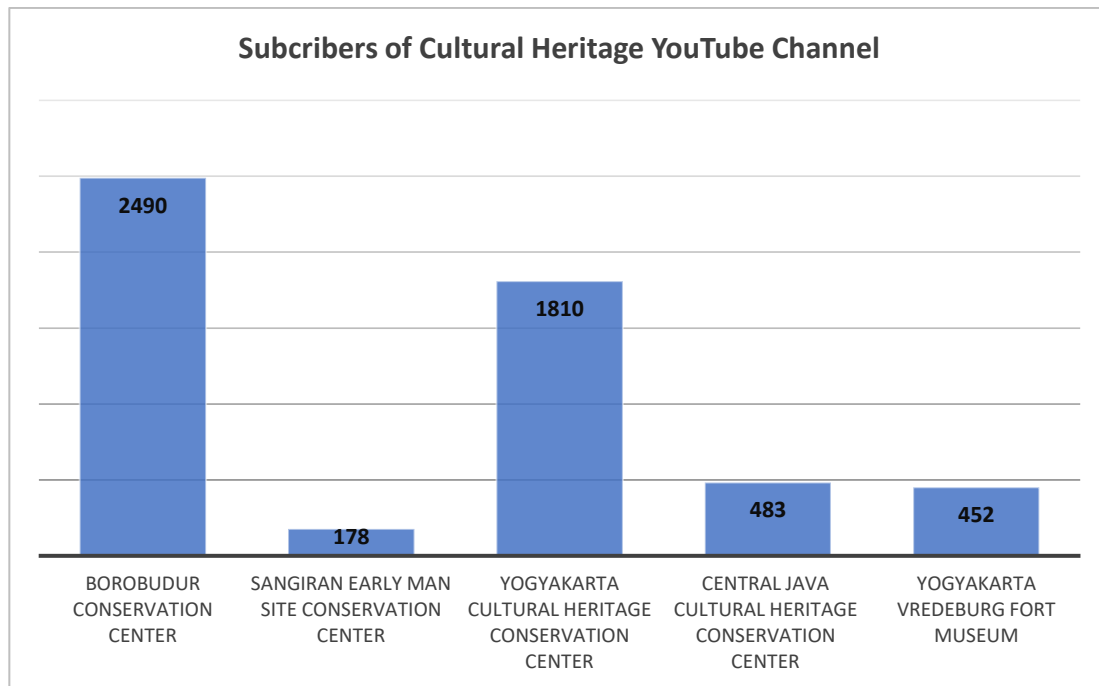


Fig 6. Comparison among several Cultural Heritage YouTube Channel (source : authors, 2020)

There are many types of content available on the YouTube Channel of the Borobudur Conservation Center. One of the contents that have a reasonably high audience is the BUSUR podcast "Ngobrol Seru Soal Borobudur." Since it was broadcast in June 2020, 500 people have consistently seen every broadcast, even more than 1000 people have seen some titles. The number of subscribers on the Borobudur Conservation Hall Channel has also increased significantly from around 150 to 2490 subscribers. BUSUR have a purpose where the material provided is quite diverse, such as stories about ancient lakes around Borobudur temple, conservation development in Indonesia, seeing the life of old Javanese people through the reliefs of Borobudur Temple, the benefits of UNESCO World Heritage, seeing Borobudur Temple in a documentation perspective, Borobudur temple in the memory of world archives, and several cultural results that exist around Borobudur temple. A relaxed discussion so that it is easier to understand is one thing that the audience appreciates; it can be seen from the responses given in the comments column. Apart from that, interactive discussions with the audience became a particular attraction, as evidenced by the many questions submitted in the comments column, which were then selected by the hosts to be discussed with the speakers. The duration of each broadcast is around 1 hour so that the audience does not feel bored in following the discussion. To increase the number of viewers who see every activity, it always begins with publication through social media Instagram, Facebook, website announcements, and Whatsapp Groups networks. Eight titles have been aired until the end of 2020. The BUSUR video podcast received responses from the public, as shown by the following graphic;

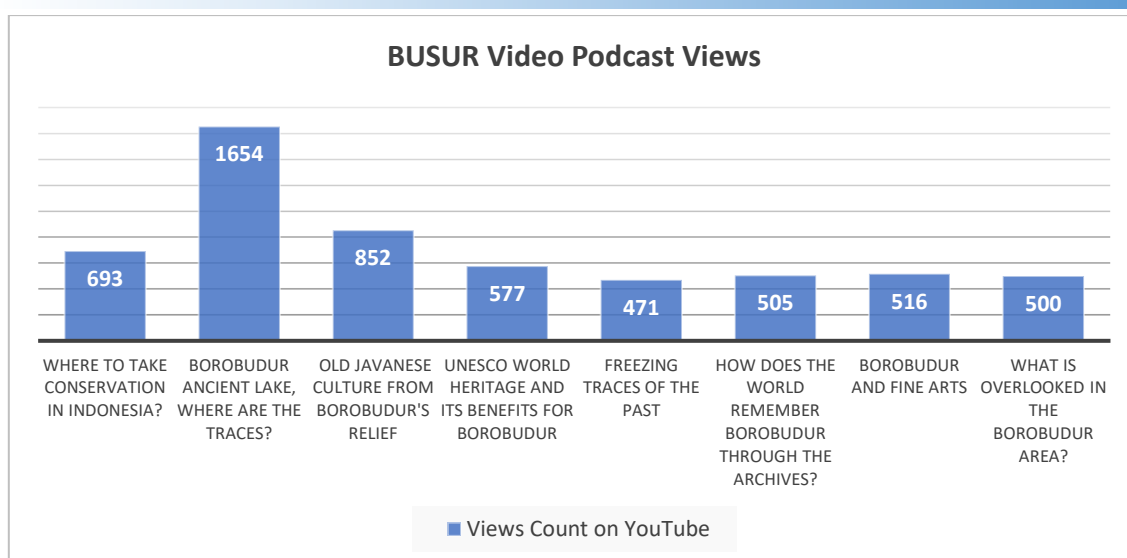


Fig 7. Comparison among several Cultural Heritage YouTube Channel (source : authors, 2020)

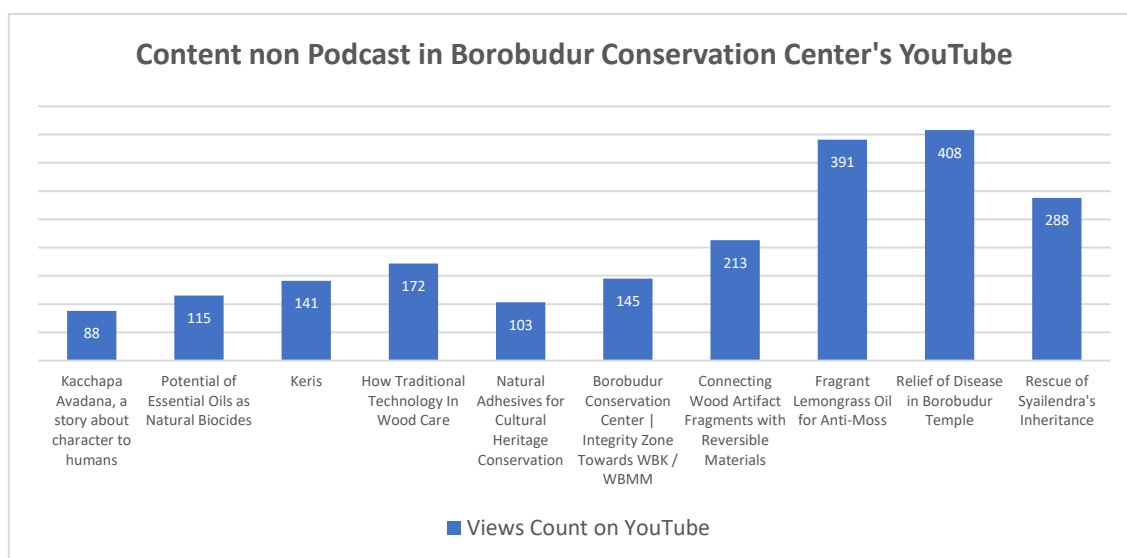


Fig 8. Views Count on Another Content in Borobudur Conservation Center's YouTube (source : authors, 2020)

The video content of the BUSUR podcast can be compared to non-podcast content on the Borobudur Conservation Hall YouTube Channel, such as conservation tutorial videos or site visits. Based on the data above, the average BUSUR views are above 500 compared to several other contents uploaded on the Borobudur Conservation Center YouTube Channel, such as conservation tutorial videos or other site visits below 300 views. The BUSUR podcast content is more interesting than other content because of broadcast live, where the interaction between the audience and discussion activities goes interactively. So that the function of YouTube as a social media where there is a more natural interaction than other content in the form of non-podcasts.

The video podcast created by the Borobudur Conservation Center with the content called BUSUR has proven that it is indeed one of the representative alternative media. Representatives in the sense of being able to attract good public interest amid the COVID-19 pandemic. In view, BUSUR video podcast can be admitted that it is still far behind the mainstream podcast content on YouTube, which can penetrate millions of views. However, when compared to the theme of cultural heritage in the Yogyakarta and Central Java areas, BUSUR is one of the content with the best response. Also, video podcasts with the theme of cultural heritage are still very minimal, and that BUSUR is the first to present it in this way.

5. Conclusion

Based on the results and discussions presented, the Video Podcast, which is one of the contents from the Borobudur Conservation Hall YouTube Channel, has proven to be quite well responded to by the public compared to other existing content. Good public acceptance is evidenced by eight uploaded content, getting an average of 500 views, with the highest views reaching 1654 and the lowest 471. Compared to other content in the form of conservation tutorials and site visits, the views are very far because it only reaches 408. Thus, Video Podcast is one of the alternative education media in delivering information to the public. During the COVID-19 pandemic that is currently happening, the ability to utilize media related to technology. With technology, cyber public relations will make it easier to reach the public who must be at home during the lockdown. The video podcast is one of the publication media for the Borobudur Conservation Center in fulfilling one of its main tasks as a source of information on Borobudur Temple. Palenque (2016) stated that the future of podcast will be strong, because these new technologies built upon the existing one [30]. One of the advantages of video podcasts is that the public likes it because it is presented through small talk and interactive. After all, it is broadcast live. It attracts the public's interest to know more about Borobudur Temple. Video podcasts are more desirable than other content in the form of online seminars. Video podcasts are in demand because they are more dynamic and interactive than online seminars, which tend to be more formal. After this research, the hope for further research is that video podcast content can be more attractive and effective in reaching the audience. The theme of cultural heritage has not yet received sufficient publicity, hoping that in the future, the theme of cultural heritage will be more and the public will be more aware of the historical heritage in Indonesia.

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