



New Media Convergence in Message Delivery Through Podcasts: An Analysis of Deddy Corbuzier's *Close The Door* Podcast (Episode Case 003: Callous)

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Abstract. Media convergence has transformed the way messages are delivered, particularly in digital platforms such as podcasts. Deddy Corbuzier's *Close The Door* podcast is an example of how media convergence integrates audio and visual elements to enhance message delivery. This study aims to analyze how Deddy Corbuzier utilizes media convergence in episode Case 003: Callous and how the message delivery process takes place within this framework. This research employs a qualitative approach with a content analysis methodology. Data were collected through observations, interviews, and documentation to explore the strategies used in message delivery and audience engagement within the podcast. The findings indicate that Deddy Corbuzier applies video podcasting, which integrates audio-visual elements to create an immersive experience. The podcast facilitates two-way communication (interactional), enabling engagement between the host and the audience. The study also identifies key messages conveyed in the episode, such as the importance of self-confidence and avoiding the “people-pleaser” mentality. Additionally, the study highlights the success strategies suggested by Deddy Corbuzier, which include self-belief, perseverance, and continuous self-improvement. Deddy Corbuzier employs various communication techniques, including the bridging technique, which connects unrelated topics seamlessly to create engaging discussions. Furthermore, persuasive communication is utilized to influence audience perception and encourage motivation. The study suggests that media convergence in podcasts enhances storytelling effectiveness and audience retention.

Keywords: Media Convergence; Podcast; Message Delivery; Persuasive Communication; Bridging Technique

1. Introduction

The rapid advancement of communication and information technology has significantly transformed the media landscape, particularly in how content is created, distributed, and consumed (Audi et al., 2022). Traditional media, such as newspapers, television, and radio, have gradually adapted to the digital age through various forms of media convergence (Månsson, 2011; Seale, 2005; Silalahi, 2023; Tárca & Marinho, 2008). One of the emerging forms of media convergence is the podcast, which combines the intimacy of radio with the accessibility of digital platforms (Hana & Iswahyuningtyas,

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2017; Lawson - Borders, 2003; Liu, 2022; Yanardağoğlu, 2021). Podcasts allow for flexible content consumption, where listeners can access discussions on various topics at their convenience.

Deddy Corbuzier's *Close The Door* podcast (2020; 2022; 2023; 2023; 2022; 2022; 2022) has become one of the most influential digital talk shows in Indonesia, utilizing media convergence to integrate audio-visual elements, engage audiences, and create impactful conversations. His podcast often features trending and controversial topics, attracting millions of viewers and fostering discussions on social and cultural issues. One particular episode, *Case 003: Callous*, gained widespread attention due to its provocative theme and direct communication style, making it an interesting subject for academic analysis.

The concept of media convergence, as defined by Henry Jenkins (2014), refers to the process in which old and new media intersect, creating a shift in content production, distribution, and consumption. Podcasts exemplify this phenomenon by merging traditional radio formats with internet-based platforms, such as YouTube, Spotify, and Apple Podcasts. Studies have shown that podcasts provide a more engaging experience for audiences due to their interactive nature, allowing hosts to communicate directly with listeners through comments, social media, and other digital interactions (Ahmad Salman Farid & Pooja Pathak, 2024; Sovia & Silvio, 2024).

Podcasts have also been recognized as an alternative to mainstream media, providing a platform for independent creators to share opinions and insights without the constraints of conventional broadcasting regulations. Research by Yubiantara (2020) highlights the growing popularity of podcasts as a tool for knowledge sharing, entertainment, and social discourse. The increasing number of podcast listeners has prompted media companies, including radio stations, to adopt podcasting as part of their digital transformation strategies.

Despite the growing body of research on media convergence and podcasting, there is limited academic discussion on how specific content creators utilize these technologies to shape audience perceptions and influence public discourse. Most existing studies focus on the technical aspects of podcasts, such as production quality and distribution channels, rather than the communicative strategies employed by influential podcasters.

Deddy Corbuzier's *Close The Door* podcast stands out as a unique case study due to its ability to attract massive viewership through a combination of visual and auditory elements, controversial discussions, and persuasive communication techniques. However, there is a lack of in-depth analysis regarding how media convergence enhances message delivery in his podcast, particularly in episodes that address sensitive and thought-provoking issues. This research seeks to fill that gap by examining the communication strategies, framing techniques, and audience engagement methods used in *Case 003: Callous*.

Understanding how Deddy Corbuzier employs media convergence in his podcast has both theoretical and practical implications. Theoretically, this study contributes to the discourse on media convergence by providing insights into how digital platforms facilitate new forms of communication that blend traditional and modern media elements. Practically, the findings can serve as a reference for content creators, media professionals, and communication scholars interested in optimizing digital content delivery.

By analyzing *Case 003: Callous*, this research also sheds light on the role of podcasts in shaping public opinion, influencing audience perceptions, and fostering digital



engagement. Additionally, it explores how the integration of audio-visual elements enhances storytelling, making complex topics more accessible and engaging for viewers.

This study aims to analyze how Deddy Corbuzier utilizes media convergence in the Close The Door podcast, specifically in episode Case 003: Callous. As a digital platform that integrates both audio and visual elements, this podcast serves as a compelling case to understand how new media technologies enhance message delivery. Additionally, this research examines the process of message transmission within the podcast, focusing on the use of visual cues, persuasive language, and framing techniques that shape audience perception and response to the content.

Furthermore, this study investigates the audience engagement strategies implemented in the podcast and how these strategies contribute to its popularity and influence. With the growing prominence of podcasts as a form of digital communication, this research also explores the broader implications of podcasting in the context of media convergence. By addressing these objectives, this study aims to provide valuable insights for academics, media practitioners, and content creators on optimizing digital media for more effective and impactful message delivery.

2. Methods

This study employs a qualitative research method with a descriptive approach. A qualitative descriptive approach is chosen because it emphasizes an inductive analysis process, focusing on understanding the dynamics of relationships between observed phenomena. Through scientific reasoning, the researcher aims to explain, interpret, and provide an in-depth analysis of the collected data. The primary objective of this research is to analyze new media convergence in delivering messages through podcasts, using Deddy Corbuzier's Close The Door Podcast, specifically the Listen to Me segment in Case 003: Callous, as a case study.



Figure 1 Thumbnail CASE 003 : CALLOUS - (Deddy Corbuzier Podcast)

Source: <https://youtu.be/Oxz8XUlhcy?si=BF5yA1cRo4qxGxm0>



The descriptive nature of this research seeks to provide a detailed account of the podcast episode, examining both the content and its impact (Arceo, 2017; Fu, 2023; Jenkins & Plasencia, 2024; Nugroho, 2023). Descriptive research allows the researcher to document existing conditions, relationships, opinions, ongoing processes, and their effects, offering an accurate portrayal of how media convergence is applied in Deddy Corbuzier's podcast.

The primary data in this study is derived from the Case 003: Callous episode of Close The Door Podcast, which was uploaded to Deddy Corbuzier's YouTube channel on June 22, 2023. This episode serves as the main research material, enabling an in-depth analysis of message delivery, media convergence strategies, and audience engagement. In addition to the primary data, secondary data sources include books, academic journals, and scientific articles related to new media convergence, digital communication, and content analysis. Other supporting materials such as news articles and media reports that discuss Deddy Corbuzier's podcast and its impact on public discourse are also considered. Additionally, the researcher examines comments from the YouTube comment section of the Case 003: Callous episode, which provide valuable insights into audience reactions, interpretations, and engagement with the content.

This research is conducted through an analysis of digital content available on Deddy Corbuzier's YouTube channel. The research period is planned to take place from May to August 2024, covering several phases such as proposal submission, data collection, ethical review, data analysis, and finalizing research findings. The data collection technique involves transcribing the podcast episode to analyze verbal and visual elements used in message delivery. The researcher carefully observes and categorizes the use of persuasive language, framing techniques, and visual elements in the video. Furthermore, audience interactions are analyzed through the study of YouTube comments and reactions to understand how engagement strategies influence viewership and reception. Findings from the analysis are then compared with relevant theories of media convergence, digital communication, and message framing obtained from academic sources.

The data analysis process follows a descriptive-analytical method, meaning that findings are presented in the form of words, images, and interpretations rather than numerical statistics. The analysis involves organizing and categorizing data from transcripts, audience comments, and supporting literature. It also includes identifying patterns related to media convergence strategies, message delivery techniques, and audience engagement (Baranova et al., 2020; F. Magnaye & E. Tarusan, 2023). The researcher then interprets these findings by correlating them with established theories and prior research in the field. Finally, conclusions are synthesized to provide a comprehensive understanding of how Close The Door Podcast leverages new media convergence to shape public discourse. By adopting this methodological framework, the study ensures a systematic, rigorous, and comprehensive approach to examining the role of podcasts as a medium of digital communication and media convergence.

3. Result and Discussion

3.1. Persuasive Framing in Deddy Corbuzier's Podcast: Case 003

Deddy Corbuzier's podcast, particularly in the Close The Door segment, is known for its bold and provocative approach to discussions. In the episode analyzed, Case 003: Callous, Deddy opens with the statement, "Being a bad person is easy." This phrase, at first glance, seems controversial and could be misunderstood if taken out of context. However, from a communication perspective, this opening serves as a bridging technique—a



strategy used to connect seemingly unrelated topics into a coherent narrative. By using such a statement, Deddy captures the audience's attention and encourages them to continue watching, a technique commonly used in persuasive communication and content creation to maintain engagement.

Deddy Corbuzier's rhetorical style is characterized by his blunt and direct manner of speaking, which resonates with his audience, often referred to as "Smart People." This particular episode illustrates how he employs persuasive communication to challenge conventional thinking. Rather than promoting immoral behavior, Deddy reframes the concept of "evil" as a form of self-assertion and mental resilience. He argues that being overly accommodating to others without considering one's own interests can lead to exploitation. In this sense, the term "evil" is not about harming others but about standing firm in one's decisions, setting boundaries, and not allowing oneself to be taken advantage of.

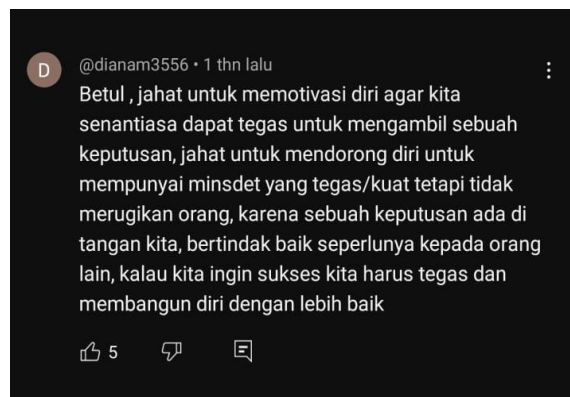


Figure 2 Netizen Comments 1

Source: <https://youtu.be/Oxz8XUlhycy?si=BF5yA1cRo4qxGxmO>

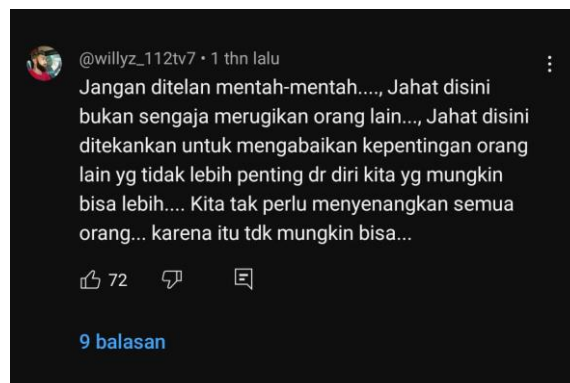


Figure 3 Netizen Comments 2

Source: <https://youtu.be/Oxz8XUlhycy?si=BF5yA1cRo4qxGxmO>

This interpretation is further supported by audience comments. Several viewers expressed agreement with Deddy's perspective, emphasizing the importance of being firm in one's principles. For instance, a comment from a user stated that "being evil" in this context means developing mental toughness without causing harm to others. Another viewer noted that the key takeaway from Deddy's statement is to stop trying to please everyone, as it is an impossible and exhausting pursuit.

From a media analysis standpoint, Deddy Corbuzier's use of language and framing in this episode exemplifies how digital content creators leverage controversy and rhetorical



strategies to stimulate discussion. His approach aligns with the concept of media convergence, where different communication styles, platforms, and audience engagement techniques intersect to create impactful digital content. By deliberately choosing words that challenge societal norms, Deddy ensures that his content remains thought-provoking and widely discussed, thereby increasing its reach and influence.

Modern digital communication blends persuasive storytelling with audience interactivity. Deddy Corbuzier does not merely present information; he shapes narratives in a way that encourages critical thinking and discussion. His use of bold statements, coupled with structured argumentation and real-world relevance, enhances the persuasive impact of his podcast. This demonstrates how media figures in the digital age can strategically use framing and discourse techniques to shape public perception and engagement.

3.2. Success and the Perception of 'Evil': A Critical Analysis of Deddy Corbuzier's Podcast

Deddy Corbuzier's statement, "To be successful, sometimes you have to be evil," is undeniably provocative and can easily be misinterpreted when taken at face value. In his characteristic direct and assertive style, Deddy delivers this message with a tone that demands attention, making it easy for audiences to react emotionally. However, a deeper analysis reveals that his intent is not to encourage unethical behavior but to challenge conventional thinking about success. The word "evil" here is not meant in its literal, moral sense but rather as a metaphor for adopting a strong, strategic, and sometimes ruthless mindset in achieving one's goals. This framing technique is an example of how he engages his audience, pushing them to reflect and reconsider commonly held beliefs.

The idea that success sometimes requires a degree of toughness or even perceived "evil" is not entirely new. Many successful individuals have had to make difficult decisions, set firm boundaries, and prioritize their own interests over others'. In business, for example, leaders often face situations where they must choose between personal relationships and professional growth. Deddy Corbuzier's statement can be interpreted as an encouragement to be firm and unwavering in one's pursuits, even when it means disappointing others. The challenge, however, lies in how audiences perceive and interpret such messages, particularly when they are framed in such an intense manner. Without full context, a viewer might misinterpret his words as advocating unethical behavior, which underscores the importance of media literacy in consuming digital content.

Deddy Corbuzier's background in both television and digital media gives him a keen understanding of how language and framing influence public perception. He is well aware that using a strong word like "evil" sparks discussion and engagement, making his content more viral and impactful. This technique aligns with the nature of digital media, where controversial or thought-provoking statements tend to generate higher engagement. His audience, often referred to as "Smart People," is expected to think critically and look beyond the surface of his words. However, this also presents a potential risk: those who fail to grasp the nuances of his message may misinterpret his intent, leading to misunderstandings or unnecessary controversy.

A key takeaway from Deddy Corbuzier's statement is that success often requires resilience, the ability to make difficult choices, and a willingness to prioritize one's own path. This does not mean harming others or engaging in unethical behavior, but rather being strategic and assertive in pursuing goals. Many successful figures throughout history have been described as ruthless, not because they were truly evil, but because



they refused to let external pressures dictate their actions. Deddy's approach in delivering this message is direct and blunt, which may make it uncomfortable for some audiences, but it ultimately serves to challenge the way people perceive success.

Deddy Corbuzier's podcast is known for its bold and unconventional discussions, and this episode is no exception. His ability to frame complex ideas in a simple yet provocative manner is a testament to his skill as a communicator. By using strong language, he ensures that his message stands out in an oversaturated media landscape. However, this also places a responsibility on viewers to engage with content thoughtfully, considering the broader context rather than reacting to isolated statements. The way Deddy uses controversial statements to initiate deeper discussions highlights the evolving nature of media consumption, where audiences must learn to differentiate between clickbait and meaningful discourse.

Ultimately, the phrase "To be successful, sometimes you have to be evil" is a lesson in framing and perception. Deddy Corbuzier uses this phrase to provoke thought, pushing his audience to reconsider what it truly takes to succeed. Success is not about being unethical but about being firm, decisive, and sometimes willing to make unpopular choices. His approach reflects a broader shift in media communication, where engagement-driven content must be critically examined to extract its intended meaning. This reinforces the importance of context in digital discussions, emphasizing that viewers must move beyond surface-level interpretations to truly understand the messages being conveyed.

3.3. Dark Triad and the Ethics of Success: A Critical Analysis of Deddy Corbuzier's Podcast

Deddy Corbuzier's podcast frequently touches on controversial yet thought-provoking discussions, particularly about success and the traits needed to achieve it. One of his most debated arguments is that "successful people must sometimes be evil." This statement initially sounds provocative and morally questionable. However, upon deeper analysis, Corbuzier is not advocating for unethical behavior but rather suggesting that traits typically seen as negative—such as psychopathy, Machiavellianism, and narcissism (commonly known as the Dark Triad)—can contribute to success if understood and controlled properly. He argues that being overly kind, accommodating, or dependent on others' approval can hinder personal and professional growth. This perspective challenges conventional wisdom that success is solely built on honesty, hard work, and kindness. Instead, Corbuzier asserts that assertiveness, strategic thinking, and self-confidence, even when perceived as "evil" by others, are crucial in navigating competitive environments.

The Dark Triad traits—psychopathy, Machiavellianism, and narcissism—are often associated with negative behaviors such as manipulation, lack of empathy, and an excessive sense of self-importance. However, Corbuzier's argument suggests that in a competitive world, these traits can also provide strategic advantages. For example, psychopathy, characterized by emotional detachment and a lack of empathy, may help individuals make tough decisions without being overly influenced by emotions. In leadership or business settings, this trait can prevent decision-makers from being easily manipulated or emotionally overwhelmed. Similarly, Machiavellianism, which involves strategic manipulation and pragmatism, can be useful in negotiations or high-stakes environments where calculated moves determine success. Lastly, narcissism, often criticized for being self-centered, can also foster confidence and resilience, which are



essential in leadership roles. However, Corbuzier emphasizes that these traits should be applied within ethical boundaries and not be used to harm others.

One key point of his discussion is “evil but knowing the limits.” Corbuzier acknowledges that while success sometimes requires a strong and uncompromising approach, there must still be moral constraints (Abdelhamid Mahmoud Ahmed Khalifa, 2023). For example, being firm and refusing to be taken advantage of is not the same as being ruthless or unethical. Many successful people set clear boundaries, prioritize their own goals, and are willing to make tough decisions without being overly concerned about others' opinions. However, this does not mean engaging in unethical behavior such as lying, cheating, or exploiting others. Instead, it suggests that standing one’s ground, prioritizing self-interest, and making strategic decisions—even if perceived as “cold” or “harsh” by others—can be beneficial for success.

Another interesting topic he addresses is the problem with being a “people pleaser (Sun et al., 2022).” Many individuals, especially in professional settings, struggle with saying no, fearing that they will be disliked or seen as uncooperative. Corbuzier argues that people who are too focused on pleasing others often lose their own identity and fail to make decisions that truly benefit them. Success, according to him, requires a strong personal stance and the ability to withstand criticism. Those who constantly seek approval from others tend to be easily influenced, making them less likely to take risks or stand out in competitive environments. While kindness and cooperation are important, they should not come at the cost of personal ambition or self-respect. Being respected is more important than being liked, especially in leadership and business.

Table 1 The Key Traits Discussed and Their Potential Role in Success

Trait	Definition	Potential Positive Impact	Potential Negative Impact
Psychopathy	Lack of empathy, emotional detachment	Decisiveness, ability to handle pressure	Lack of concern for others, unethical decision-making
Machiavellianism	Manipulative, strategic, pragmatic	Strong negotiation skills, ability to navigate power dynamics	Deception, lack of trustworthiness
Narcissism	Self-centered, craving admiration	Confidence, strong leadership presence	Arrogance, inability to accept criticism
People Pleasing	Overly eager to gain approval	Good teamwork, adaptability	Lack of self-assertion, difficulty making tough decisions
Large Social Circle	Having many acquaintances	Broad professional network	Potentially shallow or opportunistic relationships

Corbuzier's arguments challenge traditional notions of morality in success, advocating for a strategic balance between ambition and ethical responsibility. While adopting Dark Triad traits can provide advantages, it is crucial to maintain ethical boundaries and avoid harming others for personal gain.

Additionally, Corbuzier challenges the misconception that having a large social circle automatically leads to success. Many people believe that having numerous connections equates to better opportunities, but Corbuzier warns that not all friendships are beneficial. Some individuals maintain large networks not because they are well-liked but



because they conform to others' expectations and avoid conflicts. He highlights that true success is not about how many friends one has but about having the right kind of relationships—ones that are based on mutual respect, genuine support, and shared values. In contrast, those who are surrounded by people simply because they are agreeable or accommodating may find themselves exploited or undervalued in the long run.

Corbuzier's perspective on success challenges traditional notions of morality in professional and personal growth. While qualities like honesty, kindness, and cooperation remain valuable, he argues that in highly competitive environments, individuals must also develop resilience, strategic thinking, and assertiveness. The key takeaway is balance—being ambitious and confident without becoming unethical, being firm without being ruthless, and being socially aware without being a people pleaser. By understanding these dynamics, individuals can navigate the complexities of success with both intelligence and integrity.

3.4. New Media Convergence in Message Delivery Through Podcasts

In today's digital era, new media convergence has revolutionized the way messages are packaged and delivered to audiences. One of the fastest-growing communication platforms is podcasts, which integrate various media elements from traditional and digital sources. A prime example of this convergence in Indonesia is Deddy Corbuzier's Podcast (Close The Door), which has captivated millions of listeners and established itself as a powerful public discussion platform.

Media convergence refers to the merging of different forms of media—print, electronic, and digital—into a single platform that enhances accessibility and interaction (Baoill, 2008). In the case of Deddy Corbuzier's podcast, this convergence is evident in several key aspects. First, the integration of audiovisual and digital formats. Unlike traditional audio-only podcasts, Deddy Corbuzier's show is also available in video format on YouTube. This allows audiences to experience content through either pure audio streaming (on Spotify and Apple Podcasts) or full video content that captures the guests' expressions, body language, and discussion atmosphere. The inclusion of video enhances engagement and provides a richer storytelling experience.

Second, the convergence of distribution channels. Unlike conventional broadcasting media such as television or radio, which have fixed schedules and geographic limitations, Deddy Corbuzier's podcast is available on-demand. Listeners can access episodes anytime and anywhere through various platforms, such as YouTube, Spotify, and Apple Podcasts. This cross-platform distribution expands the audience reach without relying on a single medium. The flexibility and accessibility of podcasts contribute to their growing popularity as an alternative media source.

Third, the convergence of interactivity with audiences. Traditional podcasts tend to be one-directional, but digital platforms now allow audiences to interact directly through comments, social media discussions, and audience participation in Q&A sessions. Deddy Corbuzier actively engages with his audience by reading and responding to comments on YouTube, Instagram, and Twitter. This enables two-way communication, fostering a loyal community that continuously engages with the content. As Henry Jenkins (2008) emphasized, media convergence has led to a participatory culture where audiences are no longer passive consumers but active participants in media content creation and discussion.



Fourth, the convergence of content and message framing. Deddy Corbuzier uses his podcast as a platform to discuss a wide range of topics—from politics and social issues to entertainment and personal development. He applies controversial yet educational framing, which draws attention and stimulates public debate. For example, in an episode titled “To Succeed, Sometimes You Have to Be Ruthless,” he employs provocative language to spark discussion but then elaborates on the realities of competition in the professional world. This approach exemplifies how media framing in the digital age can shape public opinion and influence audience perceptions (Entman, 1993).

Fifth, the convergence of media roles between mass media and individuals. In traditional media ecosystems, information dissemination was dominated by large institutions such as television networks and newspapers. However, in the era of podcasts and social media, individuals like Deddy Corbuzier act as independent gatekeepers of information, selecting narratives, choosing relevant topics, and inviting high-profile guests. This shift signifies the growing influence of independent journalists and content creators in shaping public discourse, reducing reliance on mainstream media (Deuze, 2007).

Lastly, the convergence of monetization strategies in digital media. Deddy Corbuzier’s podcast is not just a communication tool; it is also a lucrative business. Through various monetization models such as sponsorships, advertisements, and YouTube monetization, the podcast generates significant revenue. With millions of views per episode, brands are eager to collaborate, demonstrating how media convergence opens new opportunities in the creative and digital broadcasting industries.

From the case study of Deddy Corbuzier’s Podcast, it is evident that new media convergence has significantly transformed how messages are delivered and consumed. Podcasts are no longer just an alternative medium; they have become an integral part of the modern media ecosystem, influencing public discourse, expanding audience reach, and fostering interactive engagement between creators and listeners.

4. Conclusion

The findings of this research indicate that new media convergence has significantly transformed message delivery through podcasts, particularly as exemplified by Deddy Corbuzier’s Podcast (Close The Door). The study highlights several key aspects of convergence, including the integration of audiovisual formats, multi-platform distribution, interactive audience engagement, content framing strategies, the shifting role of independent media figures, and innovative monetization models. These elements collectively demonstrate how podcasts have evolved beyond mere audio content into a dynamic and influential communication platform that shapes public opinion and discourse. Deddy Corbuzier’s approach serves as a successful case of leveraging media convergence to expand audience reach, maintain high engagement, and sustain financial viability in the digital landscape.

The discussion further underscores that media convergence enables greater accessibility, flexibility, and participatory culture in podcast consumption. Unlike traditional media, podcasts offer on-demand content that empowers audiences to select, engage, and respond to discussions in real-time. Additionally, the study suggests that the convergence of independent and mass media roles is reshaping the media ecosystem, allowing individual content creators to act as primary gatekeepers of information. However, concerns arise regarding the ethical implications of content framing, potential misinformation, and the influence of monetization on content neutrality. These issues



highlight the need for ongoing discussions on the responsibilities of independent podcasters in maintaining journalistic integrity.

Despite these valuable insights, the study has several limitations. First, it focuses primarily on one case study (Deddy Corbuzier's Podcast), which may not fully represent the broader landscape of podcasting and media convergence. Second, the research does not extensively analyze the psychological and behavioral impacts on audiences, which could be crucial in understanding engagement patterns. Future research should explore comparative analyses between different podcasting models, audience perception studies, and the impact of AI-driven content personalization in podcast recommendations. By addressing these gaps, future studies can provide a more comprehensive understanding of how new media convergence continues to shape digital communication and audience behavior in the evolving media ecosystem.

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