



Developing Podcasts as a Learning Medium in the Digital Era for Business Administration Students as the Vocational Faculty of Brawijaya University

Hapsari Dian Sylvatri^{1*}, Citra Dewi Megawati²
^{1,2} Brawijaya University, Malang, Indonesia

(*). Corresponden Author: sylvahapsari@ub.ac.id

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Abstract

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This research explores the development of podcasts as an innovative digital learning medium for Business Administration students at the Vocational Faculty, Universitas Brawijaya. The study aims to enhance students' technological competence (TKT), specifically at level 4, by using podcasts as alternative learning media. By employing a qualitative descriptive research method, the data were gathered through questionnaires distributed to students, focusing on their perceptions of podcast use in learning. The findings suggest that podcasts are effective in increasing students' understanding, interest, and involvement in learning, and contribute positively to their readiness for the digital era. Podcasts offer flexibility, accessibility, and cater to diverse learning styles, making them an ideal supplement to traditional learning tools.

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INTRODUCTION

A major transformation resulting from digitalization has taken place in the education industry. The necessity of moving to digital media has intensified since the COVID-19 pandemic, propelling all educational institutions towards online learning. Among the new innovative media, podcasts have emerged as a different method of learning. Podcasts offer a flexible educational experience, allowing students to engage with learning resources at any time and place while catering to various learning

preferences. De Potter and Hernacki (2016) state that there are three main learning styles: visual, auditory, and kinesthetic. Podcasts facilitate both visual and auditory learning since they are available on audio platforms, enabling students to listen to the content multiple times.

Nevertheless, although the popularity of podcasts is rising, there is a lack of research in Indonesia focusing on the use of podcasts as educational tools in vocational education, especially at the Vocational Faculty of Universitas Brawijaya. This gap is the primary reason for carrying out this study—to create podcasts as learning tools that better align with students' requirements in the digital age.

LITERATURE REVIEW

The Importance of Podcasts in Learning

Podcasts have become more widely used in education as an engaging learning resource. McGarr (2007) states that podcasts have significant potential in improving students' comprehension, especially in both theoretical and practical learning situations. Gorra and Finlay (2009) further support this, showing that employing podcasts in business simulations allows students to access learning materials with greater flexibility. Podcasts help students learn in alignment with their preferred methods, particularly for those who excel in auditory learning. Consequently, podcasts are not just forms of entertainment but have transformed into significant educational tools in the digital age.

The Advantages of Podcasts for Education

Utilizing podcasts as educational tools offers multiple important advantages. Podcasts provide flexibility, enabling students to access educational content at any time and from any location according to their personal timetables. Secondly, podcasts allow for self-directed learning since learners can listen to episodes again as needed. Third, podcasts offer a more casual and engaging learning experience than conventional teaching methods.

METHODS

This research utilized a descriptive qualitative method backed by quantitative data gathered via surveys. The surveys were given to Business Administration students at the Vocational Faculty of Universitas Brawijaya to collect data on their views about using podcasts for educational purposes. The gathered data were examined to assess the impact of podcasts as educational tools in improving students' technological abilities and involvement in the learning experience.

RESULT AND DISCUSSION

The results of this research indicate that most Business Administration students view podcasts as a valuable and captivating educational tool. The numerical information gathered from the survey answers is presented in Table 1.

Table 1. Students' Perceptions of Podcasts as Learning Media

Aspect	Indicator	Percentage of Agreement (%)	Description
Students' Understanding	Podcasts help students understand lecture concepts, especially in the <i>Digital Public Relations</i> course.	49.0	Most respondents strongly agreed that podcasts improve their conceptual understanding and comprehension of course materials.
Interest and Engagement	Podcasts increase motivation and participation in the learning process.	45.9	Respondents reported higher levels of engagement and felt more motivated to study independently after listening to podcasts.
Relevance of Podcasts	Podcasts are relevant to technological advancements in the <i>Society 5.0</i> era.	51.0	Students agreed that podcasts are compatible with the flexibility and accessibility required in modern digital learning.

From the information provided in Table 1, it can be inferred that podcasts have a beneficial impact on students' learning experiences. Almost 50% of the participants (49%) felt that podcasts significantly improve their comprehension of course topics, especially in theoretical areas. Additionally, 45.9% of those surveyed reported that podcasts enhance their motivation and involvement in learning. A marginally larger percentage (51%) recognized that podcasts pertain to the traits of the Society 5.0 period, highlighting the significance of adaptability, accessibility, and the incorporation of technology in education.

These results indicate that podcasts can act as an additional learning resource that enhances both theoretical understanding and self-directed learning behaviors in vocational students.

Discussion

Podcasts as educational tools offer the flexibility that is crucial in the digital age. Learners have the flexibility to study at any time and place that suits their individual timetables. Additionally, podcasts allow them to review the learning content, which enhances their comprehension of the concepts presented. Podcasts have been shown to boost students' engagement in learning Digital Public Relations by providing an interactive and hands-on educational experience. The findings suggest that podcasts enhance understanding and promote self-directed learning, allowing students to regulate their study pace and frequency.

These results align with earlier research by McGarr (2007) and Gorra & Finlay (2009), which highlighted the importance of podcasts in enhancing learning flexibility and participation. Thus, incorporating podcasts into vocational education can be viewed as a creative method to cater to the learning preferences of digitally savvy students, especially in subjects that necessitate conceptual comprehension and practical application.

CONCLUSION

The findings of this study indicate that podcasts serve as an effective educational tool for Business Administration students at the Vocational Faculty of Universitas Brawijaya. Podcasts not only improve students' comprehension of course content but also boost their enthusiasm and involvement in the learning experience. In the Society 5.0 era, podcasts hold significant relevance and can act as a creative educational tool that fosters technological progress in learning

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