

ABSTRACT

Dissemination of information can be used through many media, one of which is podcasts. The Bandung City Communication and Informatics Department uses podcasts because they see the high public interest in podcasts and the lack of podcasts that discuss about the Bandung City. With that, to find out the role of the Bandung City Communication and Informatics Department podcast in disseminating information, communication planning is needed as an effort to minimize obstacles that occur during the communication process, including by determining communicators, setting targets, compiling messages, selecting media, and the effects of communication. This study uses a descriptive qualitative method. In collecting data, this research used interview, observation, and documentation methods. There were 11 informants in this study who were selected using the purposive sampling technique. The results of the study indicate that the Bandung City Communication and Informatics Department is a communicator to disseminate information, with the target audience being Generation Z from the age of 20-24 years. In addition, the Bandung City Communication and Informatics Department also organize messages and media selection. The media used is podcasts. The information disseminated has an effect on the target in the form of adding insight and knowledge about programs of the Communication and Informatics Department and the Bandung City Government, also other information about the Bandung City.

Keywords: information dissemination, new media, podcast