

ABSTRACT

The podcast program on Instagram social media as a manifestation of the use of social media in reaching audiences is carried out by several institutions or sectors such as DDB Internship Telkom and SMB Admission Telkom University. In this case, the Bakti Banua Youth unit as an organization engaged in social and youth affairs also uses social media as a medium in conveying information related to programs that are run and increasing branding to the community to reach audiences, one of which is through the Pemuda Talk podcast program. In the production of the Pemuda Bicara podcast using Instagram social media designed by the author, emphasizing the appearance of attractive visualizations with the aim of increasing brand image to become a branding media for the Pemuda Bakti Banua unit. Thus, this final work entitled "Designing a Pemuda Bicara Podcast in Improving Brand Image and Becoming a Branding Media for Pemuda Bakti Banua" aims to enhance the brand image of the Pemuda Bakti Banua unit and create a branding medium through this podcast program. The author has used a theoretical framework that supports the improvement of brand image and the use of social media branding dimensions. In its preparation to obtain data, the author uses qualitative methods, namely interviews twice, the first time is during pre-production of the work conducting interviews with the person in charge of the Pemuda Bicara podcast and the second is post-production of works to analyze the work by interviewing two selected audiences based on activeness during the production of Pemuda Bicara podcast content, as well as making observations and documentation. The results of the interviews were used as a reference to support the production of works, and an analysis of the production results was associated with the social media branding dimension. The latest concept for the podcast was designed by the author and the team, and it is expected to serve as a reference for the production of future episodes.

Keywords: *Podcast, Social Media Branding, Brand Image, Pemuda Bakti Banua.*