ABSTRACT

This study explores the effectiveness of using podcasts as a public relations tool by analyzing how audiences respond to the content of the Ancur Podcast promoted by Daihatsu to increase kemungkinan elaborasi. This study focuses on reception analysis, an approach that examines the interaction between the message delivered by the brand and the audience's interpretation of the message. Using the theoretical framework of reception analysis by Stuart Hall, this study evaluates how messages in the podcast are understood and received by the audience, which illustrates the dynamics between Daihatsu's communication strategy and audience perception. A qualitative methodology was chosen for this study, involving in-depth interviews with the podcast manager, Daihatsu's PR team, and audiences, as well as content analysis of selected episodes to identify message decoding patterns. The results show that the Ancur Podcast successfully created high engagement and deep resonance with the audience, where the integration of Earned and Owned Media from the PESO model strengthened the message and increased brand credibility. Although the PESO Model is only an introduction and general framework that supports the conceptual understanding of PR, the use of reception analysis as the main tool in this study provides deep insights into how audiences interpret and respond to PR initiatives. This study underscores the importance of integrating a deep understanding of audience reception in the development of PR communication strategies to ensure the effectiveness of the messages delivered and strengthen the relationship between the brand and its consumers.

Keywords: *Reception Analysis, Public Relations, PESO Model, Podcast, Elaboration Likelihood, Daihatsu Communication.*