

ABSTRACT

The emergence of new media has impacted the dynamics of the global market, influencing how companies communicate and interact with stakeholders. New media enables companies to disseminate messages aligned with their strategic agendas to shape public perception. Podcasts, as a form of new media, have gained popularity due to their engaging characteristics. Corporate podcasts are commonly utilized by companies to communicate with stakeholders. In the realm of corporate communication, podcasts can serve as branding tools to build a company's brand image. This study aims to explore how the "Cerita Dibalik Layar" podcast, specifically the "Anak Magang PFN" episode, shapes public perception. The study employs a descriptive qualitative method with eight key informants from Generation Z, who represent the podcast's target audience criteria. Primary data was collected through interviews. The research reveals that through the podcast, informants perceive PT. Produksi Film Negara (PFN) as a state-owned enterprise (BUMN) that supports the advancement of the national creative industry, particularly in film and creative content. Informants also view PFN as a company that upholds the AKHLAK culture and accommodates Generation Z.

Keywords: Brand Image, Corporate Podcast, Generation Z