ABSTRAK

MIAN BR SIANTURI. Pengaruh Pelatihan Podcast Terhadap Keterampilan Komunikasi Warga Belajar PKBM Kurnia Foundation. Skripsi. Medan: Fakultas Ilmu Pendidikan, Universitas Negeri Medan, 2026.

Penelitian ini bertujuan untuk: (1) mendeskripsikan pelaksanaan pelatihan podcast di PKBM Kurnia Foundation, (2) mendeskripsikan keterampilan komunikasi warga belajar PKBM Kurnia Foundation, dan (3) menganalisis pengaruh pelatihan podcast terhadap keterampilan komunikasi warga belajar PKBM Kurnia Foundation. Penelitian ini menggunakan pendekatan kuantitatif dengan metode non-eksperimental kausal-komparatif. Populasi dalam penelitian ini adalah seluruh warga belajar yang mengikuti pelatihan podcast di PKBM Kurnia Foundation yang berjumlah 25 orang. Mengingat jumlah populasi yang relatif kecil, teknik pengambilan sampel menggunakan sampling jenuh, sehingga seluruh populasi dijadikan sampel penelitian dengan jumlah 25 responden. Teknik pengumpulan data dilakukan melalui penyebaran angket (kuesioner) menggunakan skala Likert yang telah diuji validitas dan reliabilitasnya. Analisis data dilakukan dengan statistik deskriptif, uji validitas, uji reliabilitas, uji normalitas, analisis regresi linear sederhana, uji t, dan koefisien determinasi (R^2). Hasil penelitian menunjukkan bahwa pelaksanaan pelatihan podcast di PKBM Kurnia Foundation berada pada kategori sangat baik. Keterampilan komunikasi warga belajar juga berada pada kategori sangat baik yang ditunjukkan melalui meningkatnya kejelasan berbicara, keberanian mengemukakan pendapat, kepercayaan diri, kelancaran berkomunikasi, serta kemampuan menyusun dan menyampaikan pesan secara sistematis. Hasil analisis regresi linear sederhana dan uji t menunjukkan bahwa pelatihan podcast berpengaruh positif dan signifikan terhadap keterampilan komunikasi warga belajar. Temuan penelitian menunjukkan bahwa pelatihan podcast memberikan kontribusi sebesar 88,4% terhadap keterampilan komunikasi warga belajar, sedangkan 11,6% dipengaruhi oleh faktor lain yang tidak diteliti. Dengan demikian, pelatihan podcast merupakan salah satu program pendidikan nonformal yang efektif dalam meningkatkan keterampilan komunikasi warga belajar melalui pembelajaran berbasis praktik dan pemanfaatan media digital.

Kata Kunci: Pelatihan Podcast, Keterampilan Komunikasi, Warga Belajar, Pendidikan Nonformal, PKBM

ABSTRACT

MIAN BR SIANTURI. The Influence of Podcast Training on the Communication Skills of Learners at PKBM Kurnia Foundation. Skripsi. Medan: Faculty of Education, State University of Medan, 2026.

This study aimed to: (1) describe the implementation of the podcast training program at PKBM Kurnia Foundation, (2) describe the communication skills of learners at PKBM Kurnia Foundation, and (3) analyze the effect of podcast training on the communication skills of learners at PKBM Kurnia Foundation. This research employed a quantitative approach using a non-experimental causal-comparative method. The population of this study consisted of all learners participating in the podcast training program at PKBM Kurnia Foundation, totaling 25 participants. Since the population was relatively small, a saturated sampling technique was applied, in which all members of the population were selected as the research sample, resulting in 25 respondents. Data were collected through a Likert-scale questionnaire that had been tested for validity and reliability. The data were analyzed using descriptive statistics, validity testing, reliability testing, normality testing, simple linear regression analysis, t-test, and the coefficient of determination (R^2). The findings revealed that the implementation of the podcast training program at PKBM Kurnia Foundation was categorized as very good. The learners' communication skills were also categorized as very good, as reflected in their improved speaking clarity, confidence in expressing ideas, fluency in communication, self-confidence, and ability to organize and deliver messages systematically. The results of the simple linear regression analysis and t-test indicated that podcast training had a positive and significant effect on the communication skills of the learners. Furthermore, the coefficient of determination (R^2) showed that podcast training contributed 88.4% to the learners' communication skills, while the remaining 11.6% was influenced by other factors not examined in this study. Therefore, podcast training can be considered an effective non-formal education program that enhances learners' communication skills through practice-based learning and the utilization of digital media.

Keywords: Podcast Training, Communication Skills, Learners, Non-Formal Education, PKBM.