

ANALYSIS OF UINSU COMMUNICATION STUDENTS ON INTRAPERSONAL COMMUNICATION THAT OCCURS IN THE PODHUB YOUTUBE VIDEO JUAN-EVE PODHUB EDITION

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ABSTRACT

This study aims to analyze intrapersonal communication as presented in a YouTube Podhub episode featuring Juan and Eve. The main focus of the study is to explore the elements of intrapersonal communication that emerge in the podcast and how Communication Studies students at UINSU assess their influence on personal narratives and interpersonal relationships. Using a qualitative approach, this research examines self-reflection, internal conflict, personal perspectives, and the impact of social and cultural influences on the communication between Juan and Eve. Data were collected through observation and content analysis of the selected podcast video, supported by relevant literature. The findings show that the intrapersonal communication portrayed in this podcast plays an important role in creating authentic narratives and enriching interpersonal relationships between the creators and their audience. This study seeks to provide insights into the importance of self-reflection in building effective communication, particularly in the digital era.

Keywords: *Intrapersonal communication, podcast, personal narrative, interpersonal relationship, self-reflection.*

1. INTRODUCTION

Communication is an important aspect of human life, encompassing various forms of interaction that can occur both interpersonally and intrapersonally. According to Jun (2024), intrapersonal communication is an internal process that

occurs within a person, where individuals communicate with themselves through thoughts, feelings, and reflections. This process not only shapes how individuals understand themselves, but also how they interact with their social environment (Kozlova et al., 2024; Rachmad, 2022).

In the digital era, platforms like YouTube have become a medium where intrapersonal communication can be observed indirectly (Irman et al., 2023; Su et al., 2022). Video podcasts, as one of the popular content formats, often feature personal narratives that show the creator's internal dialogue with themselves, before being shared with the audience (Nee & Santana, 2022). One relevant example is the Podhub podcast edition featuring Juan and Eve, a content creator couple who are famous through social media. They often share personal stories and experiences that can provide insight into how intrapersonal communication influences the way they convey messages to their audience (Lane, 2023; Ren & Li, 2024).

Juan and Eve are a creative couple from Indonesia who have attracted millions of followers across social media platforms. With their YouTube channel "Juan & Eve", they have over 6.5 million followers (YouTube, n.d.). In addition, their YouTube channel "Juan & Eve" is a space where they feature various types of content, including podcasts. In one of the episodes uploaded on the Podhub YouTube channel, they share stories about their personal lives, the challenges they have faced, and how they reflect on those experiences.

The introspective approach shown in this video caught the attention of UINSU Communication Science students, who view intrapersonal communication as an important element in building an authentic narrative. As expressed by Simbolon et al (2024), contemplation or self-reflection is key to understanding intrapersonal communication. This process allows individuals to organize thoughts, evaluate emotions, and formulate messages before communicating externally (Jovic & Mnasri, 2024; Toomey, 2023). In the context of Juan and Eve's video, these elements can be identified through the way they tell their stories and interact with each other in front of the camera.

Previous studies by London et al (2023) showed that intrapersonal communication is not only important in self-development, but also has an impact on the effectiveness of interpersonal communication. In the Podhub podcast video,

Juan and Eve's intrapersonal communication is the basis for understanding the dynamics of their relationship and how they communicate with their audience. This is in line with the view of PakarKomunikasi (2022), which emphasizes the importance of intrapersonal communication in creating meaningful interpersonal relationships (Humaizi et al., 2024).

However, it is important to note that intrapersonal communication is not only about positive reflection. According to Folger et al (2024), individuals often experience internal conflicts that can affect the way they process information and communicate. In several parts of the podcast video, Juan and Eve reveal the challenges and dilemmas they face, providing concrete examples of how intrapersonal conflict can affect their narratives. This is relevant to Kasrah et al (2024) findings, which highlight how emotions and personal experiences shape intrapersonal communication.

Furthermore, Jun (2024) stated that perspective is an important element in understanding intrapersonal communication. Perspective allows individuals to see situations from different perspectives, which in turn helps them make better decisions. In the Podhub podcast video, Juan and Eve's perspectives on their own experiences provide insight into how they make sense of the events they have experienced. For example, when they talk about the challenges they face in building their relationships, these perspectives provide a deeper context for the audience to understand their stories (Baz et al., 2023).

Lecturer of Sociology (2022) also noted that social and cultural factors play an important role in intrapersonal communication. In the case of Juan and Eve, their cultural background and social experiences are reflected in the way they speak and interact. This shows that intrapersonal communication is influenced not only by internal factors, but also by the wider external context. This study contributes to the literature on intrapersonal communication by exploring how this phenomenon is displayed in digital media. As a Communication Science student, it is important to understand how intrapersonal communication can be used to build authentic and effective narratives. As stated by Jung & Hull (2023), relationships between people often begin with an individual's ability to understand themselves. In this regard, Juan and Eve's podcast video provides a concrete example of how intrapersonal communication can form a powerful and meaningful narrative.

Based on this background, the formulation of the problem raised in this study is how intrapersonal communication that occurs in the YouTube video Podhub edition of Juan-Eve can be understood in the context of personal narratives and interpersonal relationships. This study aims to analyze the elements of intrapersonal communication displayed in the video, as well as provide insight for Communication Science students about the importance of self-reflection in building effective communication. Through the analysis of the YouTube video Podhub edition of Juan-Eve, this study aims to reveal how intrapersonal communication affects the way they interact and convey messages to the audience. This study also aims to provide insight to UINSU Communication Science students about the importance of self-reflection and contemplation in building effective communication.

2. RESEARCH METHODE

This study uses a qualitative approach to analyze intrapersonal communication that occurs in the YouTube video Podhubedition of Juan-Eve. The qualitative approach was chosen because the main purpose of this study is to explore the meaning and in-depth understanding of the elements of intrapersonal communication in the personal narratives and interpersonal relationships presented in the podcast.

Qualitative research is research that focuses on an in-depth understanding of the phenomena that occur in the research subjects (Creswell, 2021). In this case, the phenomenon in question is intrapersonal communication reflected in the video podcast hosted by Juan and Eve. Qualitative research allows researchers to collect descriptive data, which emphasizes more on understanding the social and emotional context in the video (Weyant, 2022).

This research is a type of qualitative descriptive research, where the researcher describes in detail the elements of intrapersonal communication in the Podhub podcast video. Descriptive research aims to provide a clear picture of how intrapersonal communication can influence the way narratives are delivered and how interpersonal relationships are formed through self-reflection.

The primary data source in this study is the Juan-Eve edition of the Podhub podcast video available on the YouTube channel " Podhub ." This video was chosen

because it shows intrapersonal communication carried out by Juan and Eve, which is then conveyed to the audience. Secondary data were obtained from relevant literature on intrapersonal communication, podcasts, and personal narratives. Data were collected through observation and documentation techniques. Observations were made by watching and analyzing selected podcast videos, noting the elements of intrapersonal communication that emerged in the interaction between Juan and Eve. Documentation was done by collecting references and written sources that support the analysis of intrapersonal communication.

The data obtained will be analyzed using content analysis techniques. Content analysis is a method used to analyze text data, images, or audiovisual recordings related to certain messages. In this study, researchers will identify the main themes related to intrapersonal communication that appear in the video, such as self-reflection, internal conflict, personal perspective, and cultural and social influences on communication. To ensure the validity of the data, the researcher used source triangulation and theory triangulation techniques. Source triangulation was done by verifying data from the video with relevant theoretical references. Theory triangulation was done by comparing the results of the analysis with existing theories on intrapersonal communication to gain a deeper and more accurate understanding.

Through this qualitative approach, this study aims to provide deeper insights into how intrapersonal communication plays a role in creating authentic narratives and forming interpersonal relationships through digital platforms such as podcasts. This study is expected to contribute to Communication Science students in understanding the importance of self-reflection and effective communication in the context of social media.

3. RESULT AND DISCUSSION

This study focuses on the analysis of intrapersonal communication that occurs in the Juan-Eve edition of the Podhub podcast video. Using a qualitative approach, this study aims to identify elements of intrapersonal communication that can influence personal narratives and interpersonal relationships built between the source and the audience. The results of the analysis found several main themes that

describe how Juan and Eve's intrapersonal communication takes place in the context of their conversations. These themes include self-reflection, internal conflict, personal perspective, social and cultural influences, and openness in communication. Each theme provides insight into the importance of intrapersonal communication in creating authentic narratives and closer relationships between speakers and listeners.

One of the important elements found in this podcast analysis is the self-reflection carried out by Juan and Eve. Both of them often express their thoughts and feelings related to their personal life experiences and the challenges they face. This self-reflection is a form of intrapersonal communication that helps them understand their feelings and the decisions they make. Explains that the process of contemplation or self-reflection is a way for someone to explore their thoughts, feelings, and experiences (Prasko et al., 2023). In this podcast, Juan and Eve do this very openly, describing how they process their feelings and respond to situations in an honest and authentic way (Lindgren, 2023). This process of self-reflection also allows them to build a deeper narrative that touches the hearts of their audience.

The second theme that emerged in this analysis was the internal conflict experienced by Juan and Eve. This conflict was reflected in the way they talked about the personal challenges, moral dilemmas, and difficult decisions they faced. Noted that internal conflict often affects a person's intrapersonal communication, as individuals must deal with conflicting feelings or asynchronous thoughts (Kittani & Brinthaupt, 2024; Pitulko et al., 2022). In several podcast episodes, Juan and Eve openly share their confusion in making decisions, both in personal and professional contexts. One example that is seen is when they discuss the differences of opinion that often arise in their relationship and how they overcome these differences. This internal conflict not only adds depth to their narratives, but also shows how intrapersonal communication can function as a mechanism for resolving internal problems.

Personal perspective is also an important theme in Juan and Eve's intrapersonal communication. Each individual has a different view of a situation, and

this greatly influences the way they communicate, both with themselves and with others. Emphasizes that perspective is a person's way of seeing things that is shaped by their life experiences, values, and cultural background (Joshi et al., 2023). In their podcasts, Juan and Eve often share their perspectives on a variety of topics, from interpersonal relationships to larger social issues. These different perspectives add color to their narratives and allow the audience to see the world from a more personal and honest perspective. For example, when discussing their experiences living abroad, both Juan and Eve highlight how their backgrounds shape the way they interact with those around them, allowing the audience to understand their views more fully.

In addition to personal perspectives, social and cultural influences also greatly influence intrapersonal communication as reflected in this podcast. Dosen Sosiologi (2022) states that social and cultural factors play a very important role in shaping the way individuals think and communicate. Juan and Eve, as speakers, come from different social backgrounds, which influences the way they view various situations and shape the narratives in their podcasts. For example, when discussing the topic of family relationships, they show how the values instilled by their respective families play a role in the way they build interpersonal relationships. These cultural influences not only enrich the narratives they convey but also provide a deeper context on how intrapersonal communication can be influenced by external factors such as culture and society.

Furthermore, this analysis also shows that openness in communication is an important aspect of effective intrapersonal communication. Emphasizes that open and honest communication between individuals is key to building healthy and supportive relationships (Lasher & Stinson, 2020). In this podcast, Juan and Eve demonstrate their ability to talk openly about their feelings and experiences, even when it concerns quite personal topics. This openness allows them to build a closer relationship with the audience, who feel more connected to them as individuals. It also plays an important role in creating a more authentic narrative, as the audience can feel the honesty in every word spoken by Juan and Eve. Thus, intrapersonal communication is not only used to process personal feelings and

thoughts, but also to create a more open and inclusive space in communication with others.

This study aims to analyze intrapersonal communication that occurs in the YouTube video Podhub edition of Juan-Eve, with a focus on how UINSU Communication Science students assess and interpret the elements of intrapersonal communication that appear in the video. Intrapersonal communication is communication that occurs within a person, in the form of self-reflection, internal dialogue, and the process of conveying feelings or thoughts in verbal and non-verbal forms. In the context of podcasts, this intrapersonal communication is influenced by various factors, such as cultural background, personal experience, and social influence.

Based on the analysis results, UINSU Communication Science students identified several key elements in intrapersonal communication in the Juan-Eve edition of the Podhub podcast. These elements include self-reflection, internal conflict, personal perspective, and social and cultural influences that play a role in the intrapersonal communication of the two sources. This intrapersonal communication not only creates a deeper and more authentic narrative, but also plays a role in building closer interpersonal relationships between Juan and Eve and their audience.

Self-reflection is a key element in intrapersonal communication identified in this podcast. Juan and Eve regularly reflect on their life experiences, both in personal and social contexts. In the discussions that take place, they often explore their feelings about the situations they face and share their thoughts on how these influence the decisions or actions they take. This is in line with Karcher et al., (2024) explanation that contemplation or self-reflection is a way for someone to explore and analyze personal thoughts, feelings, and experiences. This reflection often brings up new awareness about themselves, as well as providing deeper insight to the audience about how they face life's challenges. UINSU Communication Science students assessed that the self-reflection process carried out by Juan and Eve in this podcast showed the depth of their thinking and ability to assess and manage personal feelings. For example, when Juan discussed a bad experience in his personal life, he reflected on how the experience shaped his views on

interpersonal relationships. Eve, on the other hand, shared how she overcame the fear and anxiety that arose in certain situations. By talking openly about these feelings, both demonstrated the ability to communicate intrapersonally honestly, allowing the audience to feel a greater emotional closeness to them.

Internal conflict is also a prominent theme in Juan and Eve's intrapersonal communication. In this podcast, both of them often describe their dilemmas or confusion regarding the decisions they have to make. This internal conflict can be seen as part of the intrapersonal communication process that helps individuals understand their feelings and thoughts, so they can make better decisions. Stated that internal conflict occurs when someone faces two conflicting choices or feelings within themselves (Bouwman et al., 2022). In the context of the podcast, Juan and Eve not only share their life experiences, but also how they try to overcome these internal conflicts through communication with themselves. One clear example of this internal conflict is when Juan shares the uncertainty he feels in choosing the right career path, as well as how he tries to understand the urges within himself that conflict with the expectations of others. Eve, on the other hand, shares how she feels trapped between choosing personal happiness or fulfilling existing social expectations. In this case, UINSU Communication Science students observed that their intrapersonal communication reflects a valuable process in resolving these conflicts, which shows the importance of communication in helping individuals to better manage their feelings and decisions.

UINSU Communication Science students also observed that personal perspective greatly influences the way Juan and Eve communicate. Al-Amin (2022) stated that perspective is a point of view that individuals have based on their cultural background, life experiences, and personal values that they hold. In this podcast, Juan and Eve often express their views on various social issues, relationships, and life in general. The perspectives they share add color and depth to the narratives they convey. For example, when Juan talks about his social life abroad, he provides a perspective on the cultural differences he experiences, which is different from the perspective shared by Eve. This personal perspective also reveals how they interpret their life experiences, both from a positive and negative perspective. UINSU Communication Science students assessed that the personal perspectives shared by

Juan and Eve allow the audience to see life from a more personal and touching perspective. This proves that intrapersonal communication is not just talking to yourself, but also sharing personal views and meanings of the world, which in turn can enrich the audience's understanding of life.

In addition to personal perspectives, social and cultural influences also play an important role in the intrapersonal communication that occurs in this podcast. Lecturer of Sociology (2022) stated that social and cultural factors influence the way a person thinks and acts in communicating. In this podcast, both Juan and Eve often discuss how their social and cultural backgrounds influence the way they interact with others. For example, when discussing the topic of cultural differences, they share their views on how cultural customs and values shape the way they communicate in everyday life. This shows how intrapersonal communication is not only influenced by personal thoughts, but also by external influences such as culture and society. UINSU Communication Science students identified that these social and cultural influences provide a deeper nuance in intrapersonal communication, where the audience not only hears personal experiences but also learns how social and cultural factors influence the way they communicate and interact with others. This allows the audience to broaden their understanding of how communication can be very contextual and influenced by many factors.

Openness is also an important element found in Juan and Eve's intrapersonal communication. Pakar Komunikasi (2022) explains that openness in communication allows individuals to establish closer relationships with others, as well as build better trust and understanding. In this podcast, the openness shown by Juan and Eve gives the audience the opportunity to see another side of them, which may not be seen in everyday life. They talk honestly about their feelings, conflicts, and outlooks on life, which allows the audience to feel more emotionally connected to both of them. UINSU Communication Science students assessed that the openness possessed by Juan and Eve in communicating strengthened the quality of their narrative and increased closeness with the audience. This openness also creates a more inclusive space for dialogue on personal issues, which builds a more positive and in-depth atmosphere in intrapersonal communication.

4. CONCLUSION

This study aims to analyze intrapersonal communication as portrayed in the YouTube video *Podhub Juan–Eve edition*, focusing on how Communication Studies students at UINSU evaluate the elements of intrapersonal communication that emerge in the podcast. Based on the analysis, several key elements of intrapersonal communication were identified, including self-reflection, internal conflict, personal perspective, and social and cultural influences that shape the intrapersonal communication of both speakers. These elements play an important role in creating a deeper and more authentic narrative within the podcast, while also enriching the interpersonal relationship between Juan and Eve and their audience.

Self-reflection is a central element that appears in this podcast, where Juan and Eve openly discuss their life experiences and express their personal feelings and thoughts. This self-reflection not only helps them gain self-understanding, but also gives the audience an opportunity to experience emotional closeness with them. Their openness in sharing personal experiences and life views highlights the importance of intrapersonal communication in building narratives that are authentic and easy to relate to. It also demonstrates how intrapersonal communication can serve as a means to enhance self-awareness and achieve emotional balance.

Internal conflict within Juan and Eve's intrapersonal communication is also significant. These conflicts emerge as part of their self-reflection process, where they consider various options or contradictory feelings within themselves. Communication Studies students at UINSU observed that such internal conflicts help the speakers deepen their understanding of themselves and clarify the decisions they make in life. In this context, intrapersonal communication functions not only as a way to resolve internal conflict, but also as a tool for processing emotions and making more thoughtful decisions.

The personal perspectives shared by Juan and Eve in the podcast also have a strong impact on the audience. Their perspectives reflect how they interpret their life experiences and how their personal backgrounds influence the way they communicate and think. This aligns with Al-Amin's (2022) argument that individual perspectives can

be shaped by social, cultural, and personal experiential factors. These diverse perspectives allow the audience to view life through a broader and deeper lens, thereby enriching their understanding of the world around them.

Social and cultural influences also play an important role in the intrapersonal communication presented in the podcast. Juan and Eve frequently discuss how culture and social values shape their ways of communicating and thinking. These social and cultural factors provide deeper context to the communication occurring between them and their audience. This indicates that intrapersonal communication is not merely an internal process, but is also strongly influenced by the surrounding social and cultural environment.

Overall, this study shows that intrapersonal communication in the *Podhub Juan–Eve* podcast plays a crucial role in creating authentic narratives and building closer interpersonal relationships with the audience. Elements such as self-reflection, internal conflict, personal perspective, and social and cultural influences are interconnected and contribute to enhancing the quality of communication. Through openness and honesty in sharing personal experiences, Juan and Eve create space for deeper and more meaningful communication, enabling audiences to connect both emotionally and intellectually. This study contributes to a broader understanding of how intrapersonal communication can enhance self-awareness, strengthen interpersonal relationships, and enrich communication experiences on digital platforms such as podcasts.

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