

Talk That Connects: Analyzing Gofar Hilman's Conversational Magic on PWK Podcast

Komang Yuniarti¹, Rahma Santhi Zinaida¹

¹Universitas Bina Darma, Indonesia

*Correspondence: komangyuni68849@gmail.com

ABSTRACT

This study aims to analyze Gofar Hilman's communication style as a host in the Coffee Shop Podcast (PWK) content on the HAS Creative YouTube channel. The presence of podcasts as a form of digital media has presented a more personal and flexible interaction pattern between hosts and sources. This condition requires hosts to have communication skills that are able to create an interesting, natural, and participatory conversation atmosphere. This study uses a qualitative method with a descriptive approach and refers to the theory of communication styles proposed by Stewart L. Tubbs and Sylvia Moss. Research data were obtained through observations of Coffee Shop Podcast broadcasts, interviews with informants, and documentation. The analysis was carried out by identifying the form and application of communication styles used by Gofar Hilman during the interaction process with sources. The results of the study show that Gofar Hilman applies a relaxed, dynamic, flexible, and interactive communication style. Equalitarian and Dynamic communication styles are the most dominant styles, which are seen through the use of informal language, humor, spontaneity, and active involvement in building conversations. The application of these styles is able to create a comfortable communication atmosphere and strengthen interpersonal closeness between hosts and sources. Furthermore, Gofar also adaptively applies a Structuring and Controlling style to guide the flow of the conversation without compromising the relaxed feel. This study concluded that the flexibility of the host's communication style plays a crucial role in creating natural two-way interactions, maintaining conversational dynamics, and increasing guest engagement in podcasts.

ARTICLE HISTORY

Published September 20th 2026



KEYWORDS

Communication Style, Interpersonal Interaction, Digital Media, Podcast, YouTube.

ARTICLE LICENCE

© 2026 Universitas Hasanuddin

Under the license CC BY-SA

4.0



1. Introduction

Podcasts have become a digital space for interpersonal communication, where the exchange between a host and a guest shapes how stories and ideas are presented to audiences. In conversational podcasts, the host's communication style influences the flow of dialogue through question choices, responses, tone, humor, and opportunities given to guests to speak. These interactions are especially visible in video podcasts, which allow audiences to observe verbal and nonverbal responses. As podcasts have expanded across digital platforms and become accessible on demand (Bawazir et al., 2026), examining how hosts build conversations with guests has become relevant to the study of digital communication.

Podcast use in Indonesia provides a relevant context for examining host-guest communication. Reports cited in this study suggest that podcasts have an established audience among Indonesian internet users (Irwansyah, 2021; GoodStats, 2025; Wicaksono et al., 2021; Weda et al., 2022; Prihandoko et al., 2022; Pratiwi et al., 2026). However, the reported percentages refer to different years and may use different populations or measures of listening frequency; they should therefore not be presented as directly comparable estimates or as evidence of a single trend. In this study, the relevance of podcasts lies in their role as a digital space where audiences can follow conversations between hosts and guests, including the communication styles that shape those interactions.

Podcasts provide a space for interaction between hosts and guests through the exchange of questions, answers, and responses. In this study, interaction refers to the observable verbal and nonverbal exchanges between Gofar Hilman and his guest during the conversation. These include how questions are developed, how each speaker responds and

takes turns, and how active listening, humor, and expressions of personal experience shape the dialogue. The analysis focuses on this host–guest exchange rather than audience activities such as commenting, liking, or sharing. The host's choice of language, intonation, and responses may help create a conversational atmosphere in which the guest feels comfortable speaking. Hia et al. (2023) likewise highlight the role of language use and emotional expression in digital interpersonal communication.

The Coffee Shop Podcast (PWK) on the HAS Creative YouTube channel offers a setting for examining these exchanges. Its coffee shop concept presents conversations in a relaxed and informal atmosphere. In the episode examined in this study, Gofar Hilman hosts Surya Insomnia and uses everyday language, humor, and spontaneous responses as the conversation develops. These features make the episode relevant for analyzing how a host's communication style appears in specific moments of interaction with a guest.

The host's role extends beyond asking prepared questions. By listening to the guest's answers, asking follow-up questions, allowing space for the guest to elaborate, and responding verbally and nonverbally, the host helps shape the direction and rhythm of the conversation. Examining these practices makes it possible to describe the form of interaction as a sequence of reciprocal exchanges, rather than treating "interaction" as a general characteristic of podcast media.

Although podcasts have been studied as digital media, the relationship between a host's communication style and the exchanges that unfold with a guest warrants closer examination in PWK. This study therefore examines how Gofar Hilman's use of language, humor, listening, questions, and responses relates to the interaction observed in his conversation with Surya Insomnia.

Based on the description, this study aims to determine and analyze the communication style used by Gofar Hilman as the host of the Coffee Shop Podcast (PWK) on the Has Creative YouTube channel and to determine the form of interaction that occurs between the host and the source. This study is expected to provide theoretical contributions to the development of communication studies, particularly digital communication, new media, and communication styles. Practically, this study is expected to serve as a reference for podcasters, content creators, and media practitioners in developing effective communication strategies to create interesting, relaxed, interactive conversations that are in accordance with the characteristics of the source.

2. Methodology

This study employed a descriptive qualitative approach to examine Gofar Hilman's communication style as the host of the Coffee Shop Podcast (PWK) on the HAS Creative YouTube channel. The analysis focused on the episode featuring Surya Insomnia as the podcast guest. Verbal and nonverbal exchanges between the host and the guest were examined using the six communication styles proposed by Tubbs and Moss: controlling, equalitarian, structuring, dynamic, relinquishing, and withdrawal. Interpersonal communication provided a supporting perspective for interpreting openness, empathy, supportiveness, positive regard, and equality in their conversation.

The podcast video was the primary material for observing host–guest interaction. Additional primary data were obtained through semi-structured interviews with research informants selected purposively for their knowledge of communication styles and interpersonal communication in digital media. These research informants were distinct from Surya Insomnia, who was observed as the podcast guest. Secondary data consisted of relevant books, scholarly articles, previous studies, and documentation.

Each communication style was identified through observable features of the host's speech and behavior. Controlling style was indicated by attempts to direct the guest's responses or restrict the course of the conversation. Equalitarian style was indicated by reciprocal exchanges, opportunities for the guest to express views, and responses that treated the guest as an equal participant. Structuring style was identified when the host introduced topics, framed questions, or guided transitions between parts of the discussion. Dynamic style was indicated by energetic delivery, emphatic expression, or prompts intended to stimulate an immediate response. Relinquishing style was identified when the host yielded conversational space, followed the guest's lead, or invited the guest to elaborate. Withdrawal style was indicated by avoidance of engagement, minimal responses, or a noticeable retreat from the exchange. A conversational segment could show more than one style; interpretation was therefore based on the host's observable conduct in context, rather than on a single word or gesture.

Data were collected through video observation, semi-structured interviews with the research informants, documentation, and a review of relevant literature. During observation, the researcher recorded pertinent utterances and nonverbal responses with timestamps, including questions, follow-up responses, humor, topic transitions, and

opportunities given to the guest to speak. Analysis followed the stages of data reduction, data presentation, and conclusion drawing and verification described by Miles, Huberman, and Saldaña. Relevant segments were grouped according to the observable indicators of the six styles and examined alongside aspects of interpersonal communication. The interpretations were then checked against the video, transcripts, interview material, and supporting documentation.

3. Results and Discussion

3.1 Gofar Hilman's Communication Style in the Coffee Shop Podcast (PWK)

The episode featuring Surya Insomnia shows that the host-guest interaction develops through a series of topic changes, responses, and extended accounts rather than a fixed sequence of short questions and answers. The conversation begins with familiar and humorous exchanges, then moves through their broadcasting experiences, Surya's career choices, family life, and the pressures associated with public performance. These changes provide a basis for examining Gofar Hilman's communication style in relation to what happens at particular points in the conversation. The categories of Tubbs and Moss are used here to describe observable ways of managing the exchange, rather than to assign one permanent style to Gofar throughout the episode.

At approximately 01:50–03:27, Gofar and Surya discuss their experience at Hard Rock FM and the conditions of broadcasting during the COVID-19 pandemic. Their shared professional history gives both participants a common point of reference. As the conversation moves from their work relationship to practical difficulties of broadcasting, Gofar's role can be understood in terms of *structuring style*: he helps maintain a recognizable topic while the discussion develops into more specific experiences. This interpretation concerns the organization of the conversation, not an assumption that every question or transition was planned in advance. The exchange also demonstrates why a host's style must be read in context. Familiar language between former colleagues may contribute to an informal atmosphere, but informal language alone is insufficient evidence that both speakers have equal influence over the conversation.

At approximately 08:17–10:19, the discussion turns to Surya's reluctance to pursue business opportunities and then to experiences from his earlier career. Surya explains his preferences and concerns at greater length, so the interaction is not limited to brief answers elicited by the host. This passage is relevant to *relinquishing style* insofar as Gofar permits the guest's account to develop instead of immediately replacing it with another topic. At the same time, allowing a long response is not identical to withdrawing from the exchange. A relinquishing style involves giving the guest conversational room while remaining engaged with the direction of the discussion; a withdrawal style would require clearer evidence of avoidance or disengagement. The available sequence therefore supports a distinction between giving Surya space to speak and ceasing to participate.

A more personal account emerges around 22:54–25:37, when Surya discusses his upbringing, the decision to establish a home for his family, and financial choices made during that process. The topic develops from background information into an account of responsibilities and sacrifices. This progression is an example of *self-disclosure by the guest* within host-guest interaction. It does not establish that Gofar caused the disclosure. What can be examined is how the conversation accommodates the account: the host introduces or sustains a topic, the guest expands on it, and the exchange proceeds to related details. This sequence shows why the unit of analysis should be a conversational passage comprising several turns, rather than an isolated phrase or gesture.

The discussion of parenting at approximately 30:14–37:13 further illustrates a shift from personal experience to reflection. Topics include children's development, differences between generations, and ways of discussing rules with children. Surya's account develops across related subjects rather than ending after a single response. In communication terms, this continuity is relevant to the host's *structuring* and potentially *equalitarian* conduct: the topic retains coherence while the guest has room to elaborate on his views. An equalitarian classification, however, depends on the reciprocal pattern of turns and the host's response to Surya's contributions. The mere presence of a family topic does not itself demonstrate equality between the speakers.

Another change in tone appears around 43:37–44:45, when the conversation addresses friendship and support, and around 50:03–53:08, when it turns to the strain of entertaining others while facing personal difficulties. These passages differ in subject from the lighter exchanges earlier in the episode. They demonstrate the range of matters Surya is willing to discuss within the same podcast setting. They also make the host's responses analytically relevant: a follow-up that

takes up a detail of Surya's account would provide evidence of active listening, whereas a quick change of subject would indicate a different way of managing the exchange. The present finding is therefore that the conversation provides space for personal reflection; it does not presume empathy or attentive listening from Gofar without identifying the relevant response.

Taken together, the selected segments show the clearest basis for discussing structuring and the allocation of conversational space. The episode includes lighter, energetic exchanges that may be relevant to a *dynamic style*, but humor or a lively topic should not automatically be coded as dynamic without examining Gofar's delivery and its immediate conversational function. Similarly, a *controlling style* requires a specific instance in which he restricts a response or firmly redirects the guest. The selected passages do not provide sufficient grounds to claim that controlling or withdrawal styles are dominant. This distinction keeps the findings tied to the observable indicators defined in the Method.

3.2. Discussion

The findings indicate that Gofar's communication style is better explained as situational management of the conversation than as a single trait applied uniformly throughout the episode. A shared broadcasting history provides an entry point for an informal exchange; career and family topics then allow Surya to offer longer accounts; and more personal topics require the conversation to accommodate a different tone. The host's contribution lies in how he introduces topics, responds to what has been said, and distributes opportunities to speak. These actions should be interpreted at the level of a sequence of turns because one question may structure a topic while a later response gives the guest room to develop it.

This interpretation also clarifies the relationship between *structuring* and *relinquishing* styles. They need not be treated as contradictory categories. A host can establish a topic or ask an orienting question and subsequently allow the guest to determine which details receive emphasis. In the segments on work and family, the discussion retains a thematic direction while Surya develops accounts of his choices and experiences. The analytical question is therefore not simply whether Gofar leads or follows, but when and how the conversational initiative moves between the two speakers. This approach captures the reciprocal nature of interaction defined in the Introduction.

The episode's movement between humor and personal reflection also has implications for the interpretation of interpersonal communication. An informal setting can make different kinds of conversation possible, but the guest's willingness to discuss family or professional pressure should not be treated as proof that the host's humor produced trust or openness. Such a causal claim would require closer evidence from the exchange and, potentially, Surya's own account of the interaction. The present study can describe the conversational conditions visible in one episode and the forms of response that accompany them. It cannot establish how all guests would respond to the same host or how the audience interpreted these moments.

The findings are consistent with the study's focus on communication style as an observable practice. Questions, topic transitions, speaking turns, and follow-up responses offer a more precise basis for classification than broad descriptions such as "relaxed" or "natural." This precision is especially useful in a video podcast, where verbal exchanges can be considered alongside visible conduct. Nevertheless, a visible gesture should be interpreted with care: a nod or smile may accompany listening, but its meaning becomes clearer when considered together with the words exchanged immediately before and after it.

This study is limited to a single episode featuring a guest who shares a broadcasting history with the host. Their prior familiarity may shape the pace, humor, and topics of the conversation. Consequently, the styles observed here should not be generalized to all PWK episodes or all of Gofar's interactions with guests. The analysis also does not measure audience retention or test whether a particular communication style increases engagement. Future research could compare episodes with guests who have different relationships with the host and examine audience responses as a separate source of data.

4. Conclusion

Based on the results of research on Gofar Hilman's communication style as a host in the PWK Podcast on the HAS Creative YouTube channel, it was found that Gofar uses Equalitarian Style, Dynamic Style, Structuring Style, Controlling

Style, and Relinquishing Style, while Withdrawal Style is not dominant. The most prominent styles are Equalitarian Style and Dynamic Style, which are seen through the use of informal language, a relaxed atmosphere, humor, spontaneity, and providing opportunities for Surya Insomnia to convey his experiences and thoughts. Gofar is also able to direct the flow of the conversation while providing space to the resource person. The interaction between the two takes place reciprocally through the exchange of messages and verbal and nonverbal feedback, so that Gofar's communication style can be understood as flexible, dynamic, and adaptive in creating a natural and relaxed conversation.

HostPodcasters are expected to maintain the ability to adapt their communication style to the situation and the character of the speaker, including the use of informal language, humor, and spontaneity, as well as improve their active listening skills. HAS Creative is expected to maintain the relaxed, open, and natural character of the PWK Podcast and evaluate audience responses and engagement for content development. For future researchers, research can be developed by comparing several hosts or episodes with different speaker characters and examining audience perspectives, especially regarding audience interest, comfort, and engagement.

References

- Abdurrafi, DU, & Permatasari, AN (2025). Students' perceptions of Gita Wirjawan's communication style in the Endgame Podcast. *Journal of Journalism and Digital Media Research*, 5(2), 117–126.<https://doi.org/10.29313/jrjmd.v5i2.8382>
- Bawazir, T., Putra, D., & Heriniazwi, M. (2026). Podcaster media communication style in PWK Podcast content on the HAS Creative YouTube channel.
- Ekowati P, S., Sari Sakti, EM, Marnis, M., Valiant, V., Gassing, SS, & Supradaka, S. (2023). Introduction to digital communication to increase students' interest in learning. *Media Abdimas*, 3(2), 87–91.<https://doi.org/10.37817/mediaabdimas.v3i2.2786>
- Hia, N., Napitupulu, EE, & Daeli, MM (2023). The effectiveness of interpersonal communication in the Medan Orbit Podcast through the theme of the 100-day performance of the Mayor of Medan. *Journal of Communication Vision*, 21(2), 231–[end page].<https://doi.org/10.22441/visi.kom.v21i02.17669>
- Irwansyah, YHS (2021). The rise of podcasts in Indonesia: The development of new media podcasts as popular culture of young generation in Indonesia. *MEDIALOG: Journal of Communication Science*, 4(1), 223–233.<https://doi.org/10.35326/medialog.v4i1.1034>
- Kencana, WH (2020). On-demand digital audio broadcasting platform (a descriptive study of podcasts in Indonesia). *Journal of Communication Research and Science*, 4(2), 1983-1992.
- Khaira, I. (2022). Application of Stewart L. Tubbs and Sylvia Moss's communication styles to LPPL (Local Public Broadcasting Institution) Kuansing FM radio announcers in presenting the Morning Inspiration program.
- Lin, S.-W., & Huang, C.-D. (2024). Hooked on audio! Unveiling the secrets of podcast stickiness through social identity and uses and gratification theories. *Technology in Society*, 76, 102422.<https://doi.org/10.1016/j.techsoc.2023.102422>
- Pratiwi, N. I., Sosrohadi, S., Rahman, F., Dalyan, M., Andini, C. & Mulyani. (2026). The use of code-mixing by edu-influencers in social media: A communication strategy in sociolinguistic perspective. *International Journal of Research and Innovation in Applied Science*, 11(1), 1034-1042.
- Prihandoko, L. A., Al Ahmad, A. S. M., & Rahman, F. (2022). Revitalizing Hospitality, Managerial, and English for Tourism Purposes Skills: Community Partnership Program for Hotel Employees in Merauke Regency. *ABDIMAS: Jurnal Pengabdian Masyarakat*, 5(2), 2524-2531.
- Sari, RP (2021). The role of digital communication media in teacher-student communication patterns. *Avant Garde*, 9(1), 100112.<https://doi.org/10.36080/ag.v9i1.1326>

- Sharon, T., & John, N. A. (2026). "It's between me and myself": Inverse parasocial relationships in addressing (imagined) podcast listeners. *New Media & Society*, 28(1), 250–269. <https://doi.org/10.1177/14614448241287913>
- Weda, S., Rahman, F., Samad, I. A., Gunawan, F., & Fitriani, S. S. (2022). How Millennials Can Promote Social Harmony through Intercultural Communication at Higher Education. *Randwick International of Social Science Journal*, 3(1), 231-243.
- Wicaksono, H., Rahman, F., & Sahib, H. (2021). Light Sign Communication Between Pilot and ATC: Language Function and Semiotics Analysis. *American Journal of Humanities and Social Sciences Research*, 5(11), 176-185.