



# FROM PODCAST HOSTS TO MAINSTREAM CELEBRITIES:

Indonesia's New  
Creator Pipeline



# OVERVIEW

**Indonesia's digital entertainment landscape is rapidly evolving as podcast hosts transition into mainstream celebrities and media personalities.**

Over the past five years, podcasts have expanded from niche audio content into visual talk shows, comedy formats, and cultural commentary platforms, often distributed through YouTube, Spotify, and short-form social media.

Many rising personalities have built their fame through long-form conversations and viral podcast clips, rather than traditional television exposure. Shows such as Podcast Seminggu, Ruang 28, and creator groups like Vindes and The Grind Boys illustrate how podcasts are becoming a new pipeline for digital celebrities in Indonesia.



# INDONESIA IS ONE OF THE WORLD'S LARGEST PODCAST MARKETS

The rise of podcast hosts as celebrities is closely linked to Indonesia's rapidly growing podcast audience.

## KEY 2025-2026 DATA

-  42.6% of Indonesian internet users listen to podcasts weekly — the highest rate globally ([Mureks](#)).
-  68.1% of Indonesian internet users aged 16+ consume podcasts weekly ([GoodStats](#)).
-  53% of listeners consume podcasts 2–3 times per week ([Suara](#)).
-  Average listening time exceeds 1 hour per day, above the global average ([GoodStats](#)).

This scale of consumption allows podcast hosts to quickly build large and loyal communities, enabling them to expand into broader entertainment roles.



# THE PIONEERS OF INDONESIAN PODCAST CULTURE



## **CLOSE THE DOOR**

Often considered the largest podcast creator in Indonesia, Deddy Corbuzier was among the first major public figures to embrace podcasting as a primary platform.

## **KEY IMPACT:**

Interviews with politicians, athletes, and celebrities frequently go viral

Over 20M YouTube subscribers

Individual episodes often reach 10–30M views

His success helped establish podcasts as a mainstream media format in Indonesia.



# THE PIONEERS OF INDONESIAN PODCAST CULTURE



## **CREATORS OF VINDES**

The duo successfully transitioned from television presenters to digital-first creators, building one of Indonesia's most recognizable creator-led entertainment brands.

## **THEIR CONTENT HAS EXPANDED INTO:**

- Large-scale YouTube productions
- Live sports entertainment events
- Merchandise and brand collaborations



# THE PIONEERS OF INDONESIAN PODCAST CULTURE



## PODCAST

### RADITYA DIKA

A leading comedy storyteller whose podcast content regularly goes viral. Raditya Dika maintains strong influence across YouTube, film, publishing, and stand-up comedy.

**PODCAST**  
RADITYA DIKA

## CURHAT BANG DENNY SUMARGO

Known for emotionally driven interviews where guests share personal stories rarely discussed in other media formats.



# NEW GENERATION OF PODCAST CREATORS

A newer wave of podcast creators is gaining popularity through internet culture and viral social media distribution.



**Shows such as Podcast Seminggu, The Grind Boys and Podkesmas have built audiences through:**

- YouTube podcast highlights
- Meme-driven humor
- Viral clips on TikTok and Instagram
- Relatable discussions about everyday Indonesian life

**This style blends podcast conversations with internet humor, making it particularly popular among younger audiences.**



# SPORTS PODCASTS AND COMMENTARY CREATORS

The podcast boom has also expanded into sports discussion and analysis, where creators increasingly influence fan conversations.

Podcast-style football shows such as Sport77 feature personalities including Justinus Lhaksana, Panji Suryono, and Mamat Alkatiri, discussing tactics, league developments, and the Indonesian national team. Meanwhile, creators like Ferry Irwandi demonstrate how podcast-adjacent formats can also produce influential personalities through long-form video monologues and commentary content.

## These creators are shaping online discussions through:

- Football analysis and debates
- Viral discussion clips on TikTok and Instagram
- Long-form commentary content
- Community-driven fan engagement

Sports podcasts are therefore becoming important platforms for football discourse among younger digital audiences.



Ferry Irwandi



Sport77  
PODCAST  
TERBAIK

# WHY PODCAST HOSTS ARE BECOMING CELEBRITIES

## PERSONALITY DRIVEN CONTENT

Podcasts rely heavily on the host's personality, creating stronger parasocial relationships with audiences compared to traditional media formats.

## INDONESIA'S "NONGKRONG" CULTURE

Podcast conversations mirror Indonesia's casual discussion culture, making them feel authentic and relatable, particularly among Gen Z and millennials.

## VIRAL CLIP DISTRIBUTION

Podcast growth is increasingly driven by short-form highlights distributed on:

- TikTok
- Instagram Reels
- YouTube Shorts

These clips introduce podcast hosts to new audiences and amplify their reach.

## CROSS-PLATFORM EXPANSION

Successful podcast hosts increasingly expand into:

- Live shows
- Brand partnerships
- Stand-up comedy tours
- Television appearances

This turns podcast creators into multi-platform entertainers, similar to traditional celebrities.



# THE NEW PATH TO FAME IN INDONESIA

Podcast personalities are reshaping  
Indonesia's celebrity ecosystem.

## TRADITIONAL MEDIA PATH

TV → Fame → Social media presence

## NEW DIGITAL PATH

Podcast / YouTube → Viral clips → Mainstream celebrity

Creators behind shows like *Vindes*,  
*Podcast Seminggu*, and *The Grind Boys*  
demonstrate how long-form conversation content  
can launch careers in entertainment, comedy  
and cultural commentary.

