

DIALOGUE IN THE DIGITAL AGE: A COMPARISON OF HUMAN PODCASTS AND AI CHATBOTS THROUGH CONTENT AND NARRATIVE ANALYSIS

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ABSTRACT

Teknologi kecerdasan buatan (AI), yaitu model *large language models* (LLMs), telah berkembang pesat. *Chat Generative Pre-trained Transformer* (ChatGPT), merupakan salah satu contoh produk teknologi yang dirancang sebagai model pemrosesan bahasa alami yang diidentifikasi sebagai GPT-4. Penelitian ini bertujuan untuk membandingkan kemampuan *Large Language Models* (LLMs), yaitu ChatGPT dalam menghasilkan dialog yang alami dan bermakna dalam podcast dengan bahasa manusia. Untuk menguji hipotesis, bahwa AI mampu meniru percakapan, peneliti membandingkan podcast yang menampilkan dialog antara manusia dengan chatbot yang dihasilkan oleh ChatGPT. Metode penelitian yang digunakan adalah metode penelitian kualitatif untuk mendeskripsikan perbedaan antara dialog AI dan manusia. Objek penelitian adalah data podcast yang telah dipublikasikan secara digital, yaitu rekaman podcast dari platform YouTube dalam kanal akun *Turn Level Gaming* (TLG) dan transkrip podcast yang dihasilkan dari video. Teknik pengumpulan data dilakukan dengan cara dokumentasi, yaitu mengumpulkan rekaman video podcast dan transkrip dari sumber yang tersedia secara daring. Teknik analisis data menggunakan analisis isi untuk mengungkap persamaan dan perbedaan mendasar antara kedua jenis podcast. Hasil analisis dibandingkan dengan literatur terkait untuk memberikan justifikasi terhadap temuan penelitian. Hasil analisis isi menunjukkan ada elemen tema, kategori isi, tujuan pesan, dan gaya bahasa. Struktur kalimat manusia dalam podcast menunjukkan fleksibilitas sosial, fungsi emosional, dan pembentukan makna bersama. Sementara itu, hasil analisis naratif menunjukkan 3 elemen, yaitu orientasi, komplikasi, dan evaluasi. Struktur kalimat pada chatbot masih terbatas pada akurasi dan efisiensi informasi, belum dapat menyusun struktur naratif atau argumentative secara kontekstual. Perbedaan ini menunjukkan bahwa **interaksi** manusia dengan manusia dan chatbot berbeda secara fundamental, bukan hanya dalam isi percakapan, tetapi dalam cara struktur kalimat digunakan untuk menciptakan makna, relasi, dan emosi.

Kata kunci: Podcast, Kecerdasan Buatan, AI Generative, ChatGPT, Deeptalk

ABSTRAK

Artificial intelligence (AI) technology, namely *large language models* (LLMs), has developed rapidly. *Chat Generative Pre-trained Transformer* (ChatGPT), is one example of a technology product designed as a natural language processing model identified as GPT-4. This study aims to compare the ability of *Large Language Models* (LLMs), namely ChatGPT in producing natural and meaningful dialogue in podcasts with human language. To test the hypothesis that AI is capable of mimicking conversations, researchers compared podcasts featuring dialogues between humans and *chatbots* generated by ChatGPT. The research method used is qualitative research method to describe the difference between AI and human dialogue. The object of research is podcast data that has been published digitally, namely podcast recordings from the YouTube platform in the *Turn Level Gaming* (TLG) account channel and podcast transcripts generated from videos. Data collection techniques were carried out by means of documentation, namely collecting podcast video recordings and transcripts from sources available online. Data analysis techniques use content analysis to uncover fundamental similarities and differences between the two types of podcasts. The results of the analysis were compared with related literature to provide justification for the research findings. The results of content analysis show that there are elements of theme, category of content, purpose of message, and style of language. **The structure of human sentences in podcasts** shows social flexibility, emotional function, and the formation of shared meanings. Meanwhile, the results of narrative analysis show 3 elements, namely orientation, complications, and evaluation. **The sentence structure on the cchatbotis** still limited to the accuracy and efficiency of information, it has not been able to compile a contextual narrative or argumentative structure. This difference shows that **human interactions with humans and chatbots differ fundamentally**, not just in the content of the conversation, but in the way sentence structure is used to create *meaning, relationships, and emotions*.

Keywords: Podcast, Artificial Intelligence, Generative AI, ChatGPT, Deeptalk

INTRODUCTION

Technological developments have fundamentally transformed the landscape of human communication. Over the past year, artificial intelligence (AI) technologies and Large Language Models (LLMs) have advanced rapidly (Sun, 2023). Rapid progress in Natural Language Processing (NLP) has given rise to generative language models (LLMs) capable of producing text and dialogues that increasingly resemble

human communication, even in complex conversational contexts. LLMs are machine learning models trained on massive corpora of text data. They can understand, generate, translate, and compose text in ways that closely mimic human language use. In linguistic research, LLMs have opened new avenues and offer a wide range of possibilities. They can be used to process and analyze large text corpora and identify linguistic patterns that might not be apparent to human researchers.

One of the products of LLMs is the Chat Generative Pre-Trained Transformer (ChatGPT), a chatbot designed as a natural language processing model. ChatGPT is a transformer-based model that employs deep learning algorithms and is trained on petabyte-scale datasets through a combination of supervised learning and reinforcement learning (Gutiérrez, 2022). ChatGPT is capable of generating human-like responses (Abd-alrazaq, 2023; Hagendorff, 2023). Its remarkable potential is evident in various applications, including customer service, education, research, and even healthcare (Sallam, 2023).

ChatGPT can mimic human-like conversations and generate responses based on extensive training data. The potential applications of ChatGPT technology extend to many areas of study, including qualitative research (Hagendorff, 2023; Sallam, 2023; Tustumi, 2023). Language research has traditionally focused on analyzing sentence structure to better understand human cognition, social variation, and language development. However, with the advent of AI as a generative language model, there is a need to extend the scope of such analyses to the digital realm. Linguistic research has the potential to conduct contrastive analyses between sentence structures in podcast dialogues (representing human spoken language) and AI-generated dialogues (representing machine-produced language).

The rapid development of conversational AI technologies, such as chatbots, voice assistants, and large language models (LLMs), has made human interaction with AI an important subject of study. Clark (2019) maps various approaches to studying human-AI interactions and emphasizes the importance of content analysis for understanding how chatbots structure responses based on dialogue context. Braun et al. (2021) analyzed thousands of conversations with chatbots and found that user trust was influenced by the extent to which chatbots responded honestly, acknowledged their limitations, and maintained a polite tone. Researchers can examine the meanings or values constructed in interactions between speakers.

In this digital age, reviews of various topics are often found in podcasts. Podcasts have become a popular audio medium that offers informal human verbal interaction. According to Philips (2017), a podcast is a medium that allows individuals or groups to produce and distribute audio or video content that can be accessed online. The word "podcast" is a combination of "pod", referring to Apple's iPod device, and "broadcast". Podcasts are produced by traditional media such as radio stations, publishers, journalists, and educational institutions (Bonini, 2015).

From the corpus leipzig website (https://corpora.unileipzig.de/en/res?corpusId=ind_mixed_2013&word=podcast) accessed in 2025, *Number of occurrences: 373 Rank: 86.858 Frequency class: 17*. The results of corpus analysis using *podcast* keywords are described in Figure 1.

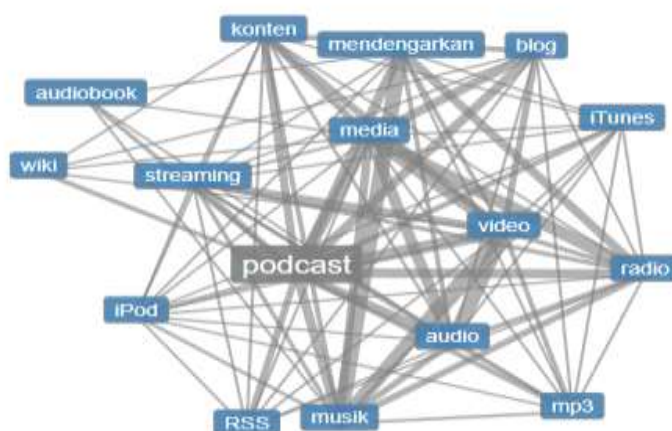


Figure 1. Analysis of the corpus of the word "podcast"

Figure 1 shows that the word "podcast" frequently collocates with words such as video, audio, radio, media, streaming, and others. According to Berry (2006), podcasts are considered a form of convergent media that combine audio, websites, and portable media devices. The term was first introduced by British journalist Ben Hammersley. According to Bonini (2015), a podcast is a technology used to distribute, receive, and listen to audio content on demand. Podcasting leverages advances in audio technology and tools (Pike, 2019; Bahadoran et al., 2018).

In 2004, a Google search for the keyword "podcast" yielded 6,000 results, and by 2005, this number had increased to 60 million (Berry, 2006). In 2021, the term "podcast" was searched for more than 1.9 billion times (Rajar, 2020). According to eMarketer in 2023, podcast listenership still has significant room for growth in most global markets. Currently, the United States remains the country with the largest number of podcast listeners worldwide, with 129.9 million listeners, followed by China with 117.1 million listeners, and Brazil with 51.8 million listeners.

Figure 1 describes the proportion of *podcast* listeners in all countries.



Figure 1. Highest proportion of *podcast* listeners
(Source: We Are Social, 2025)

Figure 1 shows the high level of interest in podcasts among listeners. According to a recent survey, 42.6% of Indonesian respondents regularly listen to podcasts each week—the highest proportion in the world. Most listeners prefer motivational and inspirational genres. A report by We Are Social notes that, as of February 2025, Indonesia is the country with the highest proportion of podcast listeners globally. The survey found that 42.6% of Indonesian internet users aged over 16 listen to podcasts weekly. Globally, 22.1% of internet users aged 16 and above listen to podcasts on a weekly basis. Mexico ranks second with 41.8%, followed by Brazil at 38.8%, and South Africa at 36.8%. Indonesia's proportion of podcast listeners is significantly higher than the global average.

Podcasts are categorized as a form of narrative journalism, which can offer listeners new experiences (Rafi, 2024). Similarly, dramatized audio narratives are considered more stimulating to the listener's imagination than impersonal news delivery (Rodero, 2012). According to Krieken (2019), narrative journalism refers to a genre of journalism that employs narrative storytelling techniques to report on real-world events and situations. Abumrad (in Weiner, 2014) argues that podcasts can spark listeners' imagination, and Lindgren (2016) notes the unique appeal when journalists narrate the subjects of their podcasts. Podcasts allow people to build emotional connections and engage in verbal interaction. For example, when a podcast host asks, "Why do you think young people today like classic motorcycles?", the guest not only answers the question but also interprets the host's intent, mood, and attitude. Words such as "bro," "just relax," or "deep talk" serve as social symbols understood only within certain communities. This suggests that podcasts reinforce shared meanings through repetition and mutual response.

In line with the current development of podcasts, it is interesting to compare podcasts produced by humans and dialogues between humans and AI. Human-AI dialogues can be used to assess how chatbots reproduce certain discourses and how users anthropomorphize AI, treating it as an equal human interlocutor. For example, users often attribute human-like qualities to AI ("He understands me," "The AI is angry"), even though the chatbot may not truly understand the user's intentions. This phenomenon arises from a process of social symbolization, whereby users create meaning based on their personal interpretations.

This study uses podcast dialogues from YouTube social media channels as its research objects, namely the "Turun Level Gaming (TLG)" channel with the video titled "Creator Genshin *Malah MAEN WUWA 18 JAM?!'*", the "Jagat Review" channel, and AI chatbots discussing game comparison topics. These podcasts discuss comparisons between two games and have been viewed approximately 30,000 times. According to Irwanto (2020), social media can empower communities to share their ideas and opinions with the public. The effectiveness and efficiency offered by social media make it a primary necessity in today's society (Irwanto & Hariatiningsih, 2020). Social media usage can provide services including content sharing, communication, and persuasion (Raharja & Natari, 2022). The cohesive power of social media, which includes the ability to rapidly connect people, can create strong networks and facilitate social interactions that contribute to effective information exchange.

According to the theory of symbolic interactionism Mead (1934); Blumer (1969); (Aakhus, 2021), the self is shaped by how others perceive us. In podcasts, speakers express their identity through linguistic symbols, tone of voice, and reciprocal responses. During dialogue, individuals assign meaning through interaction and act based on those meanings. Mead, as cited in Ritzer (2004), explains that meaning does not arise from solitary mental processes but from social interactions. Conversely, chatbots lack a human-like self or social experience; their interpretation of symbols is database-driven rather than based on real experiences. For example, if a user says, "*Gue lagi BT banget*" (I'm really frustrated), the chatbot may struggle to understand the emotional meaning without contextual training. In human-to-human dialogue, symbolic interaction occurs naturally. In contrast, chatbots do not interpret symbols but merely process forms and patterns, which reveals their limited capacity for empathy.

This study aims to analyze a corpus of podcast dialogues involving both human speakers and AI chatbots. The study is expected to contribute to: (1) understanding the ability of LLMs to naturally replicate and generate sentence structures; (2) identifying linguistic features that distinguish human language from machine language; and (3) exploring the implications of these findings for the future development of AI, especially in applications requiring seamless and natural language interaction with humans.

RESEARCH METHODS

The object of this research is podcast dialogues on YouTube social media, specifically from the channel "Turun Level Gaming (TLG)" with the video titled "*Creator Genshin Malah MAEN WUWA 18 JAM?!'*", the "Jagat Review" channel, and AI chatbots discussing the comparison between the two games. This study uses a qualitative descriptive approach. Content analysis is applied to interpret the dialogue content, identify dominant topics or themes, categorize content, and analyze language styles. Content analysis can be used to unravel the structure, themes, and meanings in dialogues from both human-to-human podcasts and human-AI chatbot interactions. Researchers can explore how language is used, interpreted, and understood in these two seemingly similar contexts.

Content analysis is a method of mapping the meaning, themes, and patterns in this verbal communication. It is a flexible and systematic method for studying verbal communication, including podcast dialogues and human interactions with artificial intelligence (AI). Recently, content analysis has been applied not only to human-to-human communication but also to interactions between humans and AI-based conversational systems such as chatbots, virtual assistants, and Large Language Models (LLMs).

According to Krippendorff (2004), content analysis is "a research technique for making replicable and valid inferences from texts (or other meaningful matter) to the contexts of their use." Content analysis enables researchers to systematically understand the content of recorded texts, whether between humans or between humans and AI systems. Data collection was conducted through documentation by collecting podcast video recordings and transcripts from publicly available online sources. The first dataset was collected from podcast recordings on the YouTube channels "Turun Level Gaming (TLG)" and "Jagat Review." The second dataset was collected from dialogues between humans and AI.

The research steps are described as follows:

1. Transcription: Transcribing audio data verbatim into text.
2. Coding:
 - Marking important sections in the transcript (topics, keywords, attitudes, emotions).
 - Open coding → axial coding → selective coding (based on grounded theory).
3. Categorization: Grouping codes into themes or categories.
4. Interpretation: Interpreting the meanings behind the emerging themes.
5. Validation: Conducting coder reliability tests or triangulating with other data sources.
6. Reporting: Systematically compiling the analysis narrative.

This study also applies narrative analysis to examine narratives in news that attract social values by framing news events into stories that culturally resonate with audiences (Krieken, 2019). Narrative analysis should present stories that convey meaning. In narrative analysis (NA), orientation explains the background information, while complications serve as the main part of the story, in which events are described. Within complications, conflicts and inconsistencies can be identified and evaluated. Evaluations appear throughout the story in the speaker's comments on events, helping researchers identify key points in the narrative.

Results of the Study

1. Human-to-human podcast data

Data-1 consists of podcast dialogues from the YouTube channel "Turun Level Gaming (TLG)" with the video titled "Creator Genshin *Malah MAEN WUWA 18 JAM?!'*" and the "Jagat Review" channel.

Questions

"Kita bahas yang lagi paling rame bgt deh nih, yaitu WuWa kan, jadi kan wave nya lagi gila banget nih WuWa"

(Let's discuss the most famous one, which is WuWa, so the wave is really crazy, WuWa)

Answer:

"Wuthering Waves ini bisa dibilang sebagai competitor barunya Genshin sih kalo menurut aku ya, cuman tidak dibilang tuh sebagai yang bikin Genshin tuh game mati, kan banyak banget orang-orang tuh yang mikir kek "ih Genshin tuh jadi game mati gara-gara WuWa", sebenarnya ga juga sih karena dari playstyle nya aja itu udah beda banget dari menurut aku ya, dari mekanik game nya itu udah beda cuman emang ada dari storynya, explore nya ya open world aja sih sama".

(Wuthering Waves can be said to be Genshin's new competitor if in my opinion, it's just not said to be what makes Genshin a dead game, there are so many people who think that "Genshin is a dead game because of WuWa ", actually it's also because from the playstyle it's already completely different from what I think, from the game mechanic it's already different from the story, the exploration is open world is the same)

Content Analysis in Data-1

Theme

Theme	Comparison between games: <i>Wuthering Waves</i> (WuWa) is considered a new competitor for <i>Genshin Impact</i> .
	Clarification and defense of public opinion: speakers reject the view that WuWa "killed" Genshin.
	Differences in gameplay features: The speaker highlights technical aspects such as <i>playstyle</i> , <i>mechanics</i> , and <i>exploration</i> .

Category

Category	Contents in Excerpt
Personal opinion	<i>"kalo menurut aku ya", "sebenarnya ga juga sih"</i> ("if in my opinion yes", "actually it's not either")
Public perception	<i>"banyak banget orang-orang tuh yang mikir kek..."</i> (there are so many people who think like...)
Intergame competition	<i>"competitor barunya Genshin"</i> (new competitor Genshin)
Clarification of differences	<i>"dari playstyle-nya aja itu udah beda banget... dari mekanik game-nya itu udah beda"</i> (From the playstyle, it's really different... from the game mechanics, it's different)
Element similarity	<i>"storynya, explore nya ya open world aja sih sama"</i> (the story, the exploration is open world, it's the same)

Purpose of Message:

Purpose of Message	To give a personal opinion on the relationship between WuWa and Genshin.
	To correct public assumptions that tend to be dramatic (e.g., " <i>Genshin mati gara-gara WuWa</i> (Genshin died because of WuWa)").
	To demonstrate technical knowledge of game structure and gameplay experience..

LANGUAGE STYLE

Language Style and Tone	Informal conversational style characterized by phrases such as "tuh," "kek," "cuman," and word repetition.
	Dialogical and reflective tone, as if responding to or engaging with others' opinions.
	Mixture of descriptive and argumentative language, though verbally structured and unsystematic.

The content analysis of the narrator's statement explains a player's reaction to an issue within the gaming community regarding the comparison of two popular games (Genshin Impact and Wuthering Waves). It involves criticizing misleading public opinions, demonstrating an understanding of game content, and asserting that similarities between games do not imply mutual exclusion. In the content analysis, the podcast dialogue's content can be grouped into four themes: digital competition, player opinions, community perception, and discourse on game quality and loyalty.

Narrative Analysis on Data-1**Answer:**

"Wuthering Waves ini bisa dibilang sebagai competitor barunya Genshin sih kalo menurut aku ya, cuman tidak dibilang tuh sebagai yang bikin Genshin tuh game mati, kan banyak banget orang-orang tuh yang mikir kek "ih Genshin tuh jadi game mati gara-gara WuWa", sebenarnya ga juga sih karena dari playstyle nya aja itu udah beda banget dari menurut aku ya, dari mekanik game nya itu udah beda cuman emang ada dari storynya, explore nya ya open world aja sih sama".

(You could say that Wuthering Waves is Genshin's new competitor, but in my opinion, it is not what makes Genshin a dead game. Many people think that 'Genshin is dead because of WuWa,' but actually, that's not true because the playstyles are very different. The game mechanics are also different, although the story and open-world exploration are similar.)

Narrative Analysis on Data-1

Orientation	- <i>"Wuthering Waves ini bisa dibilang sebagai competitor barunya Genshin sih kalo menurut aku ya"</i> (You could say that Wuthering Waves is Genshin's new competitor)
	- The speaker positions himself as holding a personal yet open opinion and is aware of the comparison between the two games

Complications	<ul style="list-style-type: none"> - Conflict arises as tension between the community, which views WuWa as "killing" Genshin, and the speaker who disagrees. - "“cuman tidak dibilang tuh sebagai yang bikin Genshin tuh game mati... banyak banget orang-orang mikir kek ‘ih Genshin tuh jadi game mati gara-gara WuWa”” (but in my opinion, it is not what makes Genshin a dead game. Many people think that 'Genshin is dead because of WuWa)
Evaluation	<ul style="list-style-type: none"> - sebenarnya ga juga sih karena dari playstyle-nya aja itu udah beda banget... mekanik game-nya itu udah beda” (but actually, that's not true because the playstyles are very different. The game mechanics are also different.) - The speaker provides a defense with an argument: “dari segi gaya bermain dan mekanik, kedua game ini berbeda secara fundamental, meskipun keduanya berbagi elemen open world dan story-based”. (In terms of playstyle and mechanics, these two games are fundamentally different, although they share open-world and story-based elements).

The narrative reveals that the narrator or player constructs a personal understanding of the rivalry discourse between Wuthering Waves (WuWa) and Genshin Impact. The narrative includes a process of clarifying the identities of the two games, told from an individual perspective but influenced by community opinions. Narratively, the narrator's statement shows resistance to the dominant narrative ("WuWa killed Genshin") and replaces it with a narrative of coexistence and differentiation—that although the two games occupy a similar genre space, each game has its own uniqueness.

Questions:

"*“Karena ada WuWa ini biasanya ngestreamnya apa nih?”*
(Because of WuWa, what do you usually stream?)

Answer:

“Masih tetep Genshin tapi palingan bentar doang, Genshin palingan abisin resin, trus kemaren kan?”
(It's still Genshin, but only for a short time. Mostly just finishing resin, and then yesterday, right?)

Content Analysis in Data-2

Theme

Theme	Patterns of gaming behavior (especially in Genshin Impact).
	Decreased intensity of gameplay.
	Gaming routine limited to daily in-game obligations.

Category

Category	Contents in Excerpt
Games played	<i>Genshin Impact</i> ("Still on Genshin")
Playing time	" <i>tapi palingan bentar doang</i> " → play in a short time
Gaming motivation	" <i>abisin resin</i> " a minimal routine → activity indicating passive engagement
Time reference	" <i>trus kemaren kan?</i> " → referring to repetitive or ongoing habits

Purpose of Message:

Purpose of Message	To reveal the actual behavior of players who continue to play Genshin, albeit minimally.
	To indicate a decline in interest or engagement with the game.
	To describe the game as a routine activity rather than a main focus.

Language Style

Language Style and Tone	Informal spoken language with conversational and unstructured syntax.
	Use of phrases like " <i>palingan</i> ," " <i>trus</i> ," and " <i>kan?</i> " reflects spontaneous social dialogue.
	The tone is relaxed, reflective, and light, suggesting the player feels less attached to the game.

The analysis explains a shift in gaming consumption patterns from active engagement to more passive and routine behavior. The Genshin Impact gameplay described here focuses mainly on simple daily tasks (using resin). The findings can be grouped into four themes: minimal gaming behavior, reduced engagement, digital routines, and players' everyday discourse.

Narrative Analysis on Data-2**Answer:**

"Masih tetep Genshin tapi palingan bentar doang, Genshin palingan abisin resin, trus kemaren kan?"
(It's still Genshin, but only for a short time. Mostly just finishing resin, and then yesterday, right?)

Orientation	<i>"Masih tetep Genshin tapi palingan bentar doang"</i> indicates that the narrator still plays Genshin Impact, but only for brief periods.
Activity or routine	<i>"Genshin palingan abisin resin"</i> "Resin" is a resource in Genshin used for farming items; the narrator logs in mainly to use up resin, implying reduced enthusiasm.
Time reference	<i>" , trus kemaren kan?"</i> This statement refers to a previous occurrence and opens up space for further narrative or conversation.

The narrative analysis shows a decrease in both emotional and time investment in Genshin Impact. The speaker states that they still play, but only to complete daily tasks (spending resin), not out of a motivation for exploration or deep interest. This narrative illustrates that the speaker has not completely stopped playing, but there is a decline in interest. The role of the game has shifted from being a primary source of entertainment to just a light pastime.

1. Podcasts between Humans and AI or Chatbots

Question: *"Bisakah kamu bandingkan sama Genshin Impact, mana yang lebih bagus menurut lo?"* (Can you compare it with Genshin Impact? Which one do you think is better?)

Answer: *Tentu membandingkan Wuthering Waves dan Genshin Impact cukup menarik, karena keduanya adalah game action RPG dengan elemen eksplorasi dan dunia terbuka, tapi ada beberapa perbedaan kunci.* (Of course, comparing Wuthering Waves and Genshin Impact is quite interesting, as both are action RPGs with exploration and open-world elements, but there are some key differences.)

Content analysis on Data-3

Theme

Theme	Comparison between popular games.
	Gameplay genres and features as the basis for comparison.
	Introduction to the general differences in content between the two similar games.

Message Body Category

Category	Contents in Excerpt
Subjects compared	<i>Wuthering Waves and Genshin Impact</i>
Genre	<i>Action RPG</i>
FEATURES	<i>"elemen eksplorasi dan dunia terbuka" ("exploration elements and open world")</i>
Topic interest	<i>"cukup menarik" ("quite interesting")</i> → an evaluation of comparing two games
Indication of differences	<i>"ada beberapa perbedaan kunci" (there are some important differences")</i> → introduction to a deeper discussion of the features

Purpose of Message:

Purpose of Message	To explain that the two games share similarities in genre and basic structure but also have important differences To provide an opening for further comparative discussion regarding gameplay, story, and user experience.
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Language Style

Language Style	Objective and neutral , using semi-formal language. Informative-reflective tone, as if conveyed by a player who has an interest in evaluating or reviewing two game products.
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The content analysis explains the opening statement in the comparative discourse between two games of similar genre, illustrating interest in comparing genres and gameplay, discourse on game quality, and critical community engagement in game evaluation. The results can be grouped into three themes: game genre discussion, gameplay comparison, and reflective opinions on new game trends.

Narrative Analysis on Data-3

Answer: *Tentu membandingkan Wuthering Waves dan Genshin Impact cukup menarik, karena keduanya adalah game action RPG dengan elemen eksplorasi dan dunia terbuka, tapi ada beberapa perbedaan kunci.* (Of course, comparing Wuthering Waves and Genshin Impact is quite interesting, as both are action RPGs with exploration and open-world elements, but there are some key differences.)

Orientation	The introduction states that comparing the two games is <i>"cukup menarik"</i> ("quite interesting.")
Evaluation	Initial assessment of similarities: both are action RPGs with exploration and open-world elements.
Complications/Differences:	Signals differences (<i>"tapi ada beberapa perbedaan kunci"</i> ("but there are some important differences")) that open the way for further narrative exploration.

The narrative analysis reveals a comparative discourse opening between two popular games: Wuthering Waves (WuWa) and Genshin Impact. The speaker highlights that while the two games share genre and core characteristics, there are important differences that warrant deeper investigation. This narrative reflects interest in the emerging competition between new games, acknowledging structural similarities while hinting at the unique value of each.

Content Analysis in Data-4.

"Apakah menurut lu gamer Genshin Impact akan pindah ke Wuthering Waves"
 ("Do you think Genshin Impact players will switch to Wuthering Waves?")

Answer:

"Kemungkinan ada beberapa pemain Genshin Impact yang tertarik mencoba Wuthering Waves, terutama karena kedua game memiliki beberapa kesamaan dalam genre dan gaya. Namun, apakah mereka akan sepenuhnya pindah ke Wuthering Waves atau tidak tergantung pada beberapa factor. Kualitas game jika Wuthering Waves menawarkan kualitas gameplay, cerita, dan grafik yang sebanding atau lebih baik dari Genshin Impact, ini bisa menarik banyak pemain. Inovasi jika Wuthering Waves membawa insight atau fitur unik yang tidak ada di Genshin Impact, ini bisa menjadi daya tarik besar, komunitas, dan dukungan."
 (There are probably some Genshin Impact players who are interested in trying out Wuthering Waves, especially since the two games share some similarities in genre and style. However, whether they fully switch to Wuthering Waves depends on several factors. The quality of the game: if Wuthering Waves offers gameplay, story, and graphics quality comparable to or better than Genshin Impact, it can attract many players. Innovation: if Wuthering Waves introduces unique features or insights not present in Genshin Impact, this can be a major attraction, community, and support)

Theme

Theme	Player switching behavior between games.
	Quality- and feature-based comparison between Genshin Impact and Wuthering Waves.
	Determining factors influencing players' long-term choice of game.

Message Body Category:

Category	Contents in Excerpt
Target Subjek	Rekrutmen <i>Genshin Impact</i>
Games compared	<i>Genshin Impact and Wuthering Waves</i>
Game similarities	<i>"beberapa kesamaan dalam genre dan gaya."</i>
Potential displacement	<i>"apakah mereka akan sepenuhnya pindah ke Wuthering Waves atau tidak tergantung pada beberapa factor."</i>
Quality factor	<i>"gameplay, cerita, dan grafik yang sebanding atau lebih baik"</i>
Innovation factor	<i>"fitur unik yang tidak ada di Genshin Impact"</i>
Community & support factors	<i>"komunitas dan dukungan"</i>

Purpose of Message:

Purpose of Message	To explain the potential movement of players from one game to another
	To show that the decision to switch games depends not only on popularity but also on the quality of the gaming experience (gameplay, story, graphics), creativity or feature innovation, community engagement, and developer support.

Language Style

Language Style	Analytical and argumentative, using sentence structures that explain cause and effect.
	Neutral and objective, showing no bias toward any particular game.
	Uses evaluative terms such as “quality,” “unique features,” and “attractiveness,” indicating a rational approach to understanding player decisions.

The content analysis explains factors influencing player mobility between games. It does not include emotional judgments but rather a rational mapping of game feature competitiveness, player decisions based on experience and expectations, and the role of the community in shaping game loyalty. The results can be grouped into four themes: player loyalty factors, comparisons of game quality and innovation, user migration analysis, and digital community dynamics. Initial player interest in a new game is insufficient to drive switching unless accompanied by quality, innovation, and a strong community ecosystem.

Narrative Analysis on Data-4

Answer:

“Kemungkinan ada beberapa pemain Genshin Impact yang tertarik mencoba Wuthering Waves, terutama karena kedua game memiliki beberapa kesamaan dalam genre dan gaya. Namun, apakah mereka akan sepenuhnya pindah ke Wuthering Waves atau tidak tergantung pada beberapa factor. Kualitas game jika Wuthering Waves menawarkan kualitas gameplay, cerita, dan grafik yang sebanding atau lebih baik dari Genshin Impact, ini bisa menarik banyak pemain. Inovasi jika Wuthering Waves membawa insight atau fitur unik yang tidak ada di Genshin Impact, ini bisa menjadi daya tarik besar, komunitas, dan dukungan.”

(There are probably some Genshin Impact players who are interested in trying out Wuthering Waves, especially since the two games share some similarities in genre and style. However, whether they fully switch to Wuthering Waves depends on several factors. The quality of the game: if Wuthering Waves offers gameplay, story, and graphics quality comparable to or better than Genshin Impact, it can attract many players. Innovation: if Wuthering Waves introduces unique features or insights not present in Genshin Impact, this can be a major attraction, community, and support)

Orientation	The first sentence introduces the context: the potential shift of player interest from Genshin Impact to Wuthering Waves, highlighting genre and style similarities.
Complications/Problems	There is an implicit question: <i>“Akankah pemain benar-benar pindah?”</i> form the main conflict.
Evaluation	The narrator outlines factors influencing player decisions: game quality (gameplay, story, graphics), innovation (unique new features or ideas), community, and support.

The narrative analysis indicates the possibility of player transitions between games influenced by genre similarities and differentiating factors such as quality, innovation, and community support. The narrator does not assert certainty that the switch will occur but emphasizes that it heavily depends on the performance and uniqueness of Wuthering Waves compared to Genshin Impact. Initial interest from

Genshin players towards Wuthering Waves may arise due to genre similarity, but the decision to switch fully depends on the quality and innovation offered by WuWa.

DISCUSSION

The comparative analysis of dialogues in human-to-human podcasts and AI chatbot conversations about the games Wuthering Waves and Genshin Impact reveals the phenomenon of digital content evolution. The comparison shows that both human podcasts and AI chatbots can provide comprehensive information. With the ability to process large-scale data, AI chatbots can perform in-depth analyses and comprehensive comparisons.

Dialogues in human-to-human podcasts tend to be informal and narrative. The analysis of dialogues between humans and between humans and AI shows that the narratives serve not only as a means of conveying information but also as social, emotional, and symbolic expressions of the speakers. Human podcast dialogues exhibit spontaneity, emotion, and interpersonal relationships. In contrast, AI chatbot dialogues are more structured and informative but less flexible, using simpler and more literal sentences to avoid ambiguity. This finding aligns with Berdah (2017), who explains that AI chatbots lack contextual awareness. Human conversation is difficult to replicate due to its reliance on context (Berdah, 2017).

The sentence structure in human dialogue is communicative-symbolic, while in AI it is functional-representational. In human-to-human podcast dialogues, sentence structures are used to build ideas gradually through themes, message categories, and language styles. Sentences develop through narrative arguments or personal experiences. In human-AI dialogues, sentences are typically direct informative responses with minimal argumentation. AI does not construct arguments but only responds or explains based on user queries. The argumentation structure is one-way (user input → AI response) rather than co-constructive.

Human podcast dialogues show a stronger emotional bond with listeners. Listeners feel more connected to the host and can become enthusiastic about the topic. Humans tend to use more pronouns, indicating subjectivity and emotion (Frangieh, 2023). However, human podcast dialogues also have limitations, such as subjectivity, since the host's personal opinions can color the information presented. Additionally, human podcasts are prone to bias and factual errors, especially if not supported by credible sources.

Human-generated podcast dialogues tend to be shorter and get straight to the point, focusing on personal views and experiences. The information is concise rather than detailed. Although detailed, human dialogues do not provide in-depth explanations of the two games. Phrases like "Wuthering Waves is arguably Genshin's new competitor, if I think so" reflect a factual delivery style that often includes emotional expression.

AI chatbot dialogues have a longer and more detailed structure. Marchand (2013) also noted that chatbot responses can be too formal and unnatural, unable to understand sarcastic or ambiguous phrases. AI chatbots cannot remember previous conversations. For example, if a user asks an AI chatbot for the nearest mall, the chatbot will ask for the user's home address. But if the user then asks how to get from home to school, the chatbot will ask for the home address again (Joshi, 2019). AI chatbots follow a more structured flow, providing detailed descriptions of Genshin Impact and Wuthering Waves, thus offering a complete picture. AI-generated text tends to be more formal, objective, and direct, especially in formal conversations.

The language style used in AI chatbot dialogues is usually formal and descriptive. Although some researchers suggest AI may be "more human than humans" (Jakesch et al., 2023; Slanders et al., 2024), phrases like "but there are some important differences. Visuals and Worlds." emphasize professionalism and the differences between the two games. Moreover, AI chatbot dialogues are primarily focused on reporting information in response to questions; chatbots cannot engage appropriately in user conversations.

CONCLUSION AND SUGGESTIONS

The conclusions of this study are based on two types of analysis: content analysis and narrative analysis. Content analysis shows that Narrative 1 and Narrative 2 (human-to-human podcasts and human-AI podcasts) contain logical and explicit messages about factors influencing player migration, focusing on objective content. Meanwhile, narrative analysis reveals thought processes involving conflicts and considerations within players, highlighting the internal tension between trying new experiences and loyalty to existing games. Content analysis maps the rational components, whereas narrative analysis uncovers psychological dimensions and decision-making processes.

Human-to-human podcasts tend to be more natural, spontaneous, and emotional due to the presence of chemistry, emotional expression, and body language when visually recorded. Podcasts involving humans and AI are more structured, informative, and efficient but tend to lack spontaneity and emotional nuance. In the context of the games *Wuthering Waves* and *Genshin Impact*, the choice of podcast format depends on the listener's goals. For comprehensive and detailed information about both games, AI podcasts are the appropriate choice. However, for experiencing gameplay from other players' perspectives and connecting with the community, human podcasts offer a more engaging option.

Based on the symbolic interactionism approach, humans in podcasts can interpret social symbols that contribute to shared meanings. AI, however, does not truly interpret symbols; it merely simulates responses based on data and probabilities. Consequently, AI's sentence structure is representational rather than symbolic, limiting the depth of interaction.

This research makes a significant contribution to our understanding of the potential and limitations of large language models (LLMs) in real-world applications, particularly in natural language processing and content generation. The findings have broad implications for the development of virtual assistants, automated content production, and human-computer interaction in general. Furthermore, this study highlights the importance of an interdisciplinary approach that integrates computer science, linguistics, and cognitive psychology in AI model development.

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