

## **ABSTRACT**

*As we know, the development of technology and media in the current era has seen undeniable and rapid progress. Both fields have experienced massive advancements, indirectly causing significant and widespread changes on a global scale. However, the use of podcasts goes beyond being just an audio medium, it can also be visualized with the technological advancements of today, such as YouTube Podcasts. With this, the dissemination of symbols with specific meanings has become easier, especially symbols that represent a leader's communication style and ideology, as demonstrated in the podcast episode "Joe Rogan Experience #1208." In this episode, the communication style and ideology of Jordan B. Peterson, one of the figures present as a guest on the PowerfulJRE YouTube podcast channel, were vividly portrayed. Charles Sanders Peirce's semiotics offers a way to understand symbols through textual media, as well as through audio-visual media like YouTube podcasts. Therefore, it is essential for researchers to analyze the symbols used by renowned figures highlighted on social media, particularly in the new medium of podcasts.*

**Keywords :** *Leadership Communication Style, Charles Sanders Peirce Semiotics, Jordan B. Peterson, Ideology, Podcast.*