



## Online Media Reporting Model Encourages Society to Migrate to Digital Broadcasting

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### ABSTRACT

This research aimed to analyze the implementation of news coverage on the digitalization of broadcasting and explore the online media reporting model for the digitalization of broadcasting in Indonesia. The online media reporting model encourages people to migrate from analogue to digital television platforms. This research employed a descriptive qualitative method to analyze news from the online media [www.Detikcom](http://www.Detikcom) edition November 1, 2022 to November 16, 2022. Additionally, it utilized Nvivo 12+ software for the data analysis. Detikcom was selected as the data source because it had been ranked as one of the top five online news media most accessed by the public, reaching 320.3 million visits. Most smartphone users, approximately 98%, have visited this site. Based on the researchers' analysis, ten media contents of Detikcom reported the transition from analogue to digital television. The research findings suggested that there is a configuration model for online media reporting on broadcast digitalization. In addition, the online media reporting model identifies the dynamics of the shift from analogue to digital television. The dynamic shift is influenced by economic, juridical, technical, and political views. These findings are expected to provide valuable insights for future researchers studying the digital broadcasting ecosystem in Indonesia post-ASO (Analogue Switch-Off) or post-digitalization.

**Keywords:** Digitalization of broadcasting, digital television, analogue television, online media

## INTRODUCTION

Since establishing the RCTI television station in 1989, which was last controlled by Hary Tanoesoedibjo, several investors have emerged, competing to gain profits in analogue television broadcasting.

It is worth noting that television is currently experiencing a decline and has emerged as a leading moderator in the industry. It has undergone a decrease but has once again risen as a leading moderator in the sector (Heryanto, 2017). Television, as a medium, participates in commercialization and commodification strategies on various scales to boost the press's profit margins (Rustandi, 2018).

Now, Indonesia is stepping into a new era of digital television broadcasts that offer improved picture and sound quality compared to analogue broadcasts (Gultom, 2018). Since the enactment of Law Number 11 of 2020 regarding Job Creation on November 22, 2020, the Indonesian broadcasting industry has experienced significant advancements (Maulana, 2020).

The digitalization program is an opportunity to expand and develop the possibilities of TV services for viewers and listeners (Bae, 2013). The reality is that publicly accessed radio and TV media are unevenly distributed (Perlman, 2016). From a technical point of view, broadcasting digitalization refers to using specific terminology to describe procedures rather than different types of digitally produced media (Gomez-Barquero, 2020).

The broadcasting industry, which depends on analogue broadcasting systems, is expected to transform digitally (Yuan, 2019). This reason is the belief that it no longer meets current expectations for impeccable quality, simplicity, and efficiency (Wang & Tchernev, 2012).

It is estimated that perfectly functioning television will result in more extensive and complex broadcasting industries (Rodríguez-Wangüemert et al., 2019). The diversity of content and ownership is increasing with the emergence of digital television. (Liu, 2017; Mikos, 2016)

The legal transition from analogue to digital broadcasting must take effect within two years of the law's passing or the November 2022 implementation date of the Analog Switch Off (ASO). ASO is a process in which the television industry transitions from analogue to digital television technology. ASO can be conducted using simultaneous or silent broadcasts (Setiawan et al., 2023).

In recent years, there has been a significant increase in the usage of social media (Santoso & Hasibuan, 2023). Online-based social media is a popular option among the public to find the information they need (Hunsinger & Senft, 2013, p. 45).

Like other social media, online media is useful and valuable for researchers' data mining (Colistra, 2014). Reporting on various topics, including the

digitalization process of broadcasting focusing on the transition from analogue TV to digital TV, has been extensively conducted in developed countries (Atkinson, 2008; Canella, 2020; Colistra, 2012; Doyle, 2016).

While Indonesia is facing continuing obstacles in implementing digital broadcasting, representatives of 104 countries attended a meeting in Geneva on June 16, 2006, organized by The International Telecommunication Union (ITU). As a result, in response to a study on frequency variability conducted in Geneva, the worldwide transition from analogue to digital broadcasting was decided on June 17, 2015.

In contrast to Indonesia, several European and American countries have completed ASO, as documented by (Septiani, 2022). These countries include Belgium (since 2006), Sweden (2007), Finland (2007), Germany (2008), United States (2009), Japan (2011), South Korea (2012), Brunei (2017), Singapore (2019), Malaysia (2019), Vietnam, Thailand, and Myanmar (2020)

The Ministry of Communications and Information Technology has implemented a three-phase approach for ASO. The first phase is scheduled to be rolled out on April 30, 2022, covering 56 broadcasting service areas across 166 districts and cities. By August 25, 2022, the second phase will be applied in 31 broadcasting service areas across 110 towns and communities nationwide. In addition, the final phase will take place on November 2 2022 and will be held in 25 broadcast service areas across 65 districts and cities (Kemenkominfo, 2022)



Source: Fajri Siregar/(Nugroho et al., 2012).

Figure 1: Ministry of Communication and Information's Digital Broadcasting Campaign Billboard in Jakarta

The Ministry of Communication and Information has announced that 112 broadcasting implementation areas of 341 districts and cities are designated ASO service areas. In addition, the Ministry of Communication and Information emphasized that out of the 112 broadcast service areas targeted by ASO in Indonesia, 90 regions, or 80.63%, have already established adequate multiplexing infrastructure to implement ASO.

The government intensively conducts socialization and appeals to the public through various media platforms to ensure the success of this national broadcast digitalization program, as illustrated in Figure 1. Until now, an enormous 5,540,224 free set-top box (STB) unit has been distributed. Nevertheless, the amount allocated to beneficiaries was only 1,331,459 units, or 25.6%, to be precise. Thus, there are still 4,121,874 units that need to be distributed to individuals facing poverty.

The government provides subsidized set-top boxes to individuals who are suffering financial hardship, with one million devices allocated based on the decisions outlined in the 2022 State Revenue and Expenditure Budget. 81,206 STBs were distributed during the first phase in eight districts/cities. In the second phase, 918,794 STBs were supplied in 66 towns/communities (Septiani, 2022).

The first phase of ASO areas which are scheduled to open on April 30 2022 include Sabang City (Aceh), Banda Aceh City (Aceh), Karo Regency (North Sumatra), Padang City (West Sumatra), Bukittinggi City (West Sumatra), Garut City (Java West), Cilegon City (Banten), Banyumas Regency (Central Java), Sampang Regency (East Java), Denpasar City (Bali), Kupang Regency (NTT), Minahasa Regency (North Sulawesi), Samarinda City (East Kalimantan), City Gowa (South Sulawesi), and the Papua region.

According to the latest report from Kominfo, as of January 2022, a significant number of broadcasting institutions, approximately 41.75% of the total, have begun using digital broadcasts. Nevertheless, there are areas not covered by ASO services, totalling 113 television broadcast areas in 173 prefectures (independent regions) and cities. Therefore, residents in these regions are encouraged to subscribe to premium cable broadcasts (Maulana, 2020).

In this research article, the researchers only discussed research related to the digitalization of broadcasting, which is the focus of online media reporting. However, there is additional research that we consider relevant to our study, but the online media reporting model in this research differs from previous research.

Here are some of the findings from previous research: (1) in a study conducted by Researcher Zvi Reich (2016), "Comparing News Reporting Across Print, Radio, Television and Online," he revealed that despite the convergence of the news environment, different news media platforms still maintain their unique

characteristics. Significant.

The many kinds of media, encompassing print, online, radio and television, serve not only as platforms for comparably sharing information, as proposed by the generic approach, but also as distinct news production units with unique characteristics, as suggested by the particularist approach.

In addition, Reich's study analyzed the reporting methodologies utilized by four leading European national news organizations. The method used in this research was face-to-face reconstruction interviews with a sample of 108 reporters. In this study, the reporters were asked to elucidate how they obtained the news in a randomly selected piece.

The research findings identified that the reporting methodology adopted by direct media platforms like the web and radio was generally less comprehensive and more reliant on sources than daily media platforms like print and television. Contrary to its well-known reputation, this is TV's most complex and refined reporting format.

(2) In their research titled "Content Analysis in an Era of Big Data: A Hybrid Approach to Computational and Manual Methods," [Seth C. Lewis, Rodrigo Zamith, and Alfred Hermida \(2013\)](#) emphasized the extensive collection of communication data (big data) available today, which poses a challenge to traditional methods of analyzing digital content. Hence, computational methods offer a fascinating approach to address this issue. However, in many situations, this method is considered to be inadequate by communication science research experts.

Lewis argued that combining data processing techniques with manual methods in content analysis can result in more valuable outcomes. Additionally, Lewis and his colleagues employed a case study of news sources on the social media platform Twitter to illustrate the integration of this hybrid approach.

Lewis evaluated a combination of targeted computational and manual methods that could maintain the effectiveness of traditional content analysis by incorporating systematic rigour and contextual sensitivity. Simultaneously, this could optimize the storage capacity of vast amounts of data and enhance the algorithm's precision through computational methods using devices.

The researchers analyzed the studies by Zvi Reich and Seth C Lewis et al., who investigated television media content across Europe using big data algorithms. Based on the research findings, both researchers obtained a similar conclusion about the existence of an online media reporting model, which they juxtaposed with the print media model. Nevertheless, these two studies need to address the content analysis of online media coverage about the process of broadcast digitalization in their respective countries.

On the other hand, the researchers' research explicitly analyses news articles that specifically address online media, delving into the societal dynamics regarding the transition from analogue to digital television broadcasting. Our analysis of the online media reporting model using NVivo 12+ yielded an exciting finding. The dynamics of broadcast digitalization in Indonesia are influenced by various factors, including economic, juridical, technical, and political views.

Considering the complexities of the broadcast digitalization process, it is intriguing that Indonesia was ranked 40<sup>th</sup> in terms of quality of life according to the World Bank in 2019. Based on this placement, it can be inferred that the quality of life for its citizens is relatively low compared to other countries, as it falls in the fourth quadrant. This score is significantly lower than the average, which is 10. In addition, the lower ranking can be attributed to the country's performance across nine metrics, where the average score is 1.7 (Katadata, 2023).

Some indicators in the quality of life assessment have a rating below 2. Surprisingly, the health and education system received the lowest combined score of 0.1, while economic stability ranked at the bottom with a value of 0.4. In addition, the rating for political stability is 0.6, indicating a moderate level. On the other hand, one indicator stands out with excellent results. The affordability indicator, for instance, scored an impressive 9.6 points. However, the sluggish pace of broadcast digitalization in Indonesia can be attributed to technical and political factors.

However, the reporting focuses on encouraging the transition of Indonesian broadcasting technology from analogue systems to digital systems rather than simply transferring technology. Since the end of 2022, online media outlets such as Detikcom and others have been actively reporting on the digitization of broadcasting. These reports respond to various societal opinions, highlighting the importance of meticulous preparation for transitioning from analogue to digital broadcasting technology.

Mass media is a tool for conveying messages that can facilitate this transformation process (Santoso, 2021). Online media can be involved in seeing the complex political and economic relationships in the broadcast digitalization process in Indonesia (Santoso, 2019).

Online media has a very strategic role. Apart from being a means of information transformation, social media can also function as a communication tool that provides convenience to disseminate news and information more effectively and efficiently (Parhan et al., 2021).

This research aims to find a suitable online media reporting model to encourage the success of the digitalization of broadcasting to the entire community. The question arises is how the migration process from analogue to

digital will benefit not only a handful of broadcasting institutions that have tended to concentrate in Jakarta but also public and community broadcasting institutions.

The centralization of TV ownership in digital format can result in the misallocation of frequencies and the establishment of a homogenous public opinion. The researchers chose Detikcom as the object of this research due to its national ranking as one of the top five online news media platforms most frequently accessed by the public in Indonesia (Semrush, 2023).

The methodology employed in this research was a mixed method. Meanwhile, the unit of analysis was the online media article from www.Detikcom, which reported the results of their coverage between November 1, 2022, and November 16, 2022, regarding the dynamics in some parts of Indonesian society that targeted the digitalization of broadcasting, transitioning from analogue television to digital television.

Furthermore, the researchers mainly selected the online media Detikcom for analysis because of its wide-ranging national significance. Detikcom is consistently listed among the top five online news media sources extensively accessed by the public. It generates 320.3 million visits and has an average session time of 17:26. Detik.com is the most popular news site for smartphone users, making up 98% of its user base.

The researchers selected ten news stories from Detikcom that focused on the societal processes and dynamics surrounding the transition from analogue television to digital television, a topic that remains controversial.

According to Bazeley and Jackson (2014, p. 54), the research stages include (1) obtaining data through news articles about converting television broadcasts from analogue to digital using the N-Capture extension on Google Chrome.

The data we obtained and selected are related to the dynamics and transition from analogue to digital television. (2) Launch the NVivo 12 Plus (+) application from QSR International, then import the information via the menu provided, namely N-Capture. (3) Manually coding data to identify and eliminate interference.

Furthermore, the researchers utilized automated methods to analyze the data and gather detailed information about the content of news articles related to the transition from analogue to digital television. The content included topics such as Analog switch-off (ASO), Digital Broadcasting System (DBS), or the use of Set Top Box (STB) in society or government.

After completing the coding process, the researchers proceed to the visual presentation stage. The results are transformed into tables and graphs using the Flourish Studio data visualization platform and the Nvivo 12 Plus qualitative data processing tool

during this stage.

The researchers then proceeded through the narrative process of visual presentation and data processing results. The steps included converting the results into research tools and creating new visualizations with simple, easy-to-understand images and values using Microsoft Word and Excel. The aim was to make the visualization more precise so readers could better understand the information presented.

## **RESULTS AND DISCUSSION**

Numerous mainstream media outlets have extensively reported the slow progress of digitalizing broadcasting in Indonesia. In this context, the researchers came across ten news stories from Detikcom online media, each covering various aspects that encourage individuals to switch to digital television platforms.

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### **Broadcasting Digitalization Reporting**

According to We Are Social (2022), the average person in Indonesia watches television for only 2 hours 53 minutes daily and 32 minutes for radio. Meanwhile, when it comes to social media, Indonesians spend an average of 3 hours and 18 minutes daily on social media and 7 hours and 42 minutes daily accessing the internet.

The researchers processed data using the Media Analysis Tool (MAT) theory presented by Moreno (2020). For the past two decades, theories rooted in the concept of convergence have played a significant role in guiding the ongoing transformation of the digital media industry.

However, Moreno raised concerns regarding the digital and online media transformation research, emphasizing a need for more attention to media content analysis procedures. In other words, research in digital media remained widely open, offering new opportunities for exploration in different industries and scientific fields.

In addition to the various dataset processing tools readily accessible, including MAT, Moreno has developed an online media collaboration platform known as 'Open Innovation'. Moreno's theory has been refined and can be used for all mass communication media platforms such as television, radio and print. This enables researchers to quickly and effectively collect, utilize, and manage data to meet research needs, including visualization of research data.

Based on the results obtained from processing the online media news



dataset regarding the digitalization of post-analogue switch-off (ASO) broadcasting, the results depicted in Table 1 form the basis for the researchers' final discussion. It is imperative to promote increased consumption of information from television and radio among the general public. This recommendation is grounded in the fact that Indonesians mainly rely on all gadgets or Android devices to access information.

Some people have more than one gadget. One serves to communicate with others; the other may be for personal matters. This reality occurs in many areas, such as big cities, where people consume information more often from social media than television and radio.

Regarding accuracy, the information generated on social media is considerably less trustworthy compared to television and radio broadcast media.

Most of the public is already familiar with the information or news production process used by all television and radio stations, which involves several stages of production. These stages involve the selection of the issue, the process of reporting (pre-production), and the interviewing process carried out by journalists and reporters on location. Subsequently, the editorial and newsroom editorial teams would verify the information upon returning to the office.

If the information proves inaccurate, the reporter must perform extra duties, like conducting more interviews or finding alternative data. Thus, a measurable and professional procedure is carried out to guarantee the precision of the information that will be showcased or reported on television and radio.

There are no processes on social media such as those found in traditional television and radio broadcasting institutions. As the number of followers increases, the information shared and accessed by netizens will be widely considered accurate, even without undergoing a verification process. This sort of thing may become risky when data is sourced from social media. A deluge of hoaxes or false information would undoubtedly surface if that were to occur.

The implementation and process of broadcast digitalization usually require the involvement of multiple stakeholders. The government, particularly the Ministry of Communication and Information, is committed to ensuring Indonesia's seamless and successful digitalization of broadcasting.

For this reason, the Ministry of Communication and Information must work together with various parties so that the broadcast digitalization mission in Indonesia is as successful as expected. Mass media is one element considered the most appropriate to help make the digitalization of broadcasting a success so that Indonesia can be on par with other countries that have been successful in digitizing broadcasting for a long time.

The researchers selected ten news stories from Detikcom between

November 1, 2022, and November 16, 2022, for analysis using qualitative and quantitative data processing software, specifically NVivo 12 Plus and Flourish Studio. The ten Detikcom news stories had titles such as "1 Million Set Top Boxes Distributed to Residents of the Blitar Area" and "Regional Government Asks for Technical Instructions".

Other news information includes: "4,312 Set Top Boxes distributed in 4 sub-districts of Pasuruan City"; "The price of Digital Television STBs is increasing from time to time, in line with the decreasing price of Analog Television STBs"; "A total of 29,163 Digital Television STBs were distributed to Surabaya residents through the Salah Target Diskominfo."; "Scenario of DPR Commission I Bandel TV Station with Analog Broadcast"; and "Migrating Analog TV to Digital TV."

The other titles encompass: "UGM Experts are Necessary, but Must Be Socialized", "Dismissed by Hary Tanoesoedibjo, Academics Call ASO Legitimately Implemented", "Analog TV Turned Off, Digital TV Sales on Tokopedia Increase 2.5x"; and news entitled: "Indramayu Residents Still Enjoy Analog TV Broadcasts".

Furthermore, the researchers utilized NVivo 12 Plus tools to code the themes highlighted in the Detikcom news. Meanwhile, Detikcom focuses on various news themes related to the process of broadcast digitalization, providing insights into the societal dynamics regarding the transition from analogue television to digital television.

The news themes presented here are derived from coding ten news titles from Detikcom. These titles were carefully selected and classified in Table 1.

These news themes are derived from coding ten news titles from Detik.com. These titles were carefully selected and classified in Table 1, namely: Analog Switch Off (ASO); still enjoying broadcasts as usual; request to postpone the switch to digital TV; the Government's need for decisive action; protest from TV station owners; turning off analogue TV; digitalization of broadcasting; frequency allocation; diverse broadcast content; diverse ownership; and improved visual quality of the broadcast.

Other coding results include disaster communication services, meeting community needs, giving rise to new players in the television sector, creating jobs in the broadcasting sector, digitalization is necessary; digital TV sales rise; the formal basis for digital TV migration, law on job copyright; potential digital TV adaptation problems; people still enjoy analogue TV; stubborn television station owners; set-top box (STB); STB assistance misdirected; STB is distributed free to the public; STB price is high; society rejects STB; confusing use of STB; problems in STB distribution; and local governments find it difficult to coordinate.

The online media Detikcom reported how intricate the problems faced by

the government were in digitalizing broadcasting for all citizens in Indonesia. However, despite these complexities, Detikcom notes that Indonesian people, especially those from rural and suburban areas, prefer analogue television broadcasts on average instead.

Many individuals who reside in the provinces, particularly those in rural areas, still require assistance adapting to the transition of digital television broadcasts, especially when buying and using set-top box (STB) devices. Based on the researchers' content analysis, citizens must continue following the government's advice as mandated by the Job Creation Law, which calls for the transition from analogue to digital television broadcasts.

Based on a report by Adhar [Mutaqin \(2022\)](#) for Detikcom, the analogue television era ended on November 2, 2022. In addition, following the morning broadcast at 00.00 WIB, switching from analogue television programs to digital is necessary.

It would be great if more East Java Province residents showed tremendous enthusiasm towards transitioning their television broadcasts to digital. Besides, the community members should have paid more attention to the warning, especially in the Trenggalek Regency area of East Java, where residents appear indifferent to this appeal, having grown accustomed to receiving subpar-quality television broadcasts.

According to Bukhari, a resident of Trenggalek, their area has yet to receive UHF or VHF digital TV channels. He explained that it all depends on the geological characteristics of Trenggalek, which mainly consists of rocky terrain. In addition, according to Samsul, another Trenggalek resident, the TV channels in the Tugu and Durenan areas are primarily affected by the Trenggalek region TV channels.

Interestingly, each village that receives these TV channels obtains the channels from a different transmitter post. For instance, the eastern region accesses broadcasts from the retransmission of Kediri City, while the western region comes from Madiun City, and even then, the quality could be better. Meanwhile, Trenggalek residents only have two options for watching TV programs: the first is by using satellite TV, and the second is by buying cable TV channels.

Television screen graphics appear sharper than digital television. Nevertheless, some obscure TV programs become accessible using the free satellite TV app. For example, when watching football, it might be better to use a TV satellite dish despite potential broadcast tampering, as it is a paid service (Bukhari, resident in Trenggalek, East Java Province, source: Detikcom)

Detikcom (2022) reported that the Indonesian ITB Center for Industrial

Policy and Telecommunication Regulation Studies Chair, Ian Josef Matheus Edward, has revealed that the Job Creation Law is still in effect. Hence, the implementation of ASO on November 2, 2022, is mandated by this regulation. According to him, the Job Creation Law is still in effect because it is only today that the Supreme Court has overturned it. Therefore, November 2, 2022, is the deadline for the legality of the analogue television Radio Broadcast License (ISR) to expire.

To carry out the mandate of this law, the government must continue to act firmly towards broadcast organizers so that broadcast digitalization must be immediately implemented in all corners of Indonesia. As in Supreme Court Decision Number 40 P/HUM/2020 concerning the annulment of Article 81 Paragraph 1 of Government Regulation Number 46 of 2021. The reason is that the article in question conflicts with Article 60A of the Broadcasting Law in conjunction with Article 72, paragraph 8 of the Job Creation Law.

This article aims to show that Broadcasting Organizing Institutions must provide broadcast program services by renting multiplexing slots to multiplexing operators. Digitization of broadcasting is still a must because multiplexing slot owners can still broadcast, even though renting multiplexing spaces is not permitted.

The ITB lecturer's statement refutes the statement by the owner of the MNC Group business group, Hary Tanoesoedibjo, who stated that the Constitutional Court (MK) decision Number 91/PUU-XVIII/2020 related to the implementation of analogue TV shutdown injection or analogue switch off (ASO).

The MNC Group is a business conglomerate serving as a holding company for multiple TV stations, such as RCTI, MNCTV, INewsTV, and GTV. Despite having passed the ASO deadline, the company, led by Hary Tanoesoedibjo, continued broadcasting analogue signals. However, a day later, MNC Group was forced to switch off analogue TV broadcasts and transition to digital TV. Still, this change only applied to Jakarta, Bogor, Depok, Tangerang and Bekasi (Jabodetabek).

Hary Tanoesoedibjo stated that the Constitutional Court had annulled the Job Creation Law through MK decision Number 91/PUU-XVIII/2020. He also highlighted that from a legal perspective, the Ministry of Communication and Information was assessed by Hary Tanoesoedibjo as having implemented double standards, namely first for the Jabodetabek area following the orders of the Law (ASO) and second for areas outside Jabodetabek following the Constitutional Court's Decree which cancelled ASO.

To delve deeper into the analysis, the researchers present two coding tables displaying the results of coding for the following ten Detikcom news articles:

Table 1: Coding Detikcom's Online Media News on Analog Switch Off (ASO)

Detikcom news title	Analog Switch Off (ASO)	Still enjoying the broadcast as usual	Request to postpone the switch to digital TV	The government's need for decisive action	The TV station owner protested	Inject Analog TV to death	Digitalization of broadcasting
1 Million STB Distributed to People, Blitar Regional Government Confused About Technical Guidelines	3	4	4	6	3	6	3
4,312 STB Distributed in Pasuruan	2	3	3	5	2	5	2
Ouch! STB Digital TV Prices Become Expensive After Analog TV is Turned Off	3	4	4	6	3	6	3
Surabaya City Government Hands Over 29,163 Set-Top Boxes to Poor People	2	3	3	5	2	4	2
Obstacles to Distribution of Free Set Top Boxes in Semarang Rejected - Wrong Target	3	4	3	6	3	6	3
Legislators Criticize Broadcasting Institutions' Stubbornness With Analog Broadcasting	2	3	3	5	2	4	2
UGM Experts Consider Broadcasting Digital Migration as Necessary but Requires Socialization	4	5	5	7	4	6	4
Dismissed by Hary Tanoë (MNC Group), UGM Academic Declares that ASO is Legally Implemented	3	4	4	3	3	6	3
Analog TV is turned off, digital TV sales on Tokopedia increase 2.5x	3	4	4	6	3	6	3
Indramayu Residents Still Enjoy Analog TV Broadcasts	3	3	4	6	3	6	3

Source: Research results, 2023

Detikcom reporter Inkana Izatifiqa Putri (2022) reported on November 8, 2022, that the marketing expenditure of start-up 'Tokopedia' had doubled over the last six months on digital platforms. This information was obtained from the Tokopedia website's report on the categories that received the most public searches in the third quarter of 2022. Ekhel Chandra Wijaya, the director of communications for Tokopedia, asserted that individuals find it progressively more challenging to disengage from technology as time passes.

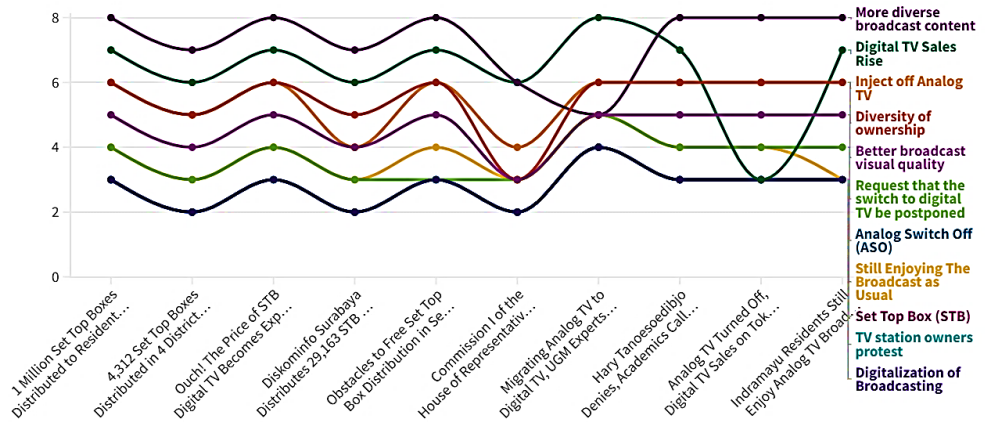
Nowadays, the more activities people do, the more help they expect from technology. The government began introducing digital TV channel migration in Indonesia, especially in the Jakarta, Bogor, Depok, Tangerang and Bekasi areas, on November 2 2022.

Ekhel reported a notable increase in the sale of electronic devices, mainly digital television sets (set-top boxes), in several regions across Indonesia following the implementation of the government's broadcasting digitalization strategy.

According to the data presented in Figure 2, the regions with the highest media coverage are South Sulawesi, Palopo (West Sumatra), and North Lombok (West Nusa Tenggara). On the other hand, the TV Box (Set Top Box) is the top-selling product on the Tokopedia website. The product functions as a TV receiver, audiobook player, and television.

In addition, Ekhel Chandra Wijaya, the Head of Tokopedia's external communications department, emphasized that there would be a yearly increase in the number of transactions by 2023. Besides, the Indonesian e-commerce site Tokopedia actively supports the transition from analogue to digital TV channels by offering special promotions for purchasing digital TVs and related accessories.

This promotion offers refunds of up to IDR 300,000 and is duty-free, as well as Mega Electrodes, which offers several electronic products with discounts of up to 80% and cashback of up to IDR 600,000.



Source: research report, 2023

Figure 2: News Data Analysis Results on the Digitization of Broadcasts in Detikcom Online Media

The public hopes that the Indonesian Broadcasting Commission (KPI) will take a vital role in monitoring the content of broadcasts broadcast by digital broadcasting institutions post-ASO. However, because the law does not mandate this, the KPI institution still only monitors the content of broadcasts on television and radio broadcasts.

Several television stations have recently taken their content from social media platforms such as YouTube, TikTok, Facebook and Instagram. Therefore, if content from social media platforms becomes a television broadcast, it will automatically become the domain of the KPI institutions for their supervision.

The issue is whether the television broadcast adheres to the guidelines set by the KPI, particularly the Broadcasting Behavior Guidelines and Broadcast Program Standards or P3SPS. Regulations regarding P3SPS are crucial for broadcasters to consider when producing post-ASO television and radio content.

Based on KPI data (2023), 568 private broadcasting institutions in Indonesia have successfully migrated to digital post-ASO. Nevertheless, this data is expected to be highly dynamic. Moreover, the full implementation of ASO in Indonesia on July 30, 2023, will give rise to new digital broadcasting institutions. It is expected that the emergence of new digital broadcasting institutions will lead to a significant increase in the number of television stations adopting digital broadcasting.

In terms of information transmission, analogue and digital broadcasting are dissimilar. Analogue broadcasting requires a significant amount of frequency

bandwidth, as it operates on continuous signals and assigns a single frequency to each channel. Digital broadcasting, on the other hand, uses discrete signals encoded in binary, thereby enabling enhanced efficiency. By using digital broadcasting, a single frequency can support multiple channels- up to 12, for instance. This efficiency in frequency usage facilitates the growth and development of new digital broadcasting services, particularly at the local level.

In the end, what is called a digital dividend will emerge. The digital broadcasting industry can reap numerous benefits from this digital dividend, including the ability to build broadband reasonably, efficiently, and quickly throughout Indonesia. This is a difference from a technical perspective.

Furthermore, digitizing broadcasting substantially benefits industries, television institutions, and radio. It significantly enhances efficiency, particularly when it comes to the process of gathering and sending content. The transition to digital broadcasting offers an optimized and better experience, removing common technical problems related to analog transmission. Nevertheless, to watch digital broadcasts, one must possess the essential equipment, particularly a set-top box (STB), as stated in the research provided by the Detikcom online media study.

Since 2022, state authorities have generously supplied free set-top boxes to underprivileged or economically disadvantaged communities. The national ASO target is set for August 12, 2023, and the government has distributed over 90 per cent of the designated set-top boxes (6.7 million STB). Almost 100% of the STB has been allocated to the public.

It is expected that individuals from the middle to upper class can independently purchase the STB on their own. Therefore, if television in society is still analogue, digitalization must be carried out using an STB, which must be purchased separately and costs around IDR 150,000 to IDR 250,000.

We do not intend to encourage middle and upper-class people to ask the government to provide STB. Indeed, the government could be overwhelmed because the state revenue and expenditure budget or APBN may be used up to provide free STB for all groups of society. What needs to be done is to create awareness among the middle and upper classes to procure STBs independently, or they have to buy their STBs, which are relatively cheap.

According to KPI commissioner Amin [Shabana \(2023\)](#), procurement of infrastructure such as STB and its maintenance is very important. But what is no less critical is post-ASO; after all, television in Indonesia is digital (digitized). Currently, there are 568 new digital television stations.

How must the content on each digital television station be managed? Keep the hundreds or even thousands of digital broadcasters' content on their broadcasts from being 'up to date'. Don't let content produced a year or several



years ago still be broadcast to the public by digital broadcasting institutions. For this reason, state authorities should have started to organize the digital broadcasting ecosystem, mainly regarding 'up-to-date' television and radio broadcast content. (Amin Shabana, KPI Commissioner, interview on 26 July 2023 in Medan)

In the context of broadcast content, the digital broadcasting industry will require additional human resources to meet its demands. This presents a valuable opportunity for students majoring in broadcasting and audiovisual in the Communication Science Study Program at universities in Indonesia to become content creators needed by the digital broadcasting industry in Indonesia.

In line with a study conducted by the Boston Consulting Group (2022), the digitalization of broadcasting is expected to create 181 thousand new job opportunities. The local broadcasting ecosystem is also very widely open to be utilized as an opportunity to produce digital broadcasting content, whether carried out under a broadcasting agency (production house) or produced by the broadcasting institution itself.

Once digital broadcasting is fully implemented in Indonesia, the related challenges will also become more significant. There are currently 17 television stations operating. Hence, KPI needs help to monitor the broadcast content of 17 television stations. Moreover, the KPI's responsibility of monitoring digital broadcasts will be increasingly challenging as the number of television stations increases to hundreds or even thousands.

Higher education institutions may view this as a chance to engage in community service and conduct research in the field of communication science, primarily related to the post-ASO digital broadcasting industry. Apart from that, the digital broadcasting ecosystem also requires human resources, which are expected to be prepared by universities to fulfil monitoring and literacy tasks in digital television broadcasting.

To establish this digital broadcasting ecosystem, KPI requires assistance to operate effectively. They can collaborate with universities, agencies, broadcasting institutions, production houses, and the Indonesian Advertising Council. Moreover, once the digital broadcasting ecosystem is fully functional, all stakeholders, especially universities, are expected to play a full role in supervising and providing literacy in digital broadcasting.

Nevertheless, the most significant obstacle that KPI confronts is developing a framework for KPI's supervision in the digital era. Upon submitting the revised broadcasting law number 32 of 2022 to the DPR in 2023, the KPI is expected to expand its authority to encompass not just television and radio content but also the content of broadcasts on new media platforms.

For this reason, KPI must be institutionally ready if it is appointed and mandated to supervise new media at any time. KPI needs to conduct blueprint studies regarding the monitoring model that KPI will later carry out for new media. Do all areas of social media have to be monitored? Or are there new social media with specific broadcast characteristics, such as Instagram or Facebook TV?

Locating equipment capable of monitoring these emerging media platforms is a challenging task. However, KPI needs to integrate technology to address the changes brought about by the digitization of television transmission. Not only that, KPI also needs to provide technology in the digital broadcasting ecosystem.

### **Online Media Reporting Model**

The researchers employed the NVivo 12 plus to process and analyze the data. The results show that the news about the digitization of broadcasting in the online media platform Detikcom led to developing a reporting model configuration, as presented in Figure 3. The ten news stories delivered by Detikcom represent the dynamic nature and visual content, highlighting the need for society to adapt more effectively to transition from analogue to digital television equipment.

Figure 3 displays an online media reporting model that showcases how Detikcom effectively communicates factual components about real-time dynamics, thus fostering the transition from traditional television platforms to digital television. Moreover, Detikcom's coverage emphasizes that migration dynamics are influenced by economic, legal, technical, and political views. A prominent focus in online media reporting, particularly by Detikcom, is the complexity surrounding the procurement, distribution, and utilization of set-top box (STB) devices. Detikcom consistently provides comprehensive coverage of STB-related topics, incorporating viewpoints from various sources, including STB vendors and technicians, lower-class individuals, entrepreneurs, television station owners, political figures, and broadcasting and communication science academics.

Individuals, voluntarily or not, will always require additional devices for their televisions, particularly set-top boxes, to enhance their convenience when accessing all television broadcast content. Moreover, starting on either July 31, 2023, or August 1, 2023, the government is simultaneously implementing ASO to ensure that public television consistently operates digitally, offering numerous benefits as previously discussed.

The Ministry of Communication and Information and the Indonesian Broadcasting Commission are urged to conduct extensive literacy and supervision efforts because the digital broadcasting industry has the potential to keep expanding to meet the diverse needs and expectations of the public in the post-ASO broadcasting ecosystem.



researchers in exploring the implementation of broadcast digitalization in the digital broadcasting ecosystem in Indonesia post-analogue Switch-Off (ASO) or post-digitalization.

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