Innovative Educational Broadcasting: UGTV's Influence on Gunadarma Students and the Wider Community

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ABSTRACT

Television remains a medium for delivering information and entertainment, to communities, particularly in areas with unequal access to the internet, so television becomes their primary source. This study aimed to explore how UGTV is utilized to deliver educational content to students of Gunadarma University and the wider community. Using a qualitative method with a constructivist paradigm, this study was grounded in the Media Ecology Theory. Data were collected through observation, in-depth interviews, documentation, and literature studies. The findings revealed that UGTV, as an educational digital television platform, effectively provides academic and innovative content useful for the community, particularly students. The contents are produced and packaged to be informative and appealing to the community.

Keywords: UGTV; Educational Content; Students; Society

INTRODUCTION

UGTV (Universitas Gunadarma TV), the first digital-based educational community television in Indonesia, has a significant role in distributing information and educational content to the public, especially students. In delivering content, it continuously maintains the information quality either for entertainment or education.

The programs are presented attractively and innovatively, making the audience comfortable to watch and follow each program. The biggest challenge of digital-based educational television is the more educational program content for the public, especially students. In the use of educational media, interaction between media users is possible (Yaumi, 2018). UGTV is a forum for educating the nation and creating a future generation. Technology development in life starts from simple processes in everyday life to the level of fulfilling satisfaction as individuals and society (Danuri, 2019).

The presence of television brings about an influence on people's lifestyles. They require the role of television. Television can meet the information needs of the community. As technology develops, television also follows developments. We have now entered the digital era. Television has also been eroded by the changes. Television, which initially used analog, has now become digital. The development of technology in the era of world globalization, the development of many technological media, and the transition from analog to digital TV (Laksana et al., 2022).

Digital TV requires people to adapt. Digital TV can change people's lives. While television used to be abandoned, the shift to digital has led to a resurgence in viewership. The development of television broadcasting technology can improve performance and enable various activities to be carried out quickly, precisely, accurately, and efficiently, which increases productivity (Fachrudin, 2016). The impact of digital TV is that people become more comfortable when watching their preferred program.

Mulyadi (2019) stated that television broadcast content in Indonesia tends to be diverse, combining information and entertainment. The public is presented with various interesting broadcast programs. One of the educational and informational content channels is UGTV. UGTV is the first Digital Education Community Television in Indonesia. UGTV broadcasts various cultures and educational programs that can be accessed via digital TV on channel 31 UHF, website, Instagram, and YouTube (E. Prihantoro et al., 2024).

The development of technology and information media significantly influences society, especially students. One example is Gunadarma University, which has presented educational and informational content through TV channels and websites. This change will be seen using media ecology theory.

Lopez (2021a) states that the emergence of technology in human life will change various human lives.

The era of the Industrial Revolution 4.0 has changed humans' dependence on information and communication technology. One notable aspect is the development of media as a means of communication. Media serves as a tool to convey information (Cahyadi, 2019). People in ancient times still used various simple communication tools, such as *kentungan*, letters, doves, palm leaves, etc. Along with the development of technology, the media has also developed. Traditional communication tools must catch up, and people prefer digital communication tools.

The development of media dramatically influences information. Thus, the community needs information very much. The development of media is beneficial in the dissemination of information. The media can disseminate information to all corners of Indonesia, especially television (P. Sari, 2015). Television presents information in audio and visual form so that the public can easily capture the information presented. The public generally likes television because of its practical character for the information and entertainment presented (M. et al., 2016). Syahida in Prihantoro (2021) explains that mass media has become very influential for the public. The public directly feels the impact of television. Its audio-visual nature is undoubtedly easy for the public to access. Until 2024, the number of people who watch television broadcasts was still quite large. Mainly, when associated with sources of information, the Indonesian people still trust television to get reliable information. Here is the data on public trust in television:
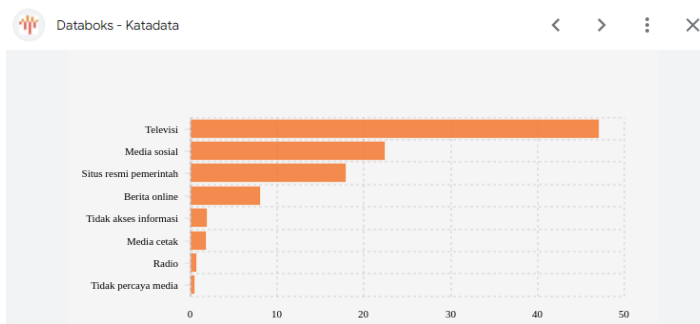

Figure 1. Media as a source of information

Source: Databoks – Katadata 2022

Media will influence people's actions, improve perceptions, manage human experiences, and simultaneously bind the world. From these three assumptions, the way UGTV is utilized is evident as a media or forum in

providing information and education to the public and also students of Gunadarma University (Lopez, 2021b).

According to Guntar et al. (2023), media ecology theory assumes that the application of digital literacy communication by the @siberkreasi account on Instagram serves as a public education movement. The content is presented as a stimuli to improve perceptions of social media behavior, and digital communication strategies are applied as a reference for interaction with the community (Herawati, 2015).

Besides, Alim & Dharma (2021) suggested a shift in media communication patterns in youth groups, for example, the Asumsi.co., a YouTube channel as an alternative media platform that presents political information for entertainment. The presence of the channel makes young people interested in political issues in Indonesia. In this case, the media is by the assumptions of the media ecology theory in binding the world.

Research on UGTV was conducted by E. Prihantoro et al. (2024). This study indicated that UGTV, as the first digital education community television in Indonesia, has met all KPI standards by offering several programs, such as Team Teaching and Campus Info. Several tourism and cultural programs also remain in demand by viewers. This study focuses on the standards of UGTV programs as the first digital education community television in Indonesia. In contrast, the research focuses on using UGTV as a medium that presents educational content for Gunadarma University students and the community.

Further, Putra et al. (2024) revealed that Cakra Semarang TV and TVku implemented mixed marketing by collaborating with government agencies to maintain their existence. The TV utilizes diverse media platforms and establishes long-term cooperation by increasing bonding, empathy, reciprocity, and trust. The study focuses on marketing strategies by local TV in facing the digital era. In contrast, this study focuses on the educational content for Gunadarma University students and the community.

Another research was conducted by Prayogo & Nur Agustin (2023) on the transformation of local television media strategy, JTV Surabaya, in the era of digitalization and media convergence. According to the study, JTV maintains its existence by creating creative content uploaded to various digital media platforms based on changes in people's news-seeking behavior. This study focuses on content creation in the era of media convergence. Meanwhile, the current study focuses on the educational content for Gunadarma University students and the community.

The research method used in this study is qualitative, which focuses on in-depth observation. The influence of this media can be studied using media ecology theory. Ecological Theory studies how media and communication processes influence human perception, feelings, emotions, and technological

values that influence communication through new technologies (Irfan & Mulyana, 2022). Media ecology assumes that media can influence people's behavior or actions. The essence of this theory is that society is already attached and cannot be separated from the influence of technology (Rohmawati & Watini, 2022)

Through media ecology, this research examines the role of UGTV in providing educational content to the public. Media ecology theory is applied to measure societal changes, especially in persuasive content (Dahmiri, 2020). The educational content presented by UGTV becomes an indicator for researchers in conducting research. The study hopes to demonstrate that UGTV can bring positive changes to society and students at Gunadarma University.

The data was collected through observation, interviews, documents, etc. The researchers process the information obtained systematically to produce a scientific work. Referring to Moloeng (2010) and Rahmadi (2011), the subjects of this study were the program director, production director, finance director, several UGTV staff members, students, and the community. The object of the study is part of the subject that will be the core of the study. The object of research is one of the essential elements in a study, in addition to the subject. According to Supriyati (2015), the object of research is a variable studied. Therefore, the object and subject of the study are interrelated. According to Satibi (2011), the object of research generally maps or describes the research area or research target comprehensively, which includes regional characteristics, development history, organizational structure, main tasks, and other functions according to the mapping of the intended research area (Mahuda & Kusuma, 2020).

Research with a qualitative approach explores people's perceptions of their conditions; the researchers reveal the essence or meaning of the statements of the community (Sugiarto, 2022). This study was grounded in the constructivism paradigm. This paradigm views social science as a systematic analysis of socially meaningful action through direct observation and maintaining or managing their social world (Mulyana, 2010). This paradigm believes that reality is the result of the construction of the subject. This reality has a dual nature that can be understood as an integrated whole. Moreover, human knowledge is dynamic because it continues to grow and develop.

RESULTS AND DISCUSSION

UG Television Profile

Technological advancements have made Gunadarma University continue to adapt to technological developments. To provide exciting shows for the public, especially students, UGTV prepares innovative, educational, and creative

content. UGTV is the first Community TV to migrate from analog to digital. Several UGTV programs even combine digital TV live broadcasting technology with cloud meetings. UGTV is a TV channel different from the typical TV channels. UGTV is a community TV and non-commercial. As its purpose, UGTV is a means for students and the public to find out the information they need (Warsito, 2022). In addition, UGTV is considered to improve the quality of education, especially in the use of information and communication technology in Indonesia.

Source: https://ugtv.co.id/

Figure 1. UG TV Studio at Campus F8

UGTV has diverse programs presented to students or the community according to their respective needs. Table 1 lists down the programs:

Table 1. The List of UGTV Programs

| No	Program	Description
1	Morning Spirit	Motivation and Inspiration
2	Campus Info	News
3	UG Talks	Talkshow
4	IKN Series	Talkshow
5	Cita Inspira	Podcast
6	Team Teaching	Education
7	Afternoon Chat with Immigration	Talkshow
8	Tax Talk	Talkshow
9	Between Us	Talkshow
10	UG Traveling	Tourism
11	Seeing Indonesia	Feature
12	Exploring the Archipelago	Feature
13	Literacy	Public Education
14	Open Session of Doctoral Program	Publication

Source: https://ugtv.co.id/ 2024

Cita Inspira Podcast presents inspiring and accomplished guest stars; Ruang Sekolah presents representatives of schools in Jabodetabek; UGTalk discusses global issues; and Team Teaching presents leading courses according to developments in information technology, including Social Networking and Creative Content courses, Digital Citizenship, Data Science and Big Data Analysis, Artificial Intelligence and Society. UGTV programs can be viewed via UGTV's YouTube channel so that they are easily accessible to the general public and Gunadarma University students to access information and knowledge online or through distance learning methods. In addition to broadcasting educational content, UGTV also broadcasts tourism and cultural programs, which remain in demand by the public (E. Prihantoro et al., 2024).

Source: https://ugtv.co.id/
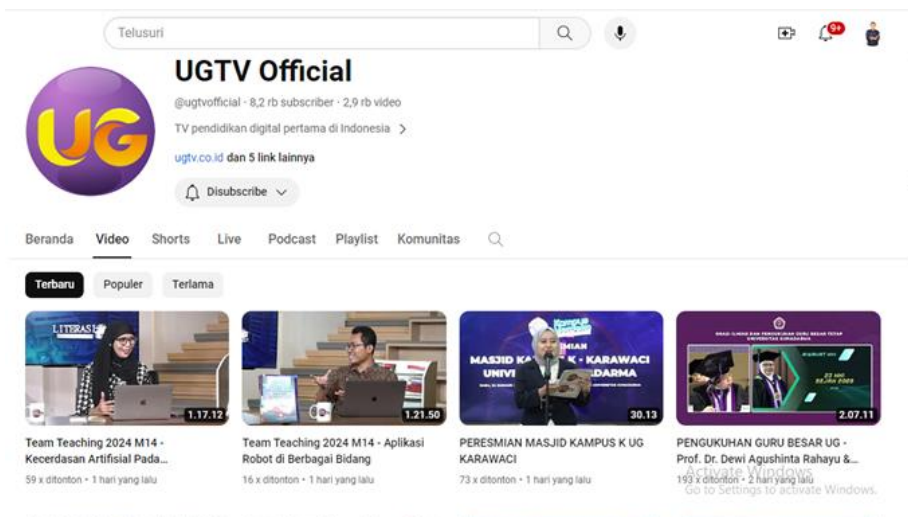
Figure 2. UG TV 2024 Youtube Channel

The public can review and select shows broadcast on UGTV to meet their information needs. With the UGTV Official account on YouTube, people can watch rebroadcasts of news that have been missed (E. Prihantoro et al., 2021). In addition to YouTube, information about UGTV programs is always provided via UGTV and Instagram @ugtvoffical so that people can find out the latest information from UGTV. The @ugtvoffical account has 4,697 followers and 2117 posts, indicating that this Instagram account is widely viewed by the public, especially UGTV viewers.

Source: https://www.instagram.com/ugtvofficial/
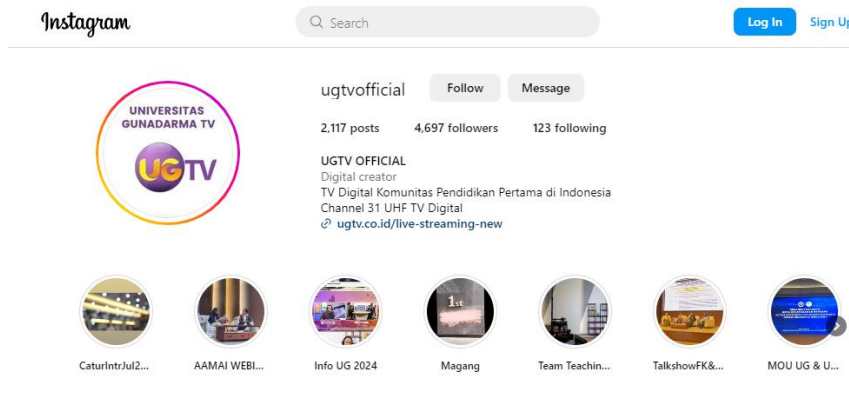
Image 3. UG TV Instagram Account

UG TV Content Production as Information Media

Information media is one of the links that allows the public to obtain helpful knowledge or information. The information is delivered through media. UGTV is one of the media or links that the public or students can use to obtain information. Television is a broadcasting media platform that significantly influences people's social lives, both communicatively and informatively. Television has become a medium for entertainment and for sharing information with diverse news content for the public (Prihantoro, 2024).

According to Iwan Maurits, the head of UGTV production, UGTV was formed, built, or established before the transition from analog to digital (Analog Switch-Off). UGTV is a community broadcasting institution in education established on June 12, 2006, as a massive literacy media channel. After obtaining a permit in 2019, in 2020, it began to switch from analog to digital to have a wider reach and better quality. The analog-to-digital transition not only refers to problems related to the television program production process but also to the conversion of all television from analog format to digital systems to make them simpler, more effective, and modern (Putra et al., 2024).

As a community television, UGTV can provide understanding to the public by presenting educational content. Hartanto (in Prihantoro, 2024) stated that collaborative efforts with the government increases literacy through community television containing information about local wisdom education and social aspects. Collaboration with government agencies can also be used to maintain local and community TV in the digital era (Putra et al., 2024).

According to Basarah and Romaria (2020), content is the structure of information on a website or information available through the media. This term is used to identify and quantify various formats and genres of information as

components of the added value of the media. Content can be information messages, entertainment, and news in the form of articles, videos, audio, or multimedia uploaded online or on television. The content produced must be attractive according to its segmentation. Segmentation can highlight target age, gender, audience conditions, and geographic location. UGTV, as a community television with a Jabodetabek reach, is aware of its geographical limitations, but currently, streaming technology allows it to be accessed worldwide. Streaming is the process of transferring data or information from one user to another, either directly or through a specific application, which does not require downloading and will be displayed directly for data successfully transferred (Kominfo, 2024). Streaming is intended not only for new media but also conventional media such as radio and television. UGTV can be accessed live via www.tv.gunadarma.ac.id. Prerecord streaming is run by first recording the video or content, then saving it on a specific media, and then broadcasting it according to the schedule determined by the program director. Usually, it is routine, and broadcasts are repeated because of the rush. At the same time, live streaming is a live broadcast. The event is covered live and distributed to the public via television. Some live programs on UGTV and live streaming include the IKN Series, International Seminar, National Seminar, Ruang Sekolah, and Team Teaching. The reason for broadcasting live and live streaming is that the event is held with external sources present directly in the studio or live cloud meeting simultaneously.

Digital-based community television is required to provide color to the programs broadcast based on local wisdom, where the total show is expected to be 20% related to cultural and social aspects of society (Juditha in (L. Prihantoro, 2024)). UGTV, as a new television station, highlights the potential of local wisdom in certain areas as a reflection of identity, especially in Depok, Bekasi, Sukabumi, and Cianjur. Some of the local content that UGTV has produced are listed in Table 2 below:

Table 2. Local Television Content

No	Program	Description
1	Seeing Indonesia	West Java Local Content
2	Wira-Wiri	Tourism in West Java
3	Exploring the Archipelago	West Java

Source: Researcher Processed Results

UGTV utilizes the latest technology to produce informative content and attract audiences. Collaboration with various study programs at Gunadarma University, such as Communication Science, Informatics, Information Systems, and Computer Systems, by producing educational content using Artificial Intelligence (AI) and presenting it with Live streaming. It constantly adapts by

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following technological developments. UGTV continues to move to adjust to the needs of the community or students. UGTV presents relevant educational information that meets the community's needs.

As an informative and interactive media, UGTV can interact with the community or students through interactive programs such as Ruang Sekolah, which presents principals, teachers, students, and even parents to discuss issues around education in Indonesia. One of the themes always interesting to be discussed in this program is the inspiring story of the principal, teachers, and high school managers in preparing superiors who will later play a role when Indonesia is golden in 2045. UGTV receives feedback from teachers and students through Instagram and social media.

The success of the content produced by UGTV media can be seen from the increase in the number of viewers and the increase in understanding of students who take the Team Teaching course through UGTV. The understanding of students who have taken lectures through team teaching on UGTV can be seen from the responses and active participation in working on questions in the Gunadarma University Virtual Class application (Noname, 2024). It can also be said that the determining indicator of the success of UGTV media is its usefulness. If UGTV is used increasingly, it is helpful.

UG TV for Students and the Community
UGTV, as an educational community television, must broadcast information, especially about education, to students and the community. Information media is one of the essential aspects for students or the community. Television (TV) is a compelling medium for simultaneously disseminating information to the community. TV broadcasts also have a broad reach and can eliminate geographical boundaries, social systems, politics, and culture of the audience. In addition, it can potentially influence the attitudes, creativity, motivation, views, lifestyles, and orientations of the community. Moreover, television has the potential to convey educational/learning messages. Thus, TV broadcasts are one form of learning and teaching resources that can be used to improve the quality of education (Warsita, 2019). UGTV has broadcast coverage in the Jakarta, Bogor, Depok, Tangerang, and Bekasi (Jabodetabek) areas, but it can also be accessed via streaming at www.tv.gunadarma.ac.id from any areas. Everyone can access UGTV broadcasts from anywhere with an internet connection. This can be implemented during the online graduation ceremony, where Gunadarma University holds an online graduation with a different concept, using live broadcasting and live cloud meeting technology so that graduates can attend the graduation ceremony from anywhere with an internet connection. Therefore, graduates who have worked in Germany, Medina, and other regions in

Indonesia can still feel the graduation celebration via live broadcasting and live cloud meeting technology.

Television as a learning medium is often called instructional television (ITV). There are different definitions of educational television according to their interests, but they are related to education and learning. Educational television is a program designed, developed, and utilized for learning (Siahaan in (Warsita, 2019). This means that television media can be designed and used to communicate learning messages and information in the cognitive (knowledge), affective (feelings and appreciation), and psychomotor (skills) areas.

Based on the results of an interview with Iwan Maurits, UGTV broadcasts educational programs in collaboration with some study programs to present exciting learning. One example is the Team Teaching program, initially broadcast to overcome student difficulties during online learning in the COVID-19 pandemic. At that time, students experienced difficulties due to poor signal and limited quota, so Team Teaching was helpful because it could be accessed using a television. The students did not need to use credit and signal and could also be accessed via streaming with a smaller internet quota. After learning through Team Teaching, students will work on assignments on the Gunadarma University virtual class application.
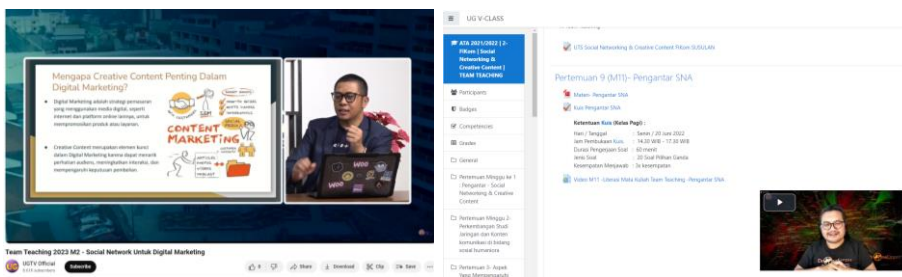
Source: https://v-class.gunadarma.ac.id/ 2024

Figure 4. UGTV and Vclass of Gunadarma University

To provide information the entire community can trust, UGTV presents sources with integrity and fields of expertise that have been verified. Even often presenting public figures and officials in the Ministry to provide information highly anticipated by the community. Thus, the content produced by UGTV becomes very useful, making UGTV a quality medium. The sources invited by UGTV are sources with criteria such as understanding and expertise in the topics to be discussed in each program. For example, to discuss Social Network

Analysis (SNA), UGTV presents Ismail Fahmi (Founder of Drone Emprit); UGTalks with the Theme: The Role of Public Relations for Companies and Government presents Prof. Dr. Widodo Muktiyo, Msi (Expert Staff of the Coordinating Minister for Human Development and Culture of the Republic of Indonesia) and other competent sources in their respective fields. This greatly determines the success of the content produced.

UGTV is a digital educational community television that aims to disseminate information and education that benefits the community, so it does not focus on profit or gain. Various programs created by UGTV are mostly public education media with packaging easy to understand for all ages. The UGTalk program discusses exciting phenomena within society and eventually presents competent speakers in their fields. On the health theme, UGTV presents professors and lecturers from the Faculty of Medicine, Health Sciences and Pharmacy. For example, during the Covid 19 Pandemic, the widely discussed theme was public education related to healthy lifestyles and efforts to avoid viruses and bacteria. The collaboration between the Faculty of Medicine and the Faculty of Industrial Technology resulted in rich innovations in medical devices to overcome the scarcity of oxygen in the community. The Pharmacy study program teaches the public to utilize living pharmacies in their yards and to plant plants beneficial to health, such as galangal, ginger, aloe vera, betel leaves, and others. The public can increase immunity by consuming pharmacy plants in their homes without leaving the house.

Community Response Regarding the Development of UG TV

Gunadarma University students and the public reacted positively to the educational programs broadcast on UGTV. According to the UGTV Program Director, one of the positive reactions was shown by Gunadarma University students who routinely watch and are directly involved in developing UGTV programs through internship activities. Students are directly involved in creating educational content readily accepted and by the general public's tastes. This educational content is elaborated with other digital media, such as social media. Gabriel, an intern at UGTV, stated that his editing skills have improved with the internship at UGTV. Gabriel was tasked with editing several recordings, making adjustments, and then broadcasting. UGTV is a professional laboratory because it directly works on the production task of an audio-visual program as a medium for information and broadcasting, intellectual development, and entertainment. It benefits students because they can access information, including team teaching learning content (leading courses), anytime and anywhere to improve their understanding of the teaching material. Students can also repeat the material by watching replays via YouTube UGTV Official until they understand the material well, then do their assignments. This undoubtedly benefits students,

so there is no reason to fail because they do not understand the material. The materials delivered through UGTV have been adjusted to exciting and interactive broadcasting standards.

UGTV provides concise content that students and the public can easily understand. UGTV is considered to provide more straightforward and affordable educational information integrated with the teaching and learning process in the classroom. In addition, it provides education and new knowledge to the public in general, including parents who have children studying at Gunadarma, so that they can better understand what is happening on campus. This condition is based on the Media Ecology Theory, which explains that the emergence of technology in human life will determine changes in human lives (Lopez, 2021a).

UGTV educational content changes the teaching and learning process on campus, where the process is integrated so that the material does not only come from the classroom. Material can also be obtained from television shows adjusted to the standards of each study program. This show finally changed the way students learn, who initially focused on the material in class and were finally able to increase their knowledge through interesting educational shows. Several courses are explained through Team Teaching so that students do not meet face-to-face in class. This method allows students to continue to gain knowledge without having to come to campus. This new knowledge is tested through several questions uploaded on VClass. This learning method teaches students to stay focused on watching Team Teaching because they will be tested through questions on VClass. The result of this study corresponds to that of Guntar et al. (2023) that the @siberkreasi account can be a community education movement.

The UGTV Program Director stated that to increase the program's interactivity with the public, UGTV polls and questions on Instagram can be directly responded to by the public. In addition, on YouTube, the interaction between viewers and UGTV admins through comments is also considered a factor that makes this media interactive. Integration through media is called effective media convergence, which maintains the existence of a media by creating creative content on digital media platforms (Prayogo & Nur Agustin, 2023). The content created is adjusted to the media, which used to be more personal according to the community's needs. UGTV provides shows that help audiences meet their information needs. UGTV contributes positively to shaping the views and knowledge of the community and students through the content presented. Nova, one of the people who felt the benefits of health information from UGTV, stated that UGTV provides free health information, with resource persons from doctors from the Faculty of Medicine, Gunadarma University. They routinely deliver health education through UGTV. A lot of information

distributed by UGTV can be helpful for viewers from various segments. Other information comes from the Tax Corner Manager of Gunadarma University, through which the public is given education on how to comply with taxes, how to fill out SPT, and other information related to taxation.

The use of UGTV in providing educational and informative content is reasonably practical and interactive. Many programs are helpful, especially to Gunadarma University students. As an educational community TV, UGTV focuses on educational content to educate the nation.

The programs presented are not only on TV but can also be viewed on social media such as Instagram and YouTube. UGTV is an interactive media that establishes communication with social media users, and some programs involve students to participate in content creation. In addition to involving students, UGTV often brings in speakers highly competent in their fields, so UGTV becomes a beneficial medium.

CLOSING

The research on the role of UGTV in providing educational content to the community and students of Gunadarma University concluded that UGTV is practical and interactive. Many programs are beneficial, especially to students at Gunadarma University. As an educational community TV, UGTV focuses on educational content to educate the nation. The programs can be viewed on TV and social media, such as Instagram and YouTube. UGTV is an interactive media that establishes communication with social media users, and several programs involve students to participate in content creation. Besides, UGTV often invites highly competent speakers in their respective fields to contribute more to educational development.

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