

## THE URGENCY OF DIGITAL BROADCASTING FOR PUBLIC INTEREST TO GET QUALITY BROADCASTING SERVICES (STUDY ON TVRI NTB LOVERS GROUP)

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### Abstract

*The transition from analog to digital broadcasting has been mandated for West Nusa Tenggara (NTB) Province. Numerous stakeholders are involved in the dissemination of information about the relocation of broadcasting in NTB. The spread of information about broadcasting migration and the pressing need for digital broadcasting are investigated in this study using the qualitative technique. The study's findings show that the government used a number of broadcasting organizations (TV and radio) to disseminate information about the migration to digital television in NTB. The public has endorsed this in order to acquire broadcasting services of a higher caliber. This switch to broadcasting is the best move for making optimum use of frequency and fostering the development of the digital economy and industry.*

**Keywords:** Migration, Urgency, Digital Broadcasting, Public Interest.

### Abstrak

Dunia penyiaran di Provinsi Nusa Tenggara Barat, telah diarahkan migrasi dari analog ke digital. Diseminasi informasi migrasi dunia penyiaran di NTB dilakukan oleh banyak pihak. Penelitian ini menggunakan metode Kualitatif untuk mengetahui penyebaran informasi migrasi penyiaran dan urgensi penyiaran digital. Hasil penelitian bahwa diseminasi informasi migrasi penyiaran digital televisi di NTB telah dilakukan oleh pemerintah melalui berbagai lembaga penyiaran (TV dan Radio). Hal ini mendapat dukungan dari masyarakat untuk layanan penyiaran yang lebih berkualitas. Migrasi penyiaran ini sebagai langkah tepat untuk efisiensi penggunaan frekuensi guna mendukung pertumbuhan ekonomi digital dan industri.

**Kata Kunci:** Migrasi, Urgensi, Penyiaran Digital, Kepentingan Publik.



Lisensi

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## **A. INTRODUCTION**

Internet accessibility among Indonesians has aided in the migration of broadcasting (TV and Radio) in the country. in the province of West Nusa Tenggara. The broadcasting industry has transitioned to digital. Prior to the digital shift, radio and television broadcasters exclusively emphasized voice and face. Now that television and radio have evolved from audio to video, sound, and literature complete with visuals, it is possible to enjoy them in part through the internet. In the current era of internet technology, this element further reduces the distinctions between radio and television's characteristics. A wise decision to help maximize the function of broadcasting institutions as media of information, entertainment, education, and social control is to use radio and television integrated with the internet platform.

Both the setting of interpersonal communication and even mass communication uses media to aid in the process of message transformation. The primary purpose is to make communication easier. Face-to-face communication is possible and much more effective when communicators and communicants are in the same place and time, however there are some circumstances where it feels necessary to include the media in the communication process. When there are urgent work issues and the communicator and communicant are far apart, for instance, it is sufficient to communicate through phone, WA, or a similar method. Similar to how mass media is necessary for establishing mass communication, a heterogeneous society necessitates communicators' use of the media to disseminate communication content.<sup>1</sup>

The migration of broadcasting is also happening in West Nusa Tenggara Province. The number of broadcasting institutions in this area is quite large. According to data from the Regional Indonesian Broadcasting Commission (KPID) of NTB Province in 2021, the number of broadcasting institutions is 70 institutions.

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<sup>1</sup> Andri Kurniawan, Radio Hamzanwadi Sebagai Media Islami, *TASÂMUH* Vol. 18 (2), 246-247

Table: Number of Broadcasting Institutions in NTB

No.	Type of Broadcasting Institution	Amount
1.	Private Radio Broadcasting Services	39
2.	Community Radio Broadcasting Services	6
3.	Subscription Television Broadcasting Services	2
4.	Public Television Broadcasting Services	1
5.	Local Public Television Broadcasting Services	1
6.	Public Radio Broadcasting Services	1
7.	Local Public Radio Broadcasting Services	2
8.	Local Television Broadcasting Services	5
9.	SSJ Television Broadcasting Services	13

(Source: PS2P Division of KPID NTB, data of May 5, 2021)

Local and national television stations must switch from analog to digital out of the 70 broadcasters in West Nusa Tenggara Province. In comparison to analog transmissions, this digital television broadcasting technique may send image and sound signals with better and clearer reception quality on television screens. This is in conjunction with the Job Creation Law's passage on November 22, 2019, and the implementation of digital broadcasts over all of Indonesia two years later. A phased switchover from analog to digital TV transmission will take place, precisely beginning on November 22, 2022. The government actively promotes information on the transition of broadcasting from analog to digital by integrating all relevant institutions and communities.

The TVRI Lovers Group of West Nusa Tenggara Province is one of the local organizations concerned with high-quality broadcasting services. Through a variety of methods and events, this group of TVRI enthusiasts is actively

involved in spreading knowledge about the transition of broadcasting from analog to digital. enabling the general public to comprehend the information on the Analog Switch Off (ASO) and the migration of broadcasting in the NTB province. In order for the public to receive high-quality broadcasting services, including broadcast quality, visuals, and sound that are crisper and better than analog television, the NTB TVRI fans group is actively involved in spreading information about ASO and digital migration.

The transition period, during which both analog and digital signals are carried concurrently, is known as the simulcast period. This is the time to spread information about the broadcasting migration. The transitional period's goal is to encourage the public to begin switching to digital broadcasting. The public can also observe the differences in broadcast quality between analog and digital during this time. <sup>2</sup>

The winning candidate for the 2021 competition for organizing digital terrestrial television multiplexing has been named by the Indonesian government. The choice is a component of the broadcasting digitalization agenda and the execution of Analog Switch Off (ASO), according to Minister of Communications and Informatics Johnny G. Plate, who made the announcement on [kominfo.go.id](http://kominfo.go.id).<sup>3</sup>

TVRI, Metro TV, and SCTV are the television multiplexing managers in the province of West Nusa Tenggara. The three broadcasters were requested to follow through on their promise to give the residents of NTB free Set top boxes (STBs). By adding STB devices to analog television sets, individuals can see broadcast content in digital format without having to purchase a new television set. A STB is a digital broadcast receiver that combines and translates digital signals so that analog televisions can pick them up.<sup>4</sup>

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<sup>2</sup> Nur Malik Maulana, *Menggali Kebijakan Penyiaran Digital di Indonesia*, Jurnal Ilmu Komuniaksi, Vol. 17, No 1, 2019. 65

<sup>3</sup> [kominfo.go.id](http://kominfo.go.id)

<sup>4</sup> Bambang Mudjiyanto SDM Kemkominfo, *Sikap Penyelenggara Siaran televisi terhadap penyelenggaraan siaran televisi Digital*, Jurnal Studi Komunikasi dan Media, Jakarta, 2013. 125

The broadcasting sector in NTB is anticipated to benefit from the TVRI NTB fans group's involvement in spreading knowledge on ASO and the migration of broadcasting in the province. Considering that any group or community can take part in creating broadcast content that will be transmitted via television. It is anticipated that through facilitating collaboration between regional and international content producers, the number of jobs in the creative content sector will increase. It's anticipated that the expansion of the creative content market would help NTB progress. Because information outside of NTB (material about the nation and other regions) has mostly influenced television broadcast programming up until this point.

## **B. RESEARCH METHOD**

This study uses a qualitative design and a descriptive-analytical methodology. Since it explains the phenomenon as it is as well as current events, new trends, and evolving opinions in reference to both the past and the present, it is little wonder that it is named descriptive. While this is going on, the qualitative technique is used since the subject of the study takes the shape of symptoms or processes that are challenging to measure but are simpler to convey using verbal descriptions, allowing for a more thorough capture of the dynamics. Because this research aims to depict the aspects of people's daily lives, ideas, and opinions regarding the occurrences that occur, phenomenological methodology is also used in addition to descriptive-qualitative methodology.

This research took one location in TVRI NTB because TVRI is one of the public broadcasting institutions in NTB and has a community known as the TVRI Lovers Community. The main techniques of data collection were observation and in-depth interviews. In this regard, the unstructured interview technique was used because it allowed the informants to express their thoughts more freely. In-depth interviews were conducted with 26 informants, representing the TVRI Lovers Community, TVRI Broadcasters and relevant officials. In-depth interviews were also conducted with several other people for data completeness and comparison. Based on experience, it is not easy to explore public motivation.

Many of them are rather closed, do not want to know their purpose, and avoid being formally interviewed. The research team overcame this obstacle by using a persuasive and participatory approach.

The method of involved observation or direct observation is also used, to see up close the facts and opinions that will be expressed by the public. Observation took place in several stages. The first stage was a preliminary study, to explore initial data. The second stage of observation was conducted on a full-time basis where the researcher was at the location for a full day to see comprehensively. This was done intensively every day for four months plus other days when it was considered important. The final stage of observation was carried out to sharpen the data and cross-check.

Includes an explanation of the methods used in conducting the research. The substance in this research method can be in the form of a research approach, type of research, and scope of research.

### **C. RESULTS AND DISCUSSION**

#### **People Get Information on Analog Switch Off (ASO)**

The transition of television broadcast transmissions from analog signal modulation to digital signal modulation is known as digital TV broadcast migration (DTVBM) or analog switch off (ASO). The replacement of television transmitters and receivers is necessary to make the switch from analog to digital television sets. A digital TV set is necessary to receive digital transmission. However, if you want to keep watching television on an analog TV, you can record digital broadcasts using a different gadget called an STB (Set Top Box) converter box. The converter box will transform the digital broadcasting signal into an analog signal when used with an analog television. As a result, those who still own analog television sets can watch digital television broadcasts.

Users of analog television can continue to watch analog broadcasts while gradually making the conversion to digital broadcasting technology. Especially for television operators and the general public, a gradual changeover procedure can reduce the danger of loss. Information about broadcast programs and

additional devices that must be installed are some of these threats. Television transmitters that broadcast digital television broadcasts deliver analog broadcasts to the general audience before they can switch from analog to digital television.

The move from analog signals to digital signals was made in a number of developed countries several years ago. In Germany, the project to use digital signals began in 2003 in Berlin and in 2005 in Munich. Meanwhile, France and the UK have completely stopped their analog television broadcasts. In the United States, through the Deficit Reduction Act of 2005 approved by Congress, every fully-powered local television station is required to turn off their analog channels by February 17, 2009 and continue to broadcast exclusively in digital form. While Japan will begin mass digital television broadcasts in 2011.<sup>5</sup>

The introduction of digital television will give the populace of the nation a fresh experience. In comparison to Analog TV, which depends on signal reception conditions, Digital TV broadcasts will have clearer and clearer visual and audio quality, as previously mentioned. The availability of digital television also provides young people with the opportunity to contribute to the creation of digital content by creating engaging programs to revitalize the domestic broadcasting sector.

According to Marvels P. Situmorang, Director of Broadband Development at the Ministry of Communication and Information, who was quoted by Antaranews.com, this will happen once Digital TV has been introduced throughout all of Indonesia. The rivalry among those who create digital material is fierce and there are numerous new hurdles. Marvels added that a television program's main goal should be to hold viewers' interest and satisfy their needs so that they don't stop watching the program after a few minutes.<sup>6</sup> Therefore, in order to succeed in the competition, digital content creators must produce focused, imaginative, unique, and entertaining material.

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<sup>5</sup> Proses Peralihan TV Analog ke TV Digital serta Peluang dan Ketatnya Persaingan Antar Digital Konten Kreator Setelah Migrasi TV Dilakukan - Kompasiana.com

<sup>6</sup> Ibid

There are still some people who care about safe and instructional broadcast content for kids and families in the midst of the analog to digital transition and the increasing competitiveness of content on social media. A community of TV lovers, including the NTB TVRI Lovers Community, developed as a result of certain people developing a strong emotional relationship with these National TV broadcasts since Television Republik Indonesia was the first television that the general public watched on August 24, 1962.

The TVRI Lovers Community in NTB was formed by the center, nationally starting in 2014, each region formed a TVRI Lovers Community. in NTB the name is NTB TVRI Lovers Community. in NTB has entered the second period, the first period of its chairman L. Anggawa Nuraksi, Secretary Chae Khairil Anwar. Since 2017 Chae Khairil Anwar has been the chairman of the NTB TVRI Lovers Community. This community consists of various professions and educational backgrounds (ASN, politicians, youth leaders, tomas, toppers, and trades, including teachers, lecturers, commissioners, doctors, retirees, students, etc.). The purpose is as a strategic partner of TVRI NTB to provide input, including giving responses to broadcasts. However, the existence of the community does not become a policeman/judge, no more than a partner outside the institution who certainly has a role to play in improving the quality of services. occasionally they are also given space to collaborate and act on certain topics or discussions, once in a while they are also involved in institutional activities such as coordination meetings, TVRI Anniversary, TVRI NTB Anniversary, etc. including being invited to the national TVRI Anniversary activities in Jakarta representing the community.<sup>7</sup>

Since it is merely a community, they do not have a work schedule, and they haven't really met in person since before the epidemic. However, there are still conversations taking place in Washington, and the leader of the NTB TVRI station is aware of the group's existence. because its existence is crucial for TVRI's business development as a consultative partner and sometimes a synergistic

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<sup>7</sup> Wawancara Sekretaris Chae Khairil Anwar.



partner. There are about 16 members, but the community contributes to spreading awareness of TVRI and TVRI NTB's interests by, for instance, exchanging programs, events, broadcast links, and other publications, such as those pertaining to the switchover from analog to digital broadcasts or the Analog Switch Off.

In accordance with Press Release No.164/HM/KOMINFO/04/2022, the Government has begun to implement the complete phase-out of analog and digital broadcasting or Analog Switch Off (ASO) Phase I. In accordance with Law Number 11 of 2020 on Job Creation and Government Regulation Number 46 of 2021, the phase out of analog broadcasting began on April 30, 2022. According to Minister Johnny, the phase I full analog and digital switch-off will start from 3 broadcast areas consisting of 6 regencies and 2 cities. The Minister explained the preparations for the permanent phase-out of analog television broadcasts and the commencement of full digital television broadcasts in Indonesia. According to him, multiplexing infrastructure in 56 broadcast areas consisting of 166 regencies and cities has been completed and is ready for use. Minister Johnny emphasized that the Ministry of Communications and Information and LPP TVRI took over the task of building the multiplexing infrastructure required for Phase II and III of ASO implementation.<sup>8</sup>

The Minister anticipates that those who own televisions but haven't been able to receive digital broadcasts will instantly install Set-Top-Box (STB) equipment in order to do so. According to Minister Johnny, the government, LPP TVRI, and multiplexing organizer LPS will work closely together to coordinate the process of ending analog TV broadcasts and launching fully digital television broadcasts in Indonesia. This task force or team will be in charge of managing the entire process. People who require technical assistance to set up their television sets to receive digital broadcasts will also receive support and information from the Ministry of Communication and Information and LPS. In reality, the Ministry offers information via social media as well as a phone

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<sup>8</sup> Tiga tahapan pelaksanaan Analog Switch Off - ANTARA News

number to call for inquiries. The Minister said that in order for the general population to learn how to use digital television transmissions, the Ministry would continue to promote the use of STB devices.<sup>9</sup>

### **The Urgency of Digital Broadcasting in the Public Interest for Quality Broadcasting Services**

The public interest should come first when it comes to ASO when transitioning from analog to digital broadcasting. According to Mr. Muhamad Reza, Coordinator of Broadcasting Structure and System Management (PS2P), there are at least five pressing reasons for the analog to digital transition. First, providing higher-quality broadcasting is in the best interest of the general population. Today's digital broadcasts are received by the general public and feature excellent sound, sharp images, and cutting-edge technology. The public can now receive information, pleasure, and education very well because there are no longer any television broadcasts with a lot of image and sound interruptions.<sup>10</sup>

The second pressing issue is how to effectively employ frequency in the era of Industry 4.0 to promote the digital economy and industry. Additionally, frequency is a relatively scarce resource. It is a waste of frequency resources to broadcast television on analog channels, where only one television can use a given television channel. Comparatively, six to twelve TVs can use a single digital frequency in technology.

The third urgency is for economic interests to encourage the digital economy and industry in the 4.0 era. After this frequency transfer process is running, the next stage is the arrangement of 5G telecommunication frequencies that will occupy frequencies previously used for analog TV. With the maximization of 5G internet access in various regions, this is expected to encourage the creative industry and digital economy to grow even better. The fourth urgency is the availability of digital dividends for the utilization of 5G frequencies used. The fifth urgency is to avoid disputes with neighboring countries due to frequency spectrum intervention in border areas.

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<sup>9</sup> Wawancara Sekretaris Chae Khairil Anwar.

<sup>10</sup> <https://youtube.com/c/YusronSaudi>

As a result of the podcast, it is also known that multiplexing winners and digital broadcast organizers have complied with their promise to give out STBs to those who are eligible. In order to determine who will receive services, the Provincial Social Service and the Ministry of Communication and Information are gathering information on those who cannot afford yet still own analog TVs. Reza contends that given the impending implementation of ASO, this distribution speed ought to be encouraged. So that by November 2, 2022, every member of the community has an STB or digital broadcast receiver. So, it is possible for the conversion of analog broadcasts to digital to go smoothly. However, if this distribution does not run properly, in addition to the public being harmed by the loss of analog broadcasts. Television is also in danger of losing its viewers.

A necessity of technological development that requires changes also from how to use technology to how to get information, entertainment, and education through television. The community of tvri ntb lovers as a social community movement is expected to be able to play a role in providing education and socialization to encourage the acceleration of analog to digital transformation through social media campaigns and other activities in the community.

Encourage the socialization of ASO using various information channels. One of them uses YouTube such as podcast conversations that are packaged in a relaxed and entertaining manner. It is no less important to encourage the distribution of STBs so that they reach the community immediately and of course on target.

#### **D. CONCLUSION**

It may be concluded that the NTB TVRI fans organization participated in the communication of information about the transition of the broadcasting industry from analog transmissions to digital broadcasts, also known as the Analog Switch Off. Through social media campaigns and other community-based initiatives, the NTB TVRI enthusiasts group actively contributes to the acceleration of the analog to digital changeover by offering education and

socialization. The NTB TVRI fans group also promotes the ASO's socialization or migration within the broadcasting industry by employing a variety of communication sources. One of them makes use of YouTube channels where they broadcast casual and enjoyable podcast chats. Encouragement of STB distribution to the neighborhood is also crucial.

The public's need for higher-quality broadcasting drives the urgency of digital broadcasting. Secondly, the existence of digital broadcasting is a necessary step toward the effective utilization of frequencies to promote the development of the digital economy and industry in the era of Industry 4.0.

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