

## DISKOMINFOTIK AND KPID WEST NUSA TENGGARA READINESS IN DIGITAL BROADCAST MIGRATION (ANALOG SWITCH OFF)

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### Abstract

*This research highlights the migration of analog TV to digital TV promoted since 2007 through the Decree of the Minister of Communication and Information (Diskominfo) Number: 07/M.KOMINFO/3/2007. The push and pull to realize this big agenda in the broadcasting world is very strong. This study uses qualitative research. Diskominfo through the Indonesian Broadcasting Commission (KPI) West Nusa Tenggara Region as the regulator is still in the wait-and-see stage. This is due to waiting and seeing any developments at the Diskominfo and KPI at the central level. Although in subsequent developments, the Automatic Switch Off (ASO) will be implemented in August 2023 which will have an impact on local TV media in West Nusa Tenggara (NTB).*

**Keywords:** *Diskominfo, KPID NTB, Broadcast Migration, Local TV.*

### Abstrak

Penelitian ini menyoroti tentang Migrasi TV analog ke TV Digital yang sudah digaungkan sejak tahun 2007 lalu melalui keputusan Menteri Komunikasi dan Informatika Nomor: 07/M.KOMINFO/3/2007. Tarik ulur untuk merealisasikan agenda besar dalam dunia penyiaran ini sangat kuat. Penelitian ini menggunakan jenis penelitian kualitatif. Diskominfo melalui KPID NTB sebagai regulator masih dalam tahap *wait and see*. Hal ini disebabkan karena menunggu serta melihat setiap perkembangan pada kementerian Kominfo dan KPI di tingkat pusat. Walaupun dalam perkembangan selanjutnya, *Automatic switch off* (ASO) ini diberlakukan pada agustus 2023 yang berdampak terhadap media tv lokal di NTB.

**Kata Kunci:** *Diskominfo, KPID NTB, Migrasi Siaran, TV Lokal.*



Lisensi

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## A. INTRODUCTION

The change in technology from analog to digital has almost reached every aspect of human life, from the moment we wake up to the moment we fall asleep. One of the ways technology reaches all sides of human life is through broadcasting media. Broadcasting media in this case is television, television media is not left behind to take part in influencing how humans make decisions. Television with its audio-visual power is migrating from analog to digital. This is a form of technological change and information that continues to develop dynamically. In addition, the use of analog frequencies on TV media causes channel congestion in each region, while TV broadcast enthusiasts continue to grow every time, which requires broadcast channels in each region that have been filled and very crowded. The limitation of TV broadcast channels/frequencies is what requires the government as a broadcast regulator to carry out analog to digital broadcast migration.

The discourse on this migration was finally realized on November 2, 2022. Since it was echoed in 2007 through the Decree of the Minister of Communication and Information Number: 07/P/M.KOMINFO/3/2007 dated March 21 on the regulation of Terrestrial Digital Broadcasting Standards for Non-Mobile Television in Indonesia. Through this decree, Kominfo as an extension of the government set a standard regulation called DVB-T (Digital Video Broadcasting-Terrestrial). In 2012, Kominfo through Ministerial Regulation No. 05 of 2012 revised its decision by re-regulating the regulation of Terrestrial Digital Broadcasting Standards for Non-Mobile Television under the name DVB-T2 (*Digital Video Broadcasting-Terrestrial Second Generation*)<sup>1</sup>.

The difference between DVB-T2 and DVB-T lies in the broadcast quality which is already High Definition TV (HDTV), wider coverage, and simultaneous mobile television. DVB-T2 is a real effort to oversee the migration of analog

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<sup>1</sup> Pariela, Hardly., (2021). *Menyongsong Siaran Digital. Komisioner KPI Pusat Bidang Kelembagaan*. <https://www.kpi.go.id/index.php/id/umum/38-dalam-negeri/36072-menyongsong-siaran-digital-2#:~:text=Melalui%20pasal%2072%20UU%20no,hukum%20dimulainya%20proses%20migrasi%20penyiaran> . Accessed on October 10, 2022.

television to digital television. Departing from Prabowo's perspective<sup>2</sup>, Television as a broadcasting media with digital format has three types of broadcast, namely type of broadcast through optical cable, type of broadcast through satellite, and type of broadcast through radio frequency (terrestrial). Of these three types or types of digital television broadcasts, the government prefers to use radio frequency (terrestrial).

The use of this type of radio frequency is because the terrestrial domain is a public domain. By the ideals of broadcast media to realize intelligence in media, digital television as a new format in the broadcasting industry must have good rules of the game because digital television is also playing on frequencies owned by the public. Reflecting on the readiness of analog to digital television migration which has been started since 2007 and only realized at the end of 2022 is a big problem that needs to be elaborated on by policymakers who have full control over the migration of analog to digital television, especially in regulation because this is related to the public's right to get decent and healthy information broadcasts.

The readiness of analog-to-digital television policymakers, in this case, the Ministry of Communication and Information (Kominfo) and the Indonesian Broadcasting Commission (KPI) who act as "Angels Rakib and Atit" in monitoring the broadcasts of digital television providers needs to be questioned. The researcher invites readers to look back at the roadmap of analog to digital television migration. In 2012, DKI Jakarta, Central Java and East Java should have switched off to digital television, but in reality this will only be realized simultaneously with other regions on April 31, 2022.

The problems at the regional level should not be overlooked, especially about the impact faced by local television and community television. Local television and community television that do not have the money to rent mux or broadcast slots from the big media providers of digital broadcasting can only be

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<sup>2</sup> Prabowo, Agung. (2012). Era Penyiaran Digital: Pengembangan atau Pemberangusan TV Lokal dan TV Komunitas?. *Jurnal Komunikasi*, 1 (4), 301-313.

spectators in this industry competition. The high cost of renting broadcast slots is an elementary problem for local and community television. The high rental costs and production budgets for digital standards make local television and community television unable to compete with media that are already "rich".

This phenomenon is often complained about by local television and community television in the regions. The development of local and community television in Indonesia is a new face of the democratization of broadcasting in the country. The diversity of content and broadcasting style is the attraction of broadcasting in Indonesia which also enlivens the broadcasting industry. However, due to the migration of analog television to digital, local television and community television seem to be crawling back. Accessed from [kontan.co.id](http://kontan.co.id), the Local TV Association is of the view that the rule that requires local television to pay a security deposit of one billion at the pre-qualification stage to large media participants in LP3M (Broadcasting Organization for Multiplexing Broadcasting) will be very burdensome for local television <sup>3</sup>.

Almost the same conditions also occur to community television, the amount of multiplexer rental costs that touch 40 million rupiahs per month is difficult to realize, on the one hand, the hope of being given a free frequency can also only be dreamed of. <sup>4</sup> The solution that is not impossible for community television is to get together with other community television to rent and broadcast in one mux, but time-sharing is an obstacle to this solution. This reality is homework that must be prioritized by policymakers at the regional level, such as Diskominfo (Communication, Information and Statistics Agency) and KPID (Regional Indonesian Broadcasting Commission).

This research focuses on the meso level, namely questioning the readiness of analog TV to digital TV migration policymakers at the regional level, especially in the West Nusa Tenggara (NTB) region to continue to oversee the migration of

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<sup>3</sup>Dori Melati A., (2012). *Seleksi Multiplexing Memberatkan TV lokal* <https://industri.kontan.co.id/news/seleksi-multiplexing-memberatkan-tv-lokal>. Accessed on April 7, 2022.

<sup>4</sup> Andjani, Made Dwi & Mubarak. (2018). Strategi Sosialisasi Migrasi Sistem Penyiaran Analog ke Digital di Jawa Tengah. *Jurnal Aspikom*, 3 (4). 755-766.

analog TV to digital TV without having to degrade local TV and community TV. In the province of NTB alone, there are 7 local TVs and 2 community TVs, the existence of local TVs and community TVs in the NTB region needs legal guarantees from analog television policymakers to digital television at the regional level, so that the domain of public space used for broadcasting is not only occupied by giant TV media conglomerates originating from the Jakarta Capital Region.

## B. RESEARCH METHOD

In a study, the paradigm can be used as a basic belief as a guide to the actions taken by researchers, of course, it is related to matters of principle. This research uses an interpretative paradigm, in the eyes of Guba and Lincoln<sup>5</sup>, The interpretive paradigm is not the same as other paradigms at the level of epistemology, ontology, axiology, and methodology. To test the relationship, relation, or influence in each variable with each other, the researcher uses a qualitative descriptive strategy. Through this strategy, researchers can be helped to find out the readiness of policymakers in preparing for the migration of analog TV to digital TV without having to degrade local television or community television.

In this research, the data collection technique is carried out by interviewing informants who are considered authoritative to provide data related to this research, the informants are the Chairman of the Indonesian Broadcasting Commissioner of West Nusa Tenggara (NTB) and the manager of tv9 as a local TV in West Nusa Tenggara region. To validate the primary data that has been collected, researchers conducted source triangulation, in this research, broadcast practitioners in the NTB region will also be interviewed, in this case, the managers of Lombok TV and TV 9 as representatives of local TV and the manager of UIN TV as a representative of community TV.

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<sup>5</sup> Denzin, Norman Kuba & Yvonna S. Lincoln. (2005). *Handbook of Qualitative Research, Third Edition*. Thousand Oaks: Sage Publication, Inc.

## C. RESULTS AND DISCUSSION

### New Model of Digital Television

Analog TV and digital TV have very basic differences, digital television technology will force television to converge. convergence in this context is not only unification at the technical level but also the level of management and its consequences, so convergence in digital technology will have an impact on social, economic, and politics in the field of broadcasting, this difference is very significant, as expressed by Tadayoni and Skouby <sup>6</sup>, The latest technology is all computerized, initially cables become satellites and make all sectors borderless, this will affect social conditions and political regulation.

If we look at it from the perspective of Straubhar and La Rose<sup>7</sup> There are three advantages to digital TV. *First*, signals transmitted by terrestrial and satellite frequencies are less susceptible to distortion and interference, so transmission quality can be quickly improved. *Second*, channels that were originally limited on analog TV are now abundant on digital TV, this is possible due to the influence of digital compression. *Third*, users or viewers can act as broadcast controllers. In this case, people who act as viewers and controllers at the same time have their challenges, because they have full control. Therefore, it requires intelligence to select and sort out quality shows.

Not stopping here, there are several advantages of digital TV for viewers or people who enjoy, namely, increasing the image quality on the television screen to high definition television (HDTV), there are various audio options, digital TV can also be connected to a personal computer (personal computer), there is larger storage of digital TV, so that it has an impact on access speed, and the community as a customer can provide direct response or feedback if they

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<sup>6</sup> Tadayoni & Skuboy. (1999). Terrestrial Digital Broadcasting: Convergence and Its Regulatory Implication. *Telecommunications Policy*: 175-199.

<sup>7</sup> Strabhaar & LaRose. (2000). *Media Now: Communication Media in Information Age*. Wadsworth: Belmont USA.

want to respond to broadcasts that are aired<sup>8</sup>. In addition to the benefits obtained by consumers or the public as customers, the benefits are also obtained by producers or organizers of digital TV, namely bandwidth that can be managed more easily, thus making it more effective and efficient, content capacity can be minimized, can easily create advertisers, archiving is more rapid and well organized, and there is the availability of using more than one hard disk<sup>9</sup>.

Besides having advantages, television with digital format also has essses that are not only at the technical level but also at the political, social, and cultural levels. Delivered by Weber & Tom, reflecting on the migration of analog to digital TV in the United States, in 2008 broadcasts with analog TV were officially stopped, not a few analog TVs at that time could not transform quickly, resulting in analog TV being unable to compete with much larger capital holders. This is because to finance changes in terms of infrastructure that are very basic, starting from the production process, and editing, to how the content is distributed, this change is very massive and the budget is not small because it must adjust to the digital format.

Based on Weber & Tom's explanation above, the migration of analog TV to digital TV is a serious threat to television that does not have the large capital to run its operations, in this case, local and community television. This reality makes local and community television only a spectator in the broadcasting industry. The only actors competing here are big media with unlimited budgets, and they are the winners of digital TV operators. One concern about this phenomenon is the possibility of monopoly from upstream to downstream so the ideal of diversity of content in a country that deifies democracy is just wishful thinking. To anticipate this, the role of policymakers is highly expected so that the existence of local TV and community TV is maintained, so that the diversity of content in broadcasting in the country remains balanced. The regulation of

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<sup>8</sup> Al-Fikri, H, Muchsin, et.al. (2022). *Community Preparedness in Welocome to The Digitaliza of Television Broadcasting in West Java*. The 2nd Internaional Conference on Government Education Management and Tourism. Bandung. 1-6.

<sup>9</sup> Waber, Joseph & Tom Newberry. (2007). *IPTV Crash Course*. McGraw Hill: New York

broadcasting standards in analog TV must take a middle way, not favoring large capital holders alone, but also providing space for local and community television.

This kind of reality can be dissected with a socio-technical scalpel. Socio-technica departs from the perspective of social construction theory. In the beginning, it only looks at how technological and social issues at the same time. The relationship between technology and society is the main thought in this theory. The socio-technical theory assumes that if all social conditions are implemented together with technology, the results will be optimal. A researcher from South Korea named Shin shared his experience related to the development of Digital Multimedia Broadcasting (DMB).

The interesting thing from Shin's experience is that regulation is important before a policy is implemented. Regulators or policymakers related to DMB in South Korea play a very important role, starting from licenses, spectrum, and other rules. If DMB in South Korea can be developed relatively more, then broadcasts in one country will be diverse and not monopolized by large media conglomerations alone, because this will support the emergence of new broadcast media.

### **The Future of Local and Community Television in West Nusa Tenggara**

In 2012, AC Nielsen stated that media advertising spending in Indonesia grew by 20% compared to previous years. The figure reached Rp. 87 trillion, such a large number that television media dominated with up to 64% of all total ad spending, 33% of newspapers, and 3% in magazines or tabloids. Based on this data, television still the highest share of advertising expenditure when compared to other mainstream media. From this data, the growth of advertising expenditure reached 24%, the highest figure from newspapers and tabloids/magazines with a growth of 14% and 7% respectively.

However, the 64% figure does not include discounts and special prices offered, therefore the net figure of total advertising expenditure on television only reaches 36%, and local TV gets even smaller advertising expenditure. Based



on the advertising expenditure figures that occur, if it is traced from the large cost of broadcasting with digital standards and the cost or capital for production, of course, digital TV cannot compete with TVs that are already national in scale. This also has an impact on local TV equipment that is still analog unused.<sup>10</sup>

The reality of analog TV to digital TV migration has received complaints from several broadcasters at the local level, especially in West Nusa Tenggara (NTB). The implementation of local TV in the West Nusa Tenggara region, which was the original intention for the diversity of content and localization of content, seems to be dimming. While local and community TVs in West Nusa Tenggara are starting to find their rhythm to survive, they have to accept the reality of a broadcasting business model that has changed from what they have been doing. The manager of TV9 Lombok, one of the local TVs in the West Nusa Tenggara region, believes that the large rental fees paid by local TVs to TVs hosting digital broadcasts can be burdensome for local TVs. In addition, the budget for producing broadcast programs is also a very substantial consideration for local TV managers. Not only the mux rental fee but technical equipment upgrades that must comply with digital standards must also be upgraded. In addition, the need for human resources to fulfill 24/7 broadcasts (24 hours a week) must be met by local TV media. This is felt to be very burdensome for local TV media located in the NTB region.

Not only that, quoted from [kontan.co.id](http://kontan.co.id)<sup>11</sup>, the local TV association at the prequalification stage, prospective multiplexing organizers must prepare a security deposit of Rp. 1 billion. After paying a security deposit of Rp. 1 billion, the prospective organizer participants submitted another security deposit of Rp. 7 billion to enter the qualification stage. The local TV association also complained that digital TV broadcasters must build infrastructure that complies with the government's broadcasting standards.

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<sup>10</sup> Alaydrus, Mudrik. (2012). *Digital Dividend pada Migrasi TV Analig ke TV Digital – Prospek dan Dilema*. Majemen Telekomunikasi. Universitas Mercu Buana.

<sup>11</sup>Dori Melati A,. (2012). *Seleksi Multipeksing Memberatkan TV lokal* <https://industri.kontan.co.id/news/seleksi-multipleksing-memberatkan-tv-lokal>. Accessed on April 7, 2022.

The amount of capital that must be spent as investment costs is a difficulty for local TV in West Nusa Tenggara during the adaptation period with digital technology. TV9 managers also admitted that the process of surviving at this time could be categorized as quite difficult, but TV9 as a local TV in the West Nusa Tenggara region anticipated it by creating other business units as additional costs for production and paying employee salaries, such as family tourism service providers and property units.

Based on the concerns felt by local TVs in the West Nusa Tenggara region, this is a deep dilemma because of the problems arising from the migration of analog TV to digital, besides that the era that is very close to the digital industry forces broadcast providers to immediately transform to digital.

### **KPID NTB Readiness for Analog to Digital Television Migration**

The migration of analog to digital television broadcasts is a major issue facing television broadcasters and their regulators, who oversee the implementation of the migration. The Ministry of Communication and Information (Kemkominfo) and the Indonesian Broadcasting Commission (KPI) have long echoed the migration program. Since 2007, the program has been launched, but due to regulatory constraints, there has been a tug of war-between the government and television broadcasters to implement the analog-to-digital migration program. By the Broadcasting Law No. 32 of 2002 on broadcasting which is strengthened through Law No. 11/2020 on Job Creation or omnibus law, the government together with the House of Representatives (DPR) conducted a limited revision of the broadcasting law to overcome regulatory obstacles in the broadcasting digitalization process.

Article 72 of Law No.11/2020, in addition to Article 60A of Law No.32/2002, states that: "Broadcasting operations shall be carried out by following technological developments, including broadcasting migration from analog to digital technology". This has strengthened the implementation of analog to digital migration for television broadcasting media throughout Indonesia. To implement the migration, Kominfo as the regulator has scheduled

the gradual implementation of Analog Switch Off (ASO). April 30, 2022 is the first stage of migration preparation for 56 regions, including the islands of Sumatra, Java, Kalimantan, Maluku, Nusa Tenggara 1, and Papua. Then the second stage on August 25, 2022 for 31 broadcast areas, including South Sulawesi 5, Central Kalimantan 6, East Nusa Tenggara 2, DI Yogyakarta, West Java 1, Central Java 1, and DKI Jakarta. Then the final or third phase on November 2, 2022, covering 25 broadcast areas including Central Java 5, West Kalimantan 6, West Nusa Tenggara 5, Maluku 2, Central Sulawesi 3 and Papua 9, which will automatically implement the Analog Switch Off (ASO) broadcasting regulation and migrate to digital broadcasting.<sup>12</sup>

Broadcast media are currently faced with several problems in implementing the Analog Switch Off (ASO) regulation. Especially broadcast media located in several regions that have various problems, such as the adjustment of technical equipment that supports digital broadcasting, the additional costs required to rent mux channels managed by Public Broadcasting Corporation (LPP) TVRI and several Private Broadcasting Corporation (LPS) that have won the tender to provide mux as a condition of analog to digital broadcasting migration. Another problem faced by broadcasters is the absence of government compensation or favoritism in protecting the rights of local broadcast media institutions that are constrained by minimal costs. These constraints are also faced by local broadcasters in West Nusa Tenggara. This is in line with what was stated by the deputy chairman of KPID NTB, Afifudin Adnan, who had discussed with all leaders of broadcasting institutions attended by the governor of NTB.<sup>13</sup>

There are logical consequences faced by broadcasters in the region, especially in NTB, where the technical equipment used so far must be upgraded

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<sup>12</sup>Abdullah, Arif., (2022). 25 Wilayah Masuk Tahap 3 Penghentian Siaran Analog, Paling Lambat 2 November 2022. <https://www.tribunnews.com/nasional/2021/11/22/25-wilayah-yang-masuk-ke-tahap-3-penghentian-siaran-analog-paling-lambat-2-november-2022>. Accessed on October 10, 2022.

<sup>13</sup> Afifudin Adnan, *Interview*, Mataram (10 Juli 2022).

to digital technology which of course requires a lot of money. In addition, technical equipment that is not reused cannot be resold because it is obsolete as broadcasting technology continues to develop towards digital broadcasting. The capability of local television broadcasting media is also faced with the fulfillment of programs for 24 hours non-stop if digital broadcasting is implemented. So far, the programs produced cover 10-12 hours of broadcast every day by multiplying live programs to cover the existing broadcast slots. This is also implemented by TV9 Lombok broadcasting media located in the Grimak area, Narmada District, West Lombok Regency.

According to tv9's technical manager,<sup>14</sup> Usman Hadi said that TV9 tries to follow every broadcasting regulation that changes, especially the Analog Switch Off (ASO) plan by November 2, 2022. To support its technical infrastructure, TV9 has carried out mux rental cooperation managed by LPP TVRI. Since September 19, 2022, TV9 has been conducting broadcast trials using digital channels and at the same time turning off its analog broadcasts. This is intended to minimize the costs incurred if analog broadcasts are still maintained, although most people still use analog broadcasts, especially those in the TV9 Lombok coverage area.

Yana Chandra as the person in charge of tv9 broadcasts admits that the program slots that can be fulfilled with the resources currently owned are only 10 hours of broadcast every day.<sup>15</sup> After using digital broadcasting, broadcasters must be able to fulfill their obligation to broadcast for the remaining 14 hours, because digital broadcasting does not recognize the term of turning off transmitters/transmissions or unfilled broadcast content. This means that broadcasters who rent mux channels, ready or not, must be able to fulfill 24-hour broadcasting because it is part of the consequences of using digital broadcasting. To anticipate the shortage of programs for 14 hours, the Broadcast Basic Pattern (PDA) used by TV9 uses graphics that contain information about the digital broadcasting channel number accompanied by the motto and station id that

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<sup>14</sup> Usman Hadi, *Interview*, TV 9 Office (10 Juni 2022).

<sup>15</sup> Yana Chandra, *Interview*, Kantor TV 9 Office (10 Juni 2022).

characterizes the local broadcasting institution. The following is an image of the PDA on TV9 media before the use of digital broadcast.

In addition to PDA, several local television broadcast media in Mataram, and NTB have been trying to prepare their new look in welcoming the migration of analog TV to digital. Here's a picture of the station id display on TV9, Selaparang TV, and Sasambo TV.

Questioning the readiness of the NTB Information and Communication Commission through KPID in guarding the Analog Switch Off (ASO) regulation on November 2, 2022, is very serious. On the one hand, the Set Top Box (STB) procurement plan that must be fulfilled by multiplexing channel holders must be realized immediately. Not to mention the STB distribution model, which initially used data by name and by address for underprivileged people according to data from each region throughout Indonesia. Likewise in NTB province, currently according to the vice chairman of KPID NTB, Afifudin Adnan is still waiting for certainty from the Central KPI who is coordinating with the Ministry of Communication and Information and multiplexing channel holders.

Private broadcasters as mux holders such as MNC Group, Trans Corp, and Metro Group, according to Afif, must provide STBs, distribute them to the public, and install the use of STBs so that they can be directly used by people who do not have television sets automatically without the use of STBs to capture digital broadcasts. In addition, the socialization carried out to the public by Kominfo and broadcasting institutions is only through television broadcasting media in various programs, such as through Television Commercial (TVC), talk shows, or news that promotes the advantages of digital broadcast migration when compared to the disadvantages of analog broadcasting. The lack of massive socialization and education carried out by the regulator, in this case the Ministry of Communication and Information and KPI, will indirectly slow down the implementation of regulations on Analog Switch Off (ASO) on November 2, 2022 in all broadcast areas in Indonesia.

Similarly, the readiness of the Kominfotik agency of NTB Province through KPID NTB is still waiting for direction and dynamic changes that can occur at any time at the Ministry of Communication and Information and other broadcasting agencies. This indicates that the readiness of regulators in NTB (Kominfotik and KPID) to oversee the Analog Switch Off (ASO) is still in the wait-and-see stage. Several local broadcasters in NTB, have gradually implemented digital broadcasting such as TVRI NTB, TV9, Selaparang TV, Sasambo TV, and Bima TV. However, only Lombok TV is still using analog channels and is reluctant to switch to digital broadcasting. This is by the statement of Executive Producer News, Wiraatmaja if in the future Lombok TV broadcasting institutions have a plan when the Analog Switch Off (ASO) is implemented by the government, they will switch to broadcasting via satellite or using streaming so that they can still greet their viewers<sup>16</sup>.

However, eventually, every region in Indonesia will gradually implement ASO, as the next development in the broadcasting area on the island of Lombok has been implemented in August 2023. This has resulted in the 'stuttering' of private local TV broadcasting media in NTB in facing the analog to digital migration. Thus, it is necessary for the relevant parties, especially the government, to try to save the broadcasting media, namely local television, as an impact of the enactment of ASO in West Nusa Tenggara. The implementation of ASO makes local TV broadcasters have to be more creative in every content production, and the most urgent thing is to manage all the resources owned to exist in a very tight competition.

#### **D. CONCLUSION**

The readiness of the NTB Kominfo through KPID NTB in guarding the Analog Switch Off (ASO) regulation on November 2, 2022, as a regulator is still in the wait-and-see stage. This is due to waiting and seeing every development at the Ministry of Communication and Information and KPI at the central level.

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<sup>16</sup> Wiraatmaja, *Interview*, Lombok TV Office (15 Juni 2022).

After the wait-and-see process, finally KPID NTB has implemented ASO as of August 2023. The impact is that local TV media is very 'stuttering' in facing the dynamics of television broadcasting media.

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