

## Digital education community TV existence in post analog switch off

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### ABSTRACT

**Background:** Based on Law (UU) Number 11 of 2020 regarding *Cipta Kerja* or the Omnibus Law, broadcasting institutions should switch from terrestrial or analog broadcasts to digital broadcasting via Analog Switch Off (ASO), which provides opportunities for community TV to develop. UGTV is Indonesia's first digital education community TV to broadcast cultural and education-based programs.

**Purpose:** To analyze the existence of UGTV as the first digital education community TV in Indonesia. **Methods:** Researchers distributed questionnaires to 144 respondents in Depok and 115 in Bekasi to determine the most popular programs. Researchers then conducted interviews with UGTV staff and leaders and compared the quality of UGTV programs based on KPI standards. **Results:** Based on the research results, UGTV as Indonesia's first digital educational community television has met all KPI standards by offering some programs such as Team Teaching and Info Kampus. The types of broadcast programs in the form of tourism and cultural programs are still in demand and influence the audience's viewing interest. Based on qualitative analysis as a follow-up analysis, the public response in these three areas is currently low because people have many new media choices that can be accessed easily at lower costs. **Conclusion:** The public feels that television lacks "interesting" shows so the existence of UGTV and other community channels can become a choice for the audience. **Implications:** KPI and KPID must actively monitor and develop broadcast content by collaborating with community broadcasting institutions so that broadcast production can be more varied.

**Keywords:** Analog switch off; digital broadcasting; post ASO broadcasting

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## INTRODUCTION

The development of the communication and information era is felt in various aspects of life. In the context of communication science, the development of mass media, including radio, television, and the internet, has significantly impacted people's social lives. Syahida (2021) explains that mass media has become very influential and directly affects the audience. As one of the most powerful mass media, television is exceptionally woven into everybody's life and is a part of daily activities, killing boredom, utilizing time, and minimizing stress (Muneer & Munir, 2020).

Television media developed on the European continent in 1884 with the discovery of Nipkow's disk, which gave birth to mechanical (analog) television. This discovery eventually spread to all corners of the world, including Indonesia (Kompas.com). The existence of TV has improved the broadcasting ecosystem and is an essential and commonplace thing that changes society's perspective. Both in thought and action, this can be felt from the discovery of mass television media, closely linked to people's social lives. In Indonesia, television is one form of traditional media that still survives the onslaught of new media (Sjuchro et al., 2023).

The broadcasting ecosystem starts by preparing production materials, the production process, and broadcast materials until the finished product is ready to be enjoyed by the audience (Wahyudi, 1994). The broadcasting

ecosystem has experienced significant development due to media convergence (Ünal et al., 2018). Media convergence refers to combining several channels into one platform (Kalamar, 2016). Media convergence allows audiences to become active and become media producers (O'Sullivan & Fortunati, 2021).

Law No. 32 of 2022, which regulates and becomes a forum for television regulations in Indonesia, defines television broadcasting as a mass communication medium for hearing and viewing, which transmits ideas and information in the form of sound and images in general, both open and closed, in the form of regular programs and can also be sustainable. Television development in Indonesia is excellent as a source of information and entertainment for Indonesians across 34 provinces. The very dynamic development of television requires appropriate rules and regulations, so a television supervisory regulator, namely the KPI (Indonesian Broadcasting Commission) and the network broadcast system, was formed (Doly, 2013).

The development of the world of television is proliferating in Indonesia. The increasing number of television stations in Indonesia continues to be monitored and supervised by the government through Kominfo. The concept of digitalization is a mandatory choice for Kominfo to reorganize the frequencies used by television stations in Indonesia to make them more effective and efficient. With many analog national television stations in Indonesia that the

public can access, the government and related regulatory institutions are trying to change the broadcast design from previously analog to digital through analog switch-off (ASO).

ASO is an Indonesian government policy that regulates the migration of analog television broadcasting to digital television broadcasting (Sujoko, 2023). According to Simamora (2022), there are several urgencies behind ASO, including 1) Public interest in getting higher quality television broadcasts, 2) More efficient use of frequencies, 3) So that the digital economy and industry 4.0 are increasingly encouraged and developed; 4) Availability of digital dividends for the allocation of 5G broadband frequencies to be used; 5) Minimize potential disputes with neighboring countries due to spectrum interventions that arise in border areas.

The migration is not just to keep up with the times but to provide quality service to the public from the essence of the broadcasting ecosystem, which continues to change. The new broadcasting ecosystem creates specific content for certain programs and directly interacts with viewers through social media platforms (Ünal et al., 2018). The implementation of ASO is intended so that media ownership is not monopolized by only a small number of authorities but is expected to create a diversity of media ownership. The application of ASO is also expected to create diverse broadcast content (Diversity of Content). Through the implementation of this policy, it is hoped

that it can create a creative communications industry related to the fulfillment of creative content through available digital media devices (Rachmawatie et al. 2022. Potensi Industri Kreatif Jawa Barat Pasca ASO. KPID Jawa Barat).

The broadcasting migration must be addressed well by the government as a regulator and stakeholders related to social phenomena that will lead to the success of the transition process (Shin & Song, 2012). Digitalization is expected to improve the performance and quality of television. However, the transition process will experience a few obstacles related to the social conditions of society, which still need to support this analog switch-off optimally. Many aspects must be done, especially related to each television station's commitment to providing good quality content and images and increasing qualified human resources (Sjuchro et al., 2023).

Analog Switch Off (ASO) provides opportunities for the development of Community Broadcasting Institution (LPK) broadcasts or community television throughout Indonesia (Kominfo, 2022). Community television is a television station founded by a specific community. It is independent and non-commercial, with low transmit power and a limited coverage area, and serves the interests of the community (Budiman, 2014). Community television can provide holistic benefits if the community focuses on long-term rather than short-term implementation (Ó Baoill & Scifo,

2022).

*Universitas Gunadarma Televisi* (UGTV) is Indonesia's first digital educational community television. UGTV broadcasts various cultural and educational programs packaged in an attractive manner that can be accessed on digital channels and websites. UGTV combines the learning process through shows that can be watched every day. As digital community television, UGTV adapts to the audience's viewing interests. Based on the researchers' backgrounds, this research was conducted to determine the existence of UGTV after ASO by analyzing public interest in several types of broadcast programs.

## RESEARCH METHOD

The research was conducted using mixed methods, which integrate both post-positivism and interpretivism philosophical frameworks and interweaving qualitative and quantitative methods (Dawadi et al., 2021). The quantitative method summarizes, averages, finds patterns, makes predictions, tests causal associations, and generalizes results to broader populations (Rana et al., 2021). A quantitative approach was used to see the viewing interest of audiences in Bekasi and Depok. Researchers distributed questionnaires to 144 respondents in Depok and 115 respondents in Bekasi to find the most popular digital TV programs. The research then continued with qualitative methods, which aimed to describe and interpret issues or phenomena systematically from the point

of view of the individual or population being studied (Mohajan, 2018). Researchers conducted interviews and observations with UGTV staff and leaders to analyze the existence of UGTV as the first digital educational community TV in Indonesia. Researchers also measure the quality of event programs based on KPI standards and compare the data with values obtained from quantitative methods.

## RESULTS AND DISCUSSION

The development of information and communication technology provides access to the public to select the information content presented, which can be called a network society. At this time, networks allow communication flows to run in all directions and at any structural level without mediation or representation. The presence of information and communication technology (ICT) can change all orders of life, not only the economy but also the social and cultural order.

The media industry, which is developing rapidly in Indonesia, is controlled by several entrepreneurs who are concerned about their media business. Several media groups in Indonesia that are dominant in the media business in Indonesia include MNC group, Trans Corp, EMTEK, Visa Media Asia, Kompas Group, Jawa Pos, Media Group, MRA Group, NET Mediatama, Mayapada, and Lippo Group.

The current dynamics of technological development impact the existing broadcasting ecosystem, and media convergence needs to

be addressed. Media platforms that previously used terrestrial analog must change to digital media. One of the advantages of this shift in the broadcasting ecosystem is increasing the number of viewers; this must be connected to the large number of Indonesian people who access the internet in their daily life patterns (KPI.go.id). The broadcasting ecosystem must be connected to regulatory policies and must understand and follow up on current media power relations (Mutiara, 2017).

The context of the broadcast ecosystem is based on how broadcast media can be integrated; this effort is made to provide space for fulfilling the case. In this digital broadcasting ecosystem, efforts are being made to ensure that television can migrate from analog to digital evenly, in line with the development of world information communication technology, which is all digital (Setiawan et al., 2023).

The broadcasting ecosystem continues to develop following the acceleration of communication and information technology. Policymakers and regulators, in this case, broadcasting supervision, require strengthening both officially through laws and regulatory provisions made by the government. It is necessary for the existing digital ecosystem as a new phenomenon to run well and, of course, impact the wider community (KPI.go.id). Broadcasting Law No. 32 of 2002 focuses on broadcast media, which should keep up with the acceleration of communication and information technology in social media and streaming. In

the broadcasting industry, a good ecosystem is how the government, as regulator and media owners, can produce various program content through access to streaming services or mobile-based applications (Tapsell, 2015).

The phenomenon that the parties must also address is the opportunity for the media to expand content services on various platforms; this cannot be separated from the power of the internet, which provides space for fast distribution of content and how the media can continuously create content that is appropriate and needed by society as users. Law No. 32 of 2022 has also contributed a lot to establishing and owning media in Indonesia. Until now, many national, regional, and community television stations have broadcast permits.

Television as a broadcast media platform significantly influences people's social lives, both communicatively and informatively. The social aspect that can be studied is how television has become a forum for entertainment and information with various news content for the public. From a political aspect, it is how to seek public support for a phenomenon or event that occurs in the news packaged by television media. There are economic aspects that provide economic contributions from the content presented (Agussetianingsih & Kasim, 2021).

The Indonesian government is very serious about its digitalization policy in the broadcasting sector, as it is known that many people still use analog TV, so implementing an analog switch-off is very important. This

transition will likely provide benefits from applying digital technology in the broadcasting sector (Gultom, 2018). Ease of access and the increasing number of channel choices make ASO the answer to developing the quality of existing broadcasting.

Analog Switch Off (ASO) is a move or migration marked by the end of analog television's change to digital television. *Cipta Kerja* Law Number 11 of 2020 states that Indonesia's analog-to-digital switch will occur by November 2, 2022. Some of the advantages of the ASO policy for the public in accessing television include: 1) ASO is not only beneficial for society but also for the interests of institutions and the country; 2) Much better television broadcast content; 3) Clearer and more sophisticated image quality; 4) People will enjoy more choices of content and channels; 5) Internet access is easier, faster and more affordable

Several phenomena that are often found before the Indonesian government and related institutions take the analog switch off seriously and accelerate include: 1) Too many TV frequencies are presented; 2) The resulting image quality is not good; 3) The public has not received much exciting and innovative content; 4) *Cipta Kerja* Law No. 11 of 2020 relates to the migration of television from analog to digital, which must be carried out on November 2, 2022, must examine several existing aspects, where these aspects must be carefully prepared to make this migration a success, including:

- 1) multiplexing Infrastructure (MUX) has been completed according to the ASO stages;
- 2) provide opportunities for broadcasting institutions to upgrade their systems to digital systems;
- 3) improving the quality of human resources (HR) in managing digital broadcasting.

The transition from analog to digital television allows the government to manage the existing ecosystem. It provides opportunities for the community in the creative industry of the television world. ASO not only provides quality but also presents various channels as a reference for meeting the information communication needs of the community. Several things that could happen from ASO's success in Indonesia include: 1) with ASO, the Government and Institutions will no longer build tower infrastructure in various places and regions; 2) ASO provides the most comprehensive opportunities to set up digital TV; 3) with the number of digital TVs emerging, there will also be a need for various information communication content that must be presented; 4) ASO provides excellent job opportunities for people interested in the television sector; 5) many production houses will be established and of course the growth of advertising companies will increase.

The Analog Switch Off implemented in Indonesia provides many benefits but requires continuous regulation and supervision of the information and communication content presented to the public. What needs to be

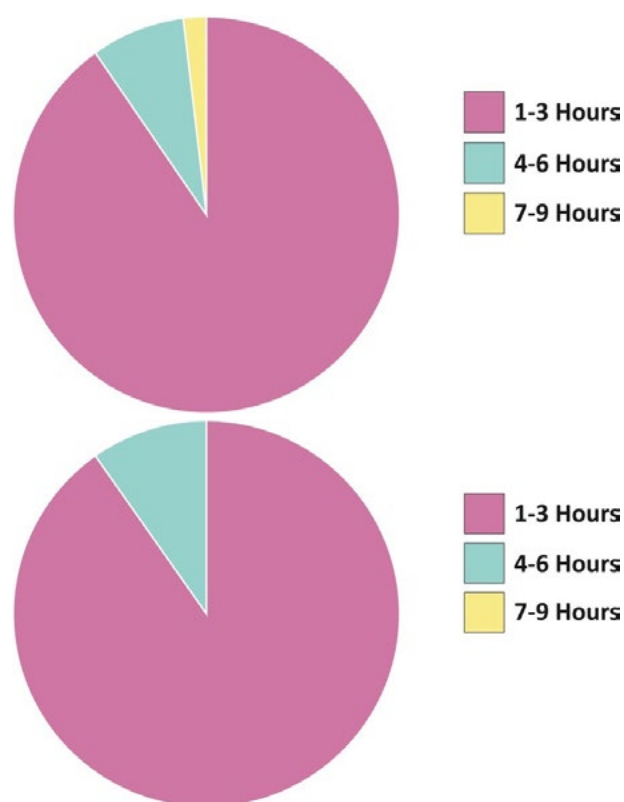
considered with this migration is the growth and development of a healthy broadcasting ecosystem and improving community welfare. Quality broadcasts are also the primary support and standardization in providing educational content to the public. Some broadcast content that meets Indonesian Broadcasting Commission standards includes 1) tourism and cultural programs, 2) religion, 3) news, 4) child, and 5) talk shows.

Various broadcast content is packaged attractively to attract television viewers in Indonesia. The presence of ASO is expected to improve the quality of content further to provide the best shows for loyal Indonesian television viewers.

The presence of various private television stations in Indonesia provides many benefits for Indonesians, allowing them to get information and entertainment from various regions of Indonesia and even various corners of the world. Apart from private television, community television is also available in Indonesia. Educational community TV is part of Indonesian television history. Community Broadcasting Institutions are broadcasting institutions that provide radio or television broadcasting, which provide significant recognition for the role of supervision and evaluation by members of their community through a supervision institution established explicitly for this purpose. According to Law No. 32 of 2002 concerning Broadcasting, a Community Broadcasting Institution is an institution operating in the

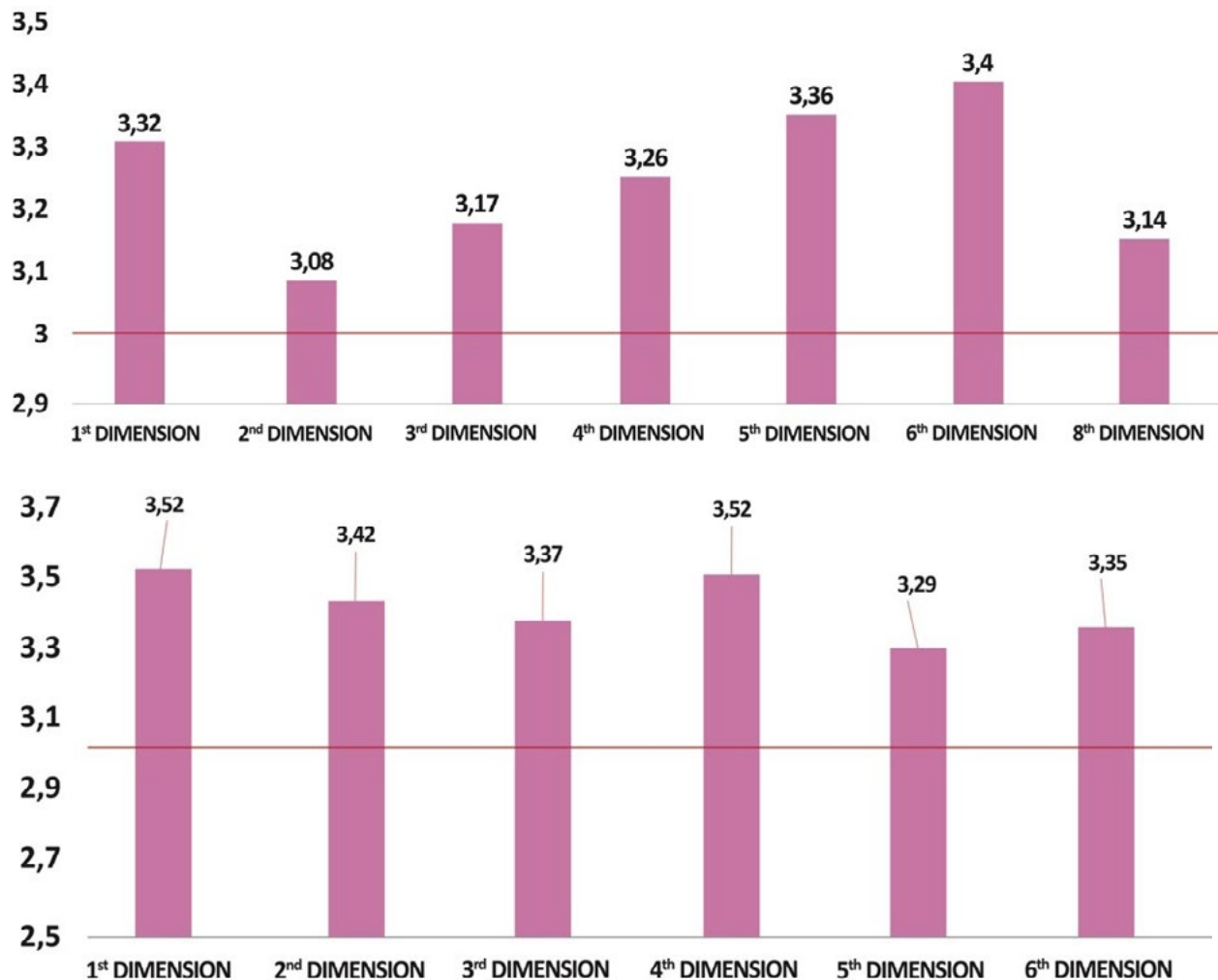
field of broadcast services in the form of an Indonesian legal entity, founded by a particular community, independent and non-commercial, with low transmit power, limited area coverage, and to serve the interests of its community. The existence of community television like this hopes that Kominfo can help disseminate educational and enlightening information and empower its community.

The research results show that people in Depok and Bekasi watch television for a maximum duration of 1-3 hours (Figure 1). However, only a small percentage still watch television for over three hours. Several factors cause the duration of people watching television to decrease in these two cities: a good internet connection means they can get information other than from television, each individual's



Source: Processed Researcher Data (2023)

**Figure 1 TV watching duration chart of news and tourism & culture programs, respectively**



Source: Processed Researcher Data (2023)

**Figure 2 Graphic of news and tourism & culture program broadcast quality, respectively**

ownership of gadgets, and the long television content production process causes information to be slow to meet people's fast-paced information needs.

KPI determines the standards used to determine the quality of television programs. KPI uses an average standard for broadcast quality of 3.0. This research tries to measure two programs on West Java television, namely news, tourism, and culture, for respondents in the cities of Depok and Bekasi.

The research results show that the quality of news programs meets KPI standards. News programs on West Java television have an

average higher than the KPI program quality standards from eight dimensions: accurate, fair, balanced, and impartial; do not mix facts and opinions; do not conflict with SARA; do not create fake news; do not make sadistic news, do not make obscene news, and apply the principle of presumption of innocence. The three television stations the people of West Java chose to watch news programs are SCTV, NET TV, and Trans TV.

The quality of tourism and cultural programs also has an average program quality above the standards determined by the KPI with six dimensions, namely, respect for ethnic,



Model Summary <sup>b</sup>					
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.589 <sup>a</sup>	.347	.338	5.536	1.788
a. Predictroee: (Constant), Interest in Watching News					
b. Dependent Variable: News Quality					

Source: Processed Researcher Data (2023)

**Figure 3 Determination test of interest in watching news program**

Model Summary <sup>b</sup>				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.594 <sup>a</sup>	.353	.343	4.146
a. Predictroee: (Constant), Interest in Watching				
b. Dependent Variable: Tourism & Culture Programs				

Source: Processed Researcher Data (2023)

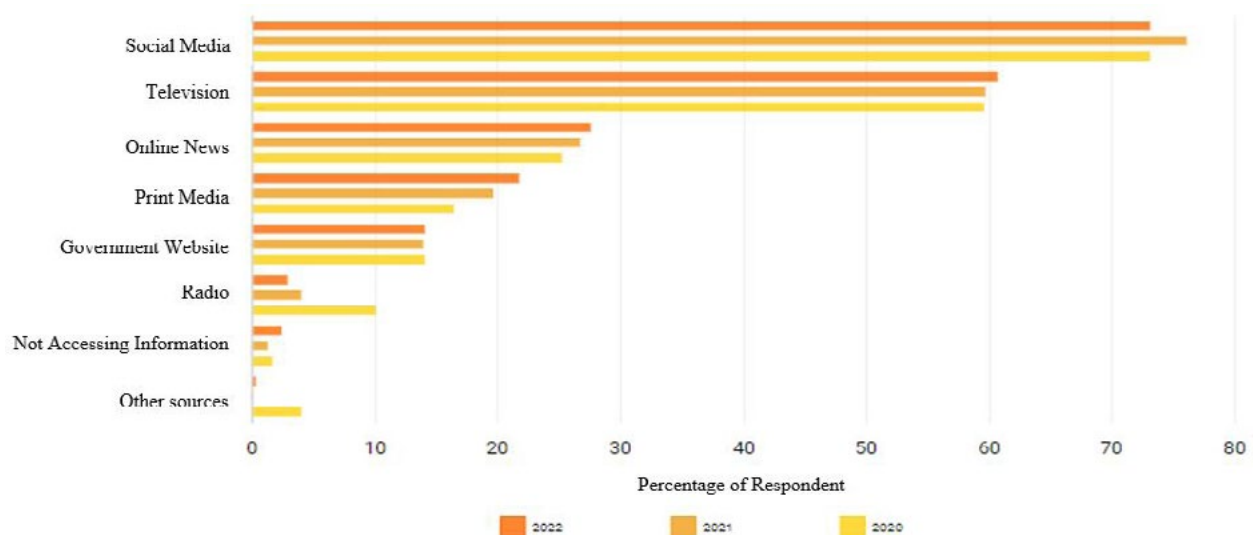
**Figure 4 Determination test of interest in tourism and culture program**

religious, racial, and inter-group differences, uniqueness of a culture, norms of politeness and decency, sexual scenes, broadcasts containing informative content (Figure 2). Moreover, educational and broadcast programs contain content that promotes the transfer of national culture, values, and local wisdom. The three television stations the people of West Java chose to watch tourism and cultural programs are NET TV, Trans 7, and SCTV.

Researchers confirmed with digital television viewers to support the results of qualitative research in a survey on the influence of television content on interest in watching digital TV. The results of the research show that news programs broadcast on West Java regional TV stations have content quality above the Central KPI standard, namely 3.00, but this does not increase interest in watching among

the public; this can be seen in the results of the determination test which shows that the effect is 34.7% which can be categorized as having a weak influence on people's interest in watching digital TV (Figure 3).

The research results show that tourism and cultural programs broadcast on West Java regional TV stations have content quality above Central KPI standards. However, this does not increase interest in watching among the public (Figure 4). The research results show that the quality of tourism and cultural programs and news programs broadcast on digital West Java regional TV stations weakly influences viewing interest. The development of internet media has influenced the culture of television viewers. Cultural changes have occurred, where people are more individual or no longer collective in watching television programs and watching TV



Source: KataData.com (2022)

**Figure 5 Sources of Information Commonly Accessed by Respondents (2020-2022)**

via other platforms such as YouTube (Permana et al., 2019; Haqu & Ersyad, 2020). The large selection of content available means that viewers can easily switch programs if they think the Programprogram does not interest them.

Survey results from the Reuters Institute and Oxford University show that online media, including social media, is currently a public information source. Only 57% of the survey results indicated television as a medium for searching for news (kompas.com, 2023).

In Indonesia, from 2020 to 2022, social media will be people's first choice as a medium for searching for information sources (Figure 5). Television and online media are second and third place (Annur, 2023). Looking at the results of these two studies, the researchers concluded that there was a change in people's behavior in searching for information sources due to technological developments. Social media presence makes it easier for anyone to upload news content. Social media as a reference for

information is for more than just the public; nine out of 10 journalists in Indonesia use social media as a news source, even though it is only a secondary source (Rosemarwati & Lindawati, 2019). All media in Indonesia, including in the Depok and Bekasi areas, socialized about the implementation of ASO so that people were open to insight and knowledge about the benefits they would receive when moving to digital. Several opinions from public figures and officials regarding ASO have appeared in print, electronic, and even social media so that all Indonesians know about ASO.

Deputy chairman of Commission I DPR RI, Anton Sukartono Suratno (2022), emphasized that the ASO Transition in practice is closely related to infrastructure readiness and non-technological aspects such as socio-economic conditions, community literacy, as well as an adequate regulatory umbrella so that all interested parties, both the government, broadcast companies, and especially the

public so that no one is harmed. Indonesia's lag regarding TV digitalization needs to be resolved immediately. The government has been carrying out the discourse for ASO since 2014, at which time Indonesia's neighboring countries had migrated to digital. Migration to Digital TV will reduce the emergence of potential problems with neighboring countries and prevent the fading of the national identity of people in border areas who receive broadcasts from neighboring countries.

Exceptional Staff of the Indonesian Minister of Communication and Information, Rosarita Niken Widiastuti (2022), said that if the 700 MHz frequency band is used to improve internet services, currently, it is only used for analog television broadcasts. For this reason, it is necessary to digitize the broadcasting system so that frequency bands (Digital Dividend) can be more optimal and efficient. According to her, using this frequency band will have many impacts in the future. "According to the Boston Consulting Group, with the Digital Dividend and internet improvements in Indonesia, within five years, there will be an increase in employment opportunities of 232 thousand, additional business opportunities of 118 thousand, and an increase in state treasury revenues of IDR 77 trillion. Niken also explained the four urgencies of digitizing Indonesian broadcasting, namely, (1) Public interest in obtaining quality broadcasting, (2) Encouraging the digital economy and industry 4.0, (3) Allocation of digital dividends for 5G broadband, and (4)

Avoiding disputes with the state -neighboring countries caused by frequency spectrum intervention in border areas. The government, through the Ministry of Communication and Information, is implementing the ASO program divided into three stages: the first stage on April 30, 2022, the second stage on August 25, 2022, and the third stage on November 2, 2022. According to Niken, ASO covers 112 broadcast areas.

The Minister of Communication and Information of the Republic of Indonesia stated that by the mandate of Law Number 11 of 2020 concerning *Cipta Kerja* Article 60A, in this case, the migration of broadcasting from analog technology to digital technology, the Ministry of Communication and Information requires public communication support. It is necessary to build public awareness and trust, specifically the active involvement of the community. The broadcast digitalization policy can encourage the public to participate in implementing the national priority program Analog Switch Off. The Indonesian government, through Kominfo, is so severe that it provides explicitly a budget to carry out outreach. It is hoped that socialization through various media can open people's minds to find out the importance of ASO and the benefits that people receive.

Apart from socialization, the government also distributed set-top boxes (STB) to convert digital signals into images on an ordinary analog television. Through Anton, commission 1 of the DPR RI did not forget to encourage the

government to provide STB and other means of acceptance at affordable prices and easily obtained by the public. The government will condition the domestic industry to be ready to support the migration of broadcasting systems from analog to digital.

The recipients of this assistance are those who belong to the inferior household group (RTM), which is included in the data for the Targeting the Acceleration of Elimination of Extreme Poverty (P3KE). This STB is essential because it can help analog TV sets catch digital signals. STB is provided free of charge to low-income family groups so that they can continue watching television when it has switched to digital broadcasts. For people who can afford it, the government urges them to adapt by changing their television set to digital television or buying an STB at a very affordable price.

Several electronics traders in Depok stated that STB sales would only start to increase in early November 2022 because it turns out that many people do not know about ASO and STB. STB assistance from Kominfo can be collected at the location of the free STB distribution post from Kominfo in each region. For the Depok City area, the location for collecting the free STB from Kominfo is at the Bumi Wiyata Hotel (Basic Floor Wahidin Room) Jl. Margonda Raya No. 281, Depok City. The number of STBs distributed in the Jabodetabek area is 479,307 units.

Gunadarma University, through UGTV, took part and distributed 1000 STB to the

people of Depok, Bekasi, and Bogor. Through this free STB distribution program, the public can continue to watch television broadcasts so that they continue to receive information and entertainment (Budi Hermana, 2021).

The implementation of ASO in the Depok and Bekasi areas has been quite successful, looking at the readiness of the digital TV broadcast infrastructure, which is fully operational through seven multiplexing operators (MUX)—namely the Public Broadcasting Institution TVRI and six Private Broadcasting Institutions. Exceptional Staff of the Indonesian Minister of Communication and Information, Rosarita Niken Widiastuti (2022), said 23 television stations in Jabodetabek have migrated from analog to digital. There are new digital television broadcast programs that increase the diversity of program content choices that the public can watch. He said the Set Top Box (STB) assistance provided to poor households was 479,307 units. So far, 63.4% have been distributed. The STB distribution implementation, carried out by the multiplexing organizer and funded by the state budget, is proceeding according to plan and continues to be monitored daily, to be completed before October 5, 2022.

The development of digitalization in the world of television has provided many opportunities for the presence of community television, which can be an alternative for the community to fulfill information needs that, up to now, can only be accessed on national

private television. Community television provides understanding to the public by presenting content related to education. It is also a collaborative effort with the government to successfully increase literacy through community television, which contains information about local wisdom's educational and social aspects (Hartanto, 2016).

The private sector, organizations, or institutions can also establish community television. Educational institutions must also take a role in creating television that can provide educational content in programs and discussions during operation. In this case, Gunadarma University, one of Indonesia's well-known and superior educational institutions, can take advantage of this analog switch-off opportunity to present educational content and messages that are easily accessible to the public.

UG TV, or Gunadarma Televisi University, is a community broadcasting institution with educational television broadcasting services based on digital and over-the-top broadcast technology and is a forum for educating the life of the nation and state and participating in preparing future generations who are educated and have noble character. UG TV is the first digital educational community television in Indonesia, and it is aimed not only at the Gunadarma University academic community but also at anyone who can access and learn through the shows on UG TV. UG TV, the first digital educational community TV in Indonesia, started to exist at the beginning of 2020 and

fully existed with ASO Mandiri on January 13, 2022. UG TV seeks to support government programs related to ASO and presents various informational content in educational, social, cultural, and other fields. UG TV hopes to fully provide educational content to the public so that the programs and content presented are both a spectacle and a guide. (Interview with Mr. Endika Perdana—thorough preparation by government supporters regarding ASO).

In making it easier for viewers and the public to access various programs and content on UG TV, there are three channels that the public can choose from, including 1) Digital Channel 31 UHF; 2) Web Live Streaming at <https://ugtv.co.id>; 3) Live Web Streaming at the address <https://tv.gunadarma.ac.id>.

The innovation and transformation carried out by UG TV as a form of educational community TV and digital TV is to provide a choice of quality educational programs for viewers and the community. The following are the results of the interview obtained:

“UG TV is serious about providing educational, interesting shows, and also makes the existing content a requirement for potential viewers to continue watching various programs on UG TV” (interview with Budi Hermana - UG TV Advisor).

As an Educational Community TV, UG TV will be able to provide color in the world of digital broadcasting in the digitalization-based ecosystem era. Another interview stated that:

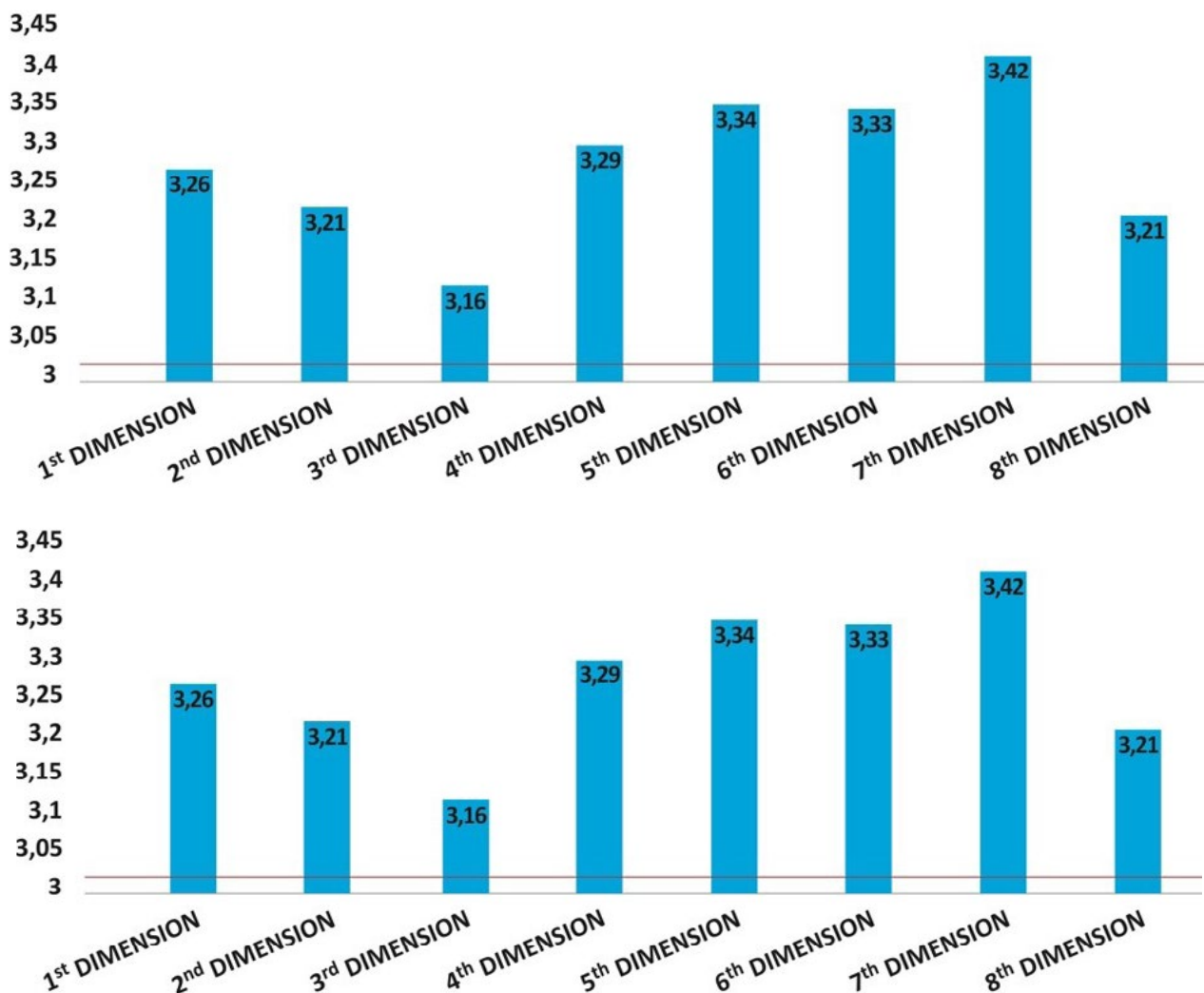
“The innovation of various UG TV broadcasts involves many parties, especially the Gunadarma University academic community. Students are involved in

contributing to segmentation of interesting but still quality coverage” (interview with Iwan Maurits, UG TV Program Director).

Here are some UG TV programs: 1) *UG Talk* Program; 2) *Literacy* Program; 3) *Eksklusif Bersama UG*; 4) *Karir dan Profesi* Program; 5) *Ruang Sekolah* Program; 6) Teaching Program as talk show programs. 1) *Cita Inspira Podcast* Program; 2) *GNIK Podcast* Program; 3) *Antara Kita* Program; 4) *Bincang Santai Bareng Imigrasi* Program; 5) *Bincang Pajak* Program; 6) *UG Sport* Program; 7) *Catur* Program; 8) *Sidang Terbuka* Program; 9) *Serial IKN* Program as Popular/Informative programs. 1) *Info*

*Kampus* Program; 2) *Breaking News* Program; 3) *UG News* Program as News programs. 1) *Mata Dunia* Program; 2) *Melihat Indonesia* Program; 3) *Jelajah Nusantara* Program; 4) *UG Traveling* Program as Entertainment/Information programs.

Digital-based Community Television is also required to provide color in programs or shows based on local wisdom, where of the total shows, it is hoped that 20% will deal with cultural and social aspects of society (Juditha, 2018), where UG TV plays a vital role in highlighting the potential of local wisdom in certain regions as a reflection of identity.



Source: Processed Research Data (2023)

**Figure 6 Quality of team teaching and infocampus programs, respectively**

Ohorella & Prihantoro (2021) state that the development of local wisdom must be widely introduced to the public; this is also in line with UG TV providing educational viewing as well as demands to continue watching the various programs being broadcast (Budi Hermana, 2021).

UG TV, the first Digital Education Community TV in Indonesia, also does its best to provide local wisdom-based broadcasts. This includes coverage in Depok, Bekasi, Sukabumi, and Cianjur regarding the community's potential and identity and making content to be broadcast on the UG TV Channel. The following are the results of the interview.

*"UG TV invites lecturers and students to document feature works, which will later be broadcast on UG TV as a program based on local wisdom"* (UGTV Producer/ Gunadarma University Communication Science Lecturer - Ari Muharif).

Researchers tested the quality of two UGTV programs, the *Team Teaching* Program and *Info Kampus*. The research results show that the quality of the Team Teaching program broadcast on UGTV meets KPI standards in almost all dimensions. Dimensions with a higher average value than the KPI standard are accurate, fair, balanced, and impartial; do not incite or mislead; do not highlight elements of violence; and do not conflict with religion, race, ethnicity, and between groups. They are not making fake news, not making sadistic news, not making obscene news, the ability to dig up information neutrally and impartially, public interest, norms of decency and decency,

the right to privacy, applying the principle of presumption of innocence, harassing certain people or groups of society. There are 14 dimensions covered by UGTV Team Teaching questions, and one dimension still below KPI standards is regarding sex talk.

Meanwhile, research results for the Campus Info program broadcast on UGTV show that all dimensions of the Campus Info program are above the KPI standard average. The eight dimensions are the dimensions of accuracy, fairness, balance, and impartiality; not mixing facts and opinions; not conflicting religions, races, ethnicities, and between groups; not making fake news; not making sadistic news; not making obscene news and applying the principle of the presumption against guilty.

## CONCLUSION

After the Analog Switch Off (ASO) was carried out, efforts to build a broadcasting ecosystem began to be carried out. Based on the research results, it was found that society currently offers various types of media choices. The presence of new media is a significant challenge, not only mass media. The public feels that television lacks "interesting" types of shows and is dominated by certain shows such as politics and crime. UGTV is Indonesia's first digital educational community television, offering several superior programs, such as Team Teaching and Campus Info, which meet all KPI standards. The presence of UGTV can provide space for the media to provide more

varied shows so that it can become a choice for the audience. The existence of UGTV can motivate other communities to have their own channels to add color to Indonesia's broadcasting ecosystem.

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