

The effect of advertising television broadcast migration on the attitude of television users

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Submitted: 26 January 2024, Revised: 25 July 2024, Accepted: 2 August 2024, Published: 21 August 2024

ABSTRACT

Background: This research was motivated by ratifying the Job Creation Law, which was related to implementing television broadcasts in Indonesia, which were initially analogue to digital. This transition has implications for the progress of the digital television broadcast industry in overcoming inefficiencies in the analogue TV broadcasts that have been used so far. **Purpose:** This study aims to assess how advertising affects viewers' cognitive, emotional, and conative attitudes as it transitions from analogue to digital TV broadcasts in the media. **Method:** The research method uses descriptive methods with a quantitative approach. Data collection techniques include distributing questionnaires and conducting literature studies. This research involved 100 respondents who were obtained using the probability sampling technique in the random sampling category. **Results:** The study's findings indicate that the use of advertisements to promote the switch from analogue to digital TV broadcasts has a significant impact on the attitudes of television viewers in the Garut Regency with regard to cognition, affect, and conative thinking. These attitudes are demonstrated by the audience's acceptance of new information or knowledge (cognitive), their feelings of trust following exposure to these advertisements (affective), and their desire to switch to digital TV broadcasts right away (conative). **Conclusion:** Indicators of advertising exposure through frequency, duration, and attention have a strong influence in influencing audiences, especially cognitive, affective, and conative aspects, where the information provided can provide new perceptions and knowledge for people who constantly see advertising broadcasts transitioning to digital TV broadcasts on television. **Implications:** The results of this research can provide understanding and insight regarding the transition to digital TV broadcasting and how important information is so that one day, television users who read the results of this research can pay attention to the advertisements shown on television to understand and implement the information they receive.

Keywords: Analogue; digital advertisement; user, television

To cite this article (APA Style):

Nurhadi, Z.F., Mujianto, H., & Tajkiatunnufus, T. (2024). The effect of advertising television broadcast migration on the attitude of television users. *ProTVF*, 8(2), 133-148. <https://doi.org/10.24198/ptvf.v8i2.52949>

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INTRODUCTION

In this digital era, using advertising as a means of information dissemination has become ubiquitous. Ads are used to disseminate information for businesses, government, and other groups and as promotional tools (Abdullah & Permana, 2021). The Ministry of Communication and Information Technology, which works with national television stations to undertake campaigns on the switch from analogue to digital TV broadcasts, is one example of how advertising is used to disseminate information (Yuyun et al., 2018).

The Ministry of Communication and Information Technology ran this campaign to raise awareness of the imminent transition from analogue to digital TV broadcasts and to encourage people to do the same (Ghifary, 2014). Each television station has its own version of advertisements, either running text ads or audio video and graphic ads (Aprilia et al., 2020). An example of a television station advertising and a social media version of the Ministry of Communication and Information Technology advertisement are provided in Figure 1 dan Figure 2.

Analogue television transmissions were available from the 1920s, when television first came into being, until the shift to digital media that started in 2007. Compared to its analogue predecessor, digital television has a number of benefits, such as better audio and video signal quality, a greater number of content providers, and more effective spectrum usage. Over time,



Source: Youtube.com-Kemkominfo TV

Figure 1 Public Service Advertisement about Switching from Analogue TV to Digital TV Broadcasts



Source: Youtube.com-Kemkominfo TV

Figure 2 Public Service Advertisement about Switching from Analogue TV to Digital TV Broadcasts

broadcasting services provided on analogue networks are moved to digital networks through a planned and methodical process known as “digital broadcast switchover” (Isabirye & Muhereza, 2021).

Television is a unique mass medium combining politics, entertainment, information, and education. As such, the message is delivered in an enticing way, both visually and aurally, to pique the interest of communicants. It is why advertising on television is used as a distribution channel for information (Haryati, 2013). Apart from that, in general, television is able to influence the views, perceptions, attitudes, and feelings of the audience, can reach a wide audience, and is not limited by distance or time (Budhirianto, 2018). The transition to digital TV broadcasting in Indonesia is important

because television is still the dominant media. Based on research entitled *Children's Media Use in Indonesia*, the results showed that 98% of the total 589 respondents stated that they have television as a medium to fulfil their daily entertainment needs. Therefore, improving the quality of broadcasts must also be improved so that television remains the most popular media (Hendriyani et al., 2012).

The transition to digital TV broadcasting is actually not a new problem; it's just that the uneven distribution of TV signals in Indonesia has caused this transition to be hampered. It is different from developed countries that started the transition to digital TV broadcasts 10 years ago, such as Finland, which closed analogue terrestrial television transmissions nationally in September 2007 (Finnish Ministry of Transport and Communications, 2006), which was then followed by America, Australasia, East Asia, and South Africa, which completed the transition in June 2009 (Wahlström & Kankainen, 2011) many converter boxes are equipped with a hard disk drive (HDD). This means that digital TV broadcasts have the same viewing rules as analogue TV broadcasts, but there is an increase in the quality of viewing services such as signal, audio, and video broadcasts (Steiner & Xu, 2020).

Based on the findings, it is known that regarding the purpose of watching television, 42.3% of the public watch conventional TV with the aim of being a source of information media (Yersel, 2019). In 2022, Nielsen will again

conduct a survey entitled *Streaming Content Ratings*, namely the use of the two largest access media, TV and the Internet. The survey results showed that the percentage of TV users was 81.1%, while the percentage was 76.7% for internet users (Haqu & Ersyad, 2020).

Digital TV broadcast signals can be sent in four ways: (a) Cable: At home, cable subscribers can receive up to 200 digital television channels. (b) Satellite: Typically, satellites may support hundreds of channels and offer a single digital broadcast service. Although they can offer a two-way path, satellites typically only offer a one-way service. (c) Digital Terrestrial Television (DTT) uses networked ground-based transmitters to deliver television signals. An antenna equipped with television capabilities receives signals transmitted using this method. (d) In most developed countries worldwide, telephone service bandwidth is increased to convey television signals. With this technology, viewers select a television program, and it is broadcast to their homes (Jonah, 2020).

The government's obligation to convert all transmissions in Indonesian territory from an analogue broadcast system to a digital broadcast system by November 02, 2022, as a result of the ratification of the Job Creation Law No. 11 of 2022, is the reason for the switch from analogue to digital TV broadcasts (Hastuti, 2013). The importance of switching analogue TV broadcasts to digital TV has made the government, especially the Ministry of Communication and Information Technology, do various things so

that information on the transition of analogue TV broadcasts to digital TV can be conveyed to all Indonesians (Gultom, 2015). The transition to digital TV broadcasts is expected to re-attract the public's interest in watching television broadcasts after enjoying VOD (video on demand) services such as Netflix, BBC iPlayer, Prime Video, etc. Consumers are interested in VoD because of the variety of shows and the quality of the broadcasts. This VoD service, from year to year, continues to experience an increase in viewers. Consumers are interested in VoD because of the variety of shows, and the quality of the broadcast provided is also good (Ibarra, 2022).

Based on the explanation, the theory used in this study is the dependency theory of mass media effects (Dependency of Mass Media Effect Theory). This theory was first introduced by Melvin DeFleur and Sandra Ball-Rokeach, who expressed their views regarding the strong influence caused by mass media. This Mass Media Effect Dependency Theory states that modern audiences are increasingly dependent on mass media content to fulfil their need for information. Mass Media Effect Dependency Theory focuses attention on the structural conditions of a society that regulate the tendency for the effects caused by mass media to occur. The theory developed by Melvin DeFleur and Sandra Ball-Rokeach assumes that the more people depend on their information needs for using mass media, the more important they are in that person's life. The more people who

depend on the mass media, the more the mass media will influence its users. (Rosyadi, 2018). Suppose the population's reliance on mass media doesn't decline. In that case, mass media corporations will experience transformations as well, leading to a more widespread influence and a bigger impact of media on public life (Rafiq, 2012).

Researchers employed two factors in this study: variable X, which is advertisement, and variable Y, which is attitude. Advertising is a communication technique employed in marketing to persuade consumers to buy products, use services, or produce ideas using specific media (Ghifary, 2014). The components of attitude are as follows: cognition (thinking), which is a representation of an individual's beliefs; affective feelings (feelings associated with emotions); and action (conative), which is the tendency to act in a way that is consistent with one's attitude toward a particular aspect of the environment (Azwar, 2022). The attitude discussed in this study is the way the public reacts to PSAs on the transition from analogue to digital TV transmissions. Will they disregard the information and keep using analogue TV broadcasts, or will they heed the government's requirements and quickly convert to digital TV broadcasts? It is consistent with the usage of TV commercials meant to pique viewers' interest in making the quick transition to digital TV (Ridwan et al., 2021).

Research on the Effect of Public Service Announcements on the Switching of Analogue

TV Broadcasts to Digital TV Broadcasts on the Attitudes of Television Users is relevant to previous research. First, previous research titled “Public Perceptions of Advertisements for the Use of Digital TV”. This previous research discusses the perception of the Medan community towards advertisements for the use of digital TV aired on Trans TV and the community’s reaction to the decision of the Ministry of Communication and Information to stop analogue TV broadcasts and move to digital TV broadcasts in 2022. The results of this study found that the public only considers the advertisement as just an ordinary appeal advertisement, and it can be said that the public response to switching from analogue TV to digital TV is negative, which means that the people of Medan have not given a good response to the advertisement aired on Trans TV. Several things contributed to this unfavourable reaction, chief among them the Trans TV digital TV ad that presented the appearance of a sales and promotional campaign in which viewers had to purchase a set-top box in order to watch digital TV programming. Another reason is that people think that their analogue broadcast is still running well (Zaein, 2022).

Second, previous research on “COVID-19 Public Service Advertisement on Social Media and West Java Community Behavior” discusses the Ministry of Health’s public service advertisements related to COVID-19 to examine the influence of these public service advertisements on the behaviour of the people

of West Java. The results of this second previous study show that the Ministry of Health’s public service advertisement videos related to COVID-19 on social media strongly influence people’s behaviours in West Java. Based on the partial analysis test (t-test), the Ministry of Health’s public service advertisement video related to COVID-19 on social media (X) has an effect on community behaviour in West Java (Y). It can be seen that the t_{count} value is greater than the t_{table} ($12.222 > 1.98932$) and the value of 0.630 in the variable video public service advertisements of the Indonesian Ministry of Health related to COVID-19 on social media (X) is positive, so it can be said that the higher the public service advertisement video of the Indonesian Ministry of Health related to COVID-19 on social media (X), the more it will affect people’s behaviour in West Java (Y). The public service advertisement video of the Indonesian Ministry of Health related to COVID-19 on social media influenced 64.6% of people’s behaviour in West Java (Pratiwi & Hidayat, 2020).

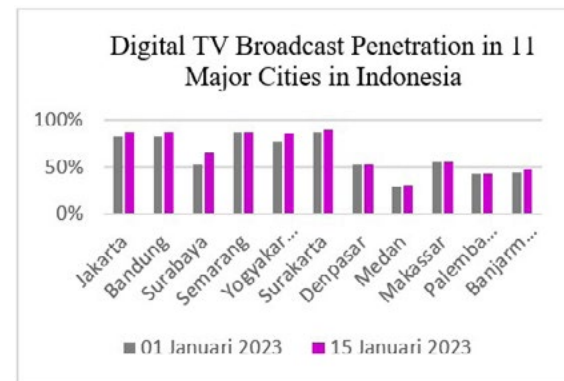
The results of this research are also in line with research titled “The Diffusion of Innovations of Digital Television Broadcasting to Communities that from the aspect of Digital TV socialization, the media source for promotions/campaigns is most widely known through promotions on the Internet at 56%. Social media allows advertising and is accepted by the audience more effectively (Iskandar & Restu, 2019). This innovative decision-making

in the television digitalization phenomenon means that the government is forcing society to make a transition (Tapsel, 2015).

According to a study, there are delays in the transfer of television transmissions not just in Indonesia but also in Nigeria. Umaru Musa Yar-Adua, the president of Nigeria at the time, set a timetable in 2007 for finishing the transmigration of all digital TV transmissions by January 2015. The Nigerian Ministry of Communication and Information did not meet the deadline, though, and it had to be extended once more before being finished in June 2017 (Oyedokun & Ajayi, 2022).

The value of novelty in this study is found in the way that the effect of television advertisements on the attitudes of television viewers was chosen as the study's focus, based on the description and exposure of prior research that was previously mentioned. Television is still one of the mass media that people trust for the veracity of the information it provides.

The reason for choosing this research topic is because of the increasing public interest in switching to digital TV broadcasts, based on research conducted by PT Multi Utama Risetindo in March 2022 showing that public interest in digital broadcasts is at 72.26% of a total of 11300 people from 34 provinces in Indonesia, an increase of around 9.52% from the results of a survey held in July 2021 (CNN Indonesia, 2022). Based on the AC Nielsen survey conducted on January 15, 2023, in 11 major cities in Indonesia, there is a positive



Source: www.kominfo.go.id

Figure 3 Digital TV Broadcast Penetration in 11 Major Cities in Indonesia

trend of increasing digital TV broadcast users from 73% to 79%. The penetration of digital TV broadcasting in 11 cities surveyed by AC Nielsen is depicted in the Figure 3.

This study aims to measure the effect of advertisements for the switchover of analogue TV broadcasts to digital TV broadcasts on the cognitive, affective, and conative attitudes of television users.

RESEARCH METHOD

This research uses a descriptive method with a quantitative approach. Data collection techniques were obtained through the distribution of questionnaires to digital television users, especially in communities in the Garut Regency. The number of respondents in this study was 100. This study uses simple random sampling, selected based on several categories that are in accordance with the population age range of 15–59 years, including senior high school and Madrasah Aliyah (Islamic senior high school) students, university students, teaching staff, workers, and housewives.

Table 1 Variable Operationalization

Variable	Indicator	Sub Indicator	Measurement
X Ad Exposure (Liani, 2013)	Frequency	“Analogue TV to digital TV switchover” advertisement, aired every time	Likert Scale
		How often do television users see advertisements	
		Seeing advertisements more than three times.	
	Duration	Length of time spent viewing ads	
		Understanding the content of an advertisement in less than 2 minutes.	
		Viewing and paying attention from the beginning to the end.	
	Attention	The attention shown by television users when viewing advertisements	
		Television users’ interest when seeing advertisements	
		Television users understand the content of advertisements delivered.	
Y Attitude Azwar, 2022)	Cognitive	Television users’ curiosity when seeing advertisements	Likert Scale
		Television users’ confidence when they see an advertisement	
		Experience gained by television users when viewing advertisements	
	Affective	Television users’ feelings towards advertisements	
		Advertisement development	
		Believe and care about the advertisement “analogue TV broadcast switchover to digital TV.”	
	Conative	After seeing the advertisement “switching analogue TV broadcasts to digital TV”, television users will immediately switch to using digital TV broadcasts	

Variations of something that turn into a research symptom are known as research variables, and the symptom under investigation is known as a research target (Nasution, 2017). This study uses two variables: the dependent variable, which is the variable that is impacted (Y), and the independent variable, which is the variable that influences the research (X). The independent variable (X) relates to public service advertisements for switching from analogue to digital TV broadcasts. The dependent variable (Y) is related to public attitudes among television users in Garut Regency toward responding to advertising (Table 1).

RESULTS AND DISCUSSION

In this part, researchers will explain the findings from a study that involved giving

television viewers questionnaires. The findings shed light on how television viewers’ cognitive, emotional, and cognitive attitudes are impacted by commercials for the switch from analogue to digital TV broadcasts.

Table 2 presents the results of the recapitulation of the analysis of the scores of respondents’ responses to the statement of the advertising exposure variable, which has 3 indicators (frequency, duration, and attention) and consists of 9 items.

Table 2 illustrates that following the stage of questionnaire distribution, respondents’ average score for responding to commercials on television that promoted switching from analogue to digital TV broadcasts was 4.28. With reference to the table of assessment criteria, this value falls into the Very Good

Table 2 Recapitulation of Respondents' Responses to Advertising Exposure Variable

No	Indicator	Cumulative Total	Score Average	Criteria
Frequency				
1.	Advertising for the switchover of analogue TV broadcasts to digital TV broadcasts aired thrice on each television channel.	420	4,20	Very Good
2.	I watch advertisements for the switchover of analogue TV broadcasts to digital TV broadcasts on television three times a day.	432	4,32	Very Good
3.	Advertisements for the transition of analogue TV broadcasts to digital TV broadcasts are broadcast at all times: morning, afternoon, evening and night.	455	4,55	Very Good
	Total	1.307	4,35	Very Good
Duration				
1.	I always watch the advertisement for the switchover of analogue and digital TV broadcasts until it is over.	430	4,30	Very Good
2.	The advertisement for the switchover of analogue TV broadcasts to digital TV broadcasts is short.	413	4,13	Good
3.	Ads that are less than 2 minutes long provide all the information audiences need	401	4,01	Good
	Total	1.244	4,15	Good
Attention				
1.	When commercials are aired, I always feel interested in watching the transition of analogue TV broadcasts to digital TV broadcasts	434	4,34	Very Good
2.	Making advertisements for the switchover of analogue TV broadcasts to digital TV broadcasts on television as reliable information	432	4,32	Very Good
3.	The delivery of information on the transition from analogue TV broadcasts to digital TV broadcasts on television is very suitable.	438	4,38	Very Good
4.	The delivery of information on the switchover of analogue TV broadcasts to digital TV broadcasts on television is very appropriate.	432	4,32	Very Good
	Total	1.736	4,34	Very Good
	Sum and Average Overall Score	4.287	4,28	Very Good

Source: The Research Results, 2023

group. Regarding the advertisement exposure variable, most respondents indicated that they highly agreed with the statements included in the research questionnaire. According to these findings, respondents' overall average score value for the advertising exposure variable falls into the "very good" range. This demonstrates

that the frequency with which advertisements for the transition of analogue TV broadcasts to digital TV broadcasts hit television users (frequency indicator), the amount of time spent watching those advertisements (duration indicator), and the level of interest displayed by television users during those advertisements

all have an impact on the exposure of those advertisements to television users regarding the transition of analogue TV broadcasts to digital TV broadcasts (attention indicator) has a very good influence.

Drawing from the frequency indicator, it can be inferred that the indicator with a total average score of 4.35 falls into the Very Good assessment category. Additionally, the statement "Advertising for the transition of analogue TV broadcasts to digital TV broadcasts airs every time: morning, afternoon, evening and night" also falls into this category, with the highest average score of 4.55. This indicates that the likelihood of television viewers seeing the advertisements for the transition from analogue to digital TV broadcasts is high due to the fact that they are broadcast at various times, including morning, afternoon, evening, and night. The indicator that has the lowest total with an average score of 4.20 is in the Very Good category in the statement, "Ads for switching analogue TV broadcasts to digital TV broadcasts air at least 3 times on each TV channel." Even though it is included in the lowest average answer category for frequency indicators, the value obtained by the statement is still included in the very good category, which means that advertisements for switching digital TV broadcasts air at least 3 times a day on each television station. So it can be concluded that respondents get advertisements from television related to the transition of analogue TV broadcasts to digital TV broadcasts from television media with a

high level of frequency and consistently air advertisements on television in order to get special attention from the audience of television users in Garut Regency.

In the duration indicator, it can be concluded that the total average of 4.15 is in the good assessment category. Meanwhile, the highest average value of 4.30 with Very Good criteria is in the statement, "I always watch advertisements for the transition of analogue TV broadcasts to digital TV broadcasts until completion." This statement shows that the majority of respondents always watch commercials to completion. Meanwhile, the indicator that has the lowest average of 4.01, which is in the Good category, with the statement "Ads that last less than 2 minutes explain all the information needed by the audience," means that with a duration that is not too long, the advertisement can convey the information needed by the audience of television users. It can be concluded that television users in Garut get television advertisements on television that are not too long but still provide the information needed by television users.

Furthermore, according to the assessment criteria table, these scores fall into the Very Good category for the final indication, attentiveness, which has an average of 4.34. The highest average score of 4.38 with a Very Good assessment category was in the statement, "The delivery of information on the transition of analogue TV broadcasts to digital TV broadcasts on television is very appropriate", and the lowest average score of 4, 32 which

are both in the Very Good assessment category with the statement “Making advertisements for the transition of analogue TV broadcasts to digital TV broadcasts on television as reliable information” based on this statement, it can be concluded that overall television users in Garut Regency who are respondents in this study accept the information conveyed through advertisements on television very well where they feel that the information conveyed through advertisements is appropriate, not only that respondents also have high trust in the

information conveyed through television.

Table 3 presents the recapitulation of the score analysis of respondents’ responses to the attitude variable statement, which has 3 indicators (cognitive, affective, and conative) and consists of 7 items. With regard to the attitude variable statement, Table 3 indicates that, after the stage of questionnaire distribution, respondents received an average score of 4.06. Based on the grading criteria mentioned, this outcome is classified as Good. When the majority of participants expressed agreement with the

Table 3 Recapitulation of Respondents’ Responses to Attitude Variable

No	Indicator	Cumulative Total	Score Average	Criteria
Cognitive				
1.	I am always interested in the advertisements for the switchover of analogue TV broadcasts to digital TV broadcasts.	373	3,73	Good
2.	After seeing advertisements for the transition of analogue TV broadcasts to digital TV broadcasts, I always look for information about digital TV broadcasts on the Internet.	399	3,99	Good
3.	I first learned about the switch from analogue to digital TV broadcasts on television.	412	4,12	Good
4.	The advertisement for the switchover of analogue TV broadcasts to digital TV broadcasts gave me new knowledge	400	4	Good
Affective				
1.	I feel that the advertisement for the switchover of analogue TV broadcasts to digital TV broadcasts is important information	418	4,18	Good
2.	I agree with the information conveyed in the advertisement for the switchover of analogue TV broadcasts to digital TV broadcasts.	389	3,89	Good
3.	Advertisements regarding the transition of analogue TV broadcasts to digital TV broadcasts are needed for television users who want to enjoy better television viewing	414	4,14	Good
Conative				
1.	I care about the advertisements for the switchover of analogue TV broadcasts to digital TV broadcasts, so I always watch them carefully.	427	4,27	Very Good
2.	I believe all the information conveyed in the advertisement for the switchover of analogue TV broadcasts to digital TV broadcasts.	414	4,14	Good
3.	After seeing advertisements for the switchover of analogue TV broadcasts to digital TV broadcasts, I am interested in immediately switching to digital TV broadcasts.	404	4,04	Good

assertions made in the research questionnaire regarding the attitude variable. These results mean that the overall average score value on the attitude variable given by respondents is in a good category. This shows that changes in the attitude of television users occur due to exposure to advertising advertisements for the switchover of analogue TV broadcasts to digital TV broadcasts, which cause various influences on the beliefs, knowledge, and perceptions of television users (cognitive), affect the feelings of television users (affective), and have an influence on the tendency to act and behave of television users in Garut Regency through exposure to advertisements related to the switchover of analogue TV broadcasts to digital TV broadcasts (conative).

Based on the cognitive indicators, the indications falling within the Good assessment group have an average total score of 3.96. It can be interpreted that overall, television users in Garut Regency who are respondents in this study gain knowledge from the broadcast of advertisements for the transition of analogue TV broadcasts to digital TV broadcasts aired on television, where these advertisements have an influence on the beliefs and perceptions of television users. In this case, television users get exposure to advertisements related to the transition of analogue TV broadcasts to digital TV broadcasts from television media, which has an effect on understanding, changing attitudes, increasing knowledge, and changing beliefs and perceptions.

In addition, the attention indicator has an average acquisition of 4.07; these findings fall into the good category according to the assessment criteria table. Based on the results, which fall into the good category, it can be concluded that respondents' average responses regarding the attention indicator are generally in agreement and that respondents' exposure to advertisements—that is, television users in Garut Regency—may have an impact on changes in feelings to accept the transition from analogue to digital TV broadcasts. The last indicator is conative, with an average acquisition of 4.15, and based on the assessment criteria table, it is in a good category. It can be concluded that almost the average respondent's answer regarding the statement in the questionnaire was Agree, and it can be stated that exposure to advertisements related to the switchover from analogue TV broadcasts to digital TV broadcasts has caused changes to television users in Garut Regency, especially changes in action after receiving exposure to transitional advertisements to immediately switch to using digital TV broadcasts.

The researcher will provide an explanation of the discussion of study findings related to theoretical components and the outcomes of earlier studies in this part. Advertising exposure can affect attitudes, which are responses or reactions given by audiences regarding advertisements for digital TV broadcast switching. These responses can be positive or negative, and they are usually shown by likes

and dislikes, as well as agreeing and disagreeing regarding advertisements for digital TV broadcast switching (Tranggono et al., 2020). Furthermore, the study's findings are consistent with the theory that was applied, known as the dependency hypothesis of mass media effects, which suggests that individuals rely heavily on the media to meet their informational demands. According to this hypothesis, mass media plays an increasingly crucial role in people's lives the more they rely on it to meet their information demands (Muslimin, 2015).

In this study, television is the medium utilized to spread information on the switch to digital TV broadcasting. If theory is applied to this media, audiences who still trust and depend on television for information dissemination may be strongly impacted (Rozgonyi, 2019). Accordingly, as indicated by the responses to the questionnaire titled "Information on the transition from analogue TV broadcasts to digital TV broadcasts," the Ministry of Communication and Information selected television as one of the media to disseminate information regarding the transition from analogue TV broadcasts to digital TV broadcasts in the hopes that it can have a significant influence regarding the transition from digital TV broadcasts. When asked, "In a day, I watch advertisements for the transition from analogue TV broadcasts to digital TV broadcasts on television three times," the majority of respondents said, "Agree." Additionally, when asked, "In a day I first heard about digital TV on television," the average

respondent said, "Strongly Agree," indicating that they saw advertisements on television three or more times. It makes sense that one of the most popular media for satisfying viewers' informational demands is still television (Prabowo, 2012).

According to what the researcher has explained, the research is highly relevant to the theory that the researcher put forth and which produced positive results. The theory states that exposure to advertising from the Ministry of Communication and Information regarding the switch from analogue to digital TV broadcasts has a significant impact on the attitudes of television viewers in the Garut Regency. This study also supports earlier research that looked at how people's attitudes toward using electricity in Wattang Sub-district, Polewali District, were affected by PT. PLN's or State Electric Company's electricity-saving public service advertisement. That study's findings indicated that the use of electricity-saving had an impact on community attitudes in Wattang Sub-district, Polewali District, with a coefficient determination of up to 8.2% (Yuyun et al., 2018).

The following study draws from Dian Widiana Sjuchro et al.'s earlier work, "Implementation of the analogue switch off towards digital broadcast Jawa Pos." In order to find a way to finish the transition to digital TV broadcasting in Banten, the province is continuing to work with Mix Metro TV in conjunction with the local government to implement equalization

of digital TV transmissions. The obstacles experienced by JPM TV are due to the lack of comprehensive outreach by the government to the public and the need for additional STB (Set Top Box) equipment with a price range of 150,000-200,000, which makes people choose to continue using analogue TV broadcasts even though they already understand and know that they must immediately switch to using digital TV broadcasts (Sjuchro et al., 2023).

The findings of this study are consistent with earlier investigations into the impact of public service announcements on the risks associated with drug usage. The dangers of drugs are demonstrated in the *Drugs-Not4Me* film. The goal of using advertising as a tool for information dissemination is to encourage positive behavioural changes by presenting a picture of love and care that will pique the audience's emotional interest in abstaining from drugs (Ti et al., 2017). This tendency started when the general public believed that moving to digital TV broadcasts would result in even higher viewing quality and saw advertisements on television highlighting the advantages of doing so. Channels can be diversified using digital technology to become multi-channel channels, which are a mix of Internet and television content (Haquq, 2020). In line with other challenges that need to be considered, humans or consumers are the ones who will enjoy the benefits of the transition to digital TV broadcasts. How can consumers understand what they have to do to be able to enjoy digital

television broadcasts and what the government and television broadcast owners will do besides making advertisements for the transition to digital TV broadcasts (Smolak-Lozano, 2019).

This is also supported by research results regarding the percentage of Digital TV users: 55% are men, and 45% are women. Then, 71% of Analogue TV users are male and 29% are female. This is used to determine the differences between analogue and digital TV users based on gender, education and occupation. This means that the use of digital TV is influenced by education level and gender (Michalis, 2016). This is also supported by research results that show that people must immediately switch from analogue to digital by having sufficient knowledge about how digitalization works (Massaro, 2018).

CONCLUSION

Advertising exposure regarding the transition from analogue TV broadcasts to digital TV broadcasts on television significantly influences the cognitive attitudes of television users. Based on the results of data analysis and processing carried out by researchers, the indicators of advertising exposure, frequency, duration, and attention strongly influence audiences, especially the cognitive aspects of society. Related to the transition to digital TV broadcasts, where the information provided can provide new perceptions and knowledge for people who always see advertising broadcasts related to the transition to digital TV broadcasts

on television.

Furthermore, exposure to advertisements about the transition from analogue TV broadcasts to digital TV broadcasts on television has a significant influence on the affective attitudes of television users, while affective attitudes themselves are indicators of attitude variables related to the emotions or feelings of the audience, which in the case of this research is the target audience that exposed to an advertisement for the transition to digital TV broadcasts. This emotional influence arises as a result of the audience's trust in advertisements shown on television, where people feel that the advertisement is important information and will help audiences who want to watch better TV broadcasts.

The researchers' data processing and analysis results indicate that exposure to commercials during the transition from analogue to digital TV broadcasts significantly affectssignificantly affects the cognitive attitudes of television viewers. One hundred responses to a television survey showed that people wanted to switch to digital TV broadcasts immediately and take advantage of the extra capabilities that came with them.

Author Contributions: Conceptualization, Z.F.N.; methodology, Z.F.N., and H.M.; validation, Z.F.N., T.T.; formal analysis, T.T.; investigation, T.T.; resources, H.M.; data curation, H.M.; writing—original draft preparation, Z.F.N.; writing—review and editing, Z.F.N., H.M. and T.T.; supervision, Z.F.N. and H.M. All authors have read and agreed to the published version of the manuscript

Acknowledgements: We would like to thank Prof. Mrs

Ummu Salamah, Dean of the Faculty of Communication and Information, Garut University, who gave us permission and support to conduct research, and Dr Novie Susanti Suseno, Deputy Dean II for Finance and Human Resources.

Data Availability Statement: Not applicable.

Conflicts of Interest: The authors declare no conflict of interest.

Funding: This research received no external funding.

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