

## DISTRIBUTION AND RENTAL OF MULTIPLEXING TRANSMITTERS FOR DIGITAL TELEVISION IN INDONESIA

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### ABSTRACT

The migration of analog television to digital television in Indonesia has been planned for more than 10 years and will be implemented on November 2, 2022, after several delays. According to the theory of public policy, the government should make regulations that do not harm the public. However, the results of this study show that regulations regarding migration to digital TV make it difficult for local TV to maintain their business because they have to pay rent to TVRI and private TV as licensees. This research was conducted using literature studies and case studies, and several local television stations were used as research objects. Several regional televisions were chosen with consideration; they are televisions that already have analog transmitters, and must rent out digital transmitters to mux holders. In the analog broadcast system, this regional television also has difficulty getting advertisements so it continues to lose money. The relatively high cost of renting mux, as well as the difficulty of obtaining permits from mux holders, make it difficult for regional TVs to migrate to digital. The principle of diversity of ownership and diversity of content will be increasingly difficult to apply, so the migration of digital TV will not create new TV owners with varied content and will better protect the current television conglomerate.

**Keywords:** *digital television, mux, migration, industry, dividends*

### INTRODUCTION

The migration of analog television broadcasts to digital will be completed on November 2, 2022, although it has been carried out since 2007 when TVRI built digital infrastructure throughout Indonesia (ATSDI, 2017). Digital broadcasting is a broadcast technology based on the transmission of audiovisual media information by bit stream. The broadcast signal consists of video, audio and also includes data services such as teletext, subtitle (closed caption), or EPG. In addition, descriptive and technical metadata is transmitted for program identification and receiver con-

figuration (e.g. information on broadcast stations, applied applications) of video and audio compression systems, on voice channel settings, or on control data for interactivity, aspect ratio, and many others). Furthermore, access services such as audio description or video sign language can be incorporated into the broadcast multiplex signal. Modern broadcasting uses serial technologies which, together, enable the creation of broadcast signals and their delivery to end users. (ICT, 2021)

Referring the article entitled "Many Advantages of Switching to Digital TV Broadcasting" on the Kominfo website on June 2, 2022, it is stated that there are several differences between Analog TV broadcasts and Digital TV broadcasts, as follows:

Analog TV is designed for sound only, while Digital TV is designed for voice and data.

The signal emitted by Analog TV is in the form of an analog signal or a signal captured by the antenna so that it is easy to experience interference, noise to distortion, while the Digital TV signal is transmitted in the form of a digital broadcast system signal so that there is minimal interference.

Analog TV has clean picture quality and clear sound when close to the transmitter, while Digital TV does not need to be close to the transmitter to get a clear picture and clear sound.

Analog TV uses the beam by modulating it directly on the frequency carrier, while Digital TV data is first encoded in digital form and then it is transmitted.

Analog TV broadcasts have a lot of noise, while Digital TV shows are clean and the sound is clear.

Analog TV has high broadcasting costs, while Digital TV has low broadcasting costs. (Kominfo, 2022)

Digital TV not only provides benefits for viewers, but also for the government when viewed from the digital dividends that will be obtained. Digital dividend is a term that refers to the frequency range that is then available after previously used analog TV broadcasting. From the results of space savings at 700 Mhz, 152 Hz will be available later. Furthermore, as for the 152 Hz, it is divided into two groups, namely digital dividends with a width of 112 MHz and 40 MHz being used for disaster purposes.

According to the Minister of Communications and Informatics Johnny G. Plate, in the Press Conference on the Completion of 2.3 GHz Refarming, in the Media Center Room of the Ministry of Communication and Informatics, Jakarta, Wednesday (29/09/2021), the efficiency results are used for cellular telecommunications services. With the transition, there will be frequency savings that can be used for the internet. This will provide fast internet and internet distribution in Indonesia. Another advantage is that digital broadcasting or Analog Switch-Off (ASO) can accelerate the implementation of 5G networks in Indonesia.

Digital dividends are closely related to the digital economy. Citing data from the Boston Consultant Group in 2017, Kominfo sees the estimated multiplier effect generated if Indonesia diverts digital dividends for broadband cellular telecommunications purposes, will be very large. In the next five years, the digital dividend could increase Gross Domestic Product by around Rp443 trillion, taxes around Rp77

trillion, and create more than 230,000 new jobs and 181,000 new business units (Indonesia Baik, 2022).

The Pattern of Broadcasting Digitization Policy in Indonesia written by Assyari Abdullah in the *Aristo Journal* (2018) also mentions the statement of the Chairperson of the Indonesian Digital Broadcast Television Association (ATSDI) Eris Munandar: "Toll road construction is so fast even though it is a debt road. If you don't want debt, I will convey this, stop analog by switching to digital, Indonesia will get a digital dividend of Rp. 200 trillion per year. In addition, there is information that foreign airlines passing through Indonesia are disturbed by what sounds are coming into Copit" (Assyari Abdullah, 2018).

A study on Public Attitudes Against Digital Television Campaigns on Television Media conducted by Syarif Budhiranto in 2014 also shows that there have been many studies indicated that Indonesian people have been ready to migrate since before 2014. First, the research entitled "Socio-Economic Characteristics with Decision Making on Digital Television Broadcasting Innovation" was written by Haryati, a Young Researcher at the Bandung Institute for the Study and Development of Communication and Informatics, with the assistance of a research team. Second, a study entitled "Study of Community Readiness towards System Implementation Television Broadcasting with Digital Technology in Indonesia, is the result of research compiled by the Research Team for the Research and Development Agency for Human Resources of the Ministry of Communication and Information, with the Chairperson Drs. Soemarsono, M.Si. Third, "Community Appreciation of Digital Television" written by Drs. Nana Suryana, Young Researcher at Balai Assessment and Development of Communication and Information Technology Bandung (Sharif Budhiranto, 2014).

Although studies have been carried out on the benefits to be obtained and warnings from various institutions from various countries abroad, digital tv migration is not easy to implement in Indonesia. Various regulations made by the government did not also provide satisfactory results. Abdullah has summarized the many regulations regarding broadcast digitization in the following list:

**Table 1. List of Broadcasting Regulations in Indonesia**

Regulations	About	Description	Status
PP 11/2005	Public Broadcasting Institutions	Public Broadcasting	Applies
PP 12/2005	LPP RRI	Public Broadcasting	Applies
PP 13/2005	LPP TVRI	Public Broadcasting	Applies
PP 50/2005	Organization of Institutional Broadcasting Private Broadcasting	Private Broadcasting	Applies
PP 51/2005	Community Broadcasting Community	Broadcasting Institution	Applies
Permen 07/P/M.KOMI NFO/3/2007	Terrestrial Digital Broadcasting Standard For Fixed Television Digital	Broadcasting Standards	Applicable

Permen 25/2007	Use of Internal Resources Country for Advertising Products that Broadcast through Broadcasting Institutions	Private Broadcasting	Applies
Permen 32/2007	Station System Deployment Adjustment Service Broadcasting Institution Network Television Broadcasting	Private Broadcasting	Applies
Permen 43/2009	Broadcasting through Network Station System by Institution Private Broadcasting Broadcasting Services Television	Private Broadcasting	Applies
Permen 39/2012	about the Establishment Procedure and Organization of Broadcasting Institutions Community Broadcasting	Community Broadcasting	Applies
Permen 13/2010	Second Amendment to Decision Minister of Transportation Number : KM. 152003 About the Master Plan Radio Frequency Telecommunications Operation Especially for Broadcast Radio Needs Frequency Modulation	Community Broadcasting	Revoked
Permen 22/2011	Television Broadcasting Digital Terrestrial Fixed Reception Unpaid (Free To Air) Digital Broadcasting	Digital Broadcasting	Changed
Permen 32/2013	about Broadcasting Digital Television and Broadcasting Multiplexing via Terrestrial Systems	Digital Broadcasting	Applies
Permen 26/2014	Amendment to Ministerial Regulation Communication and Informatics Number 32 2013 concerning Implementation of Digital Television Broadcasting and Multiplexing Broadcasting Through System Terrestrial	Digital Broadcasting	Applies
Kepmen 729/2014	about Business Opportunities for Implementation Multiplexing Broadcasting Through System terrestrial Jakarta Service Area Bogor, Depok, Tangerang and Bekasi.	Digital Broadcasting	Applies

If there are rejections or obstacles to digitalization from the current television industry actors, it is a natural thing for the industry that is solely business-oriented. On the one hand, digitizing television will indeed provide a much better quality of television viewing than analog. However, on the other hand, digitization will create hundreds of new television owners who have to compete for the advertising cake, which according to AC Nielsen is IDR 259 trillion per year. Television is still the advertiser's preferred advertising channel with 78.2% of advertising spending, followed by digital channels 15.9%, print media 5.5%, and radio 0.4%. (Kontan, March 14, 2022)

So far, these advertisements have only been enjoyed by a few private television owners in Indonesia. If a new television station appears, then this figure must be shared with new entrepreneurs in the television business. The digitization of TV broadcasts found a new chapter, when the Indonesian House of Representatives officially ratified the Omnibus Law on the Job Creation Bill (RUU) into the Job Creation Law (UU CK) through a plenary meeting, Monday (5/10/2020). In the law, the gov-

ernment and the DPR decided that the Analog Switch Off (ASO) must be implemented no later than two years after the law was enacted. ASO is turning off all television broadcasts that still use analog systems, and must switch to digital broadcasts.

The provisions governing the ASO deadline are contained in Article 60A of the CK Law which reads: (1) Broadcasting is carried out by following technological developments including broadcasting migration from analog technology to digital technology. (2) The migration of terrestrial television broadcasting from analog technology to digital technology as referred to in paragraph (1) and the cessation of analog broadcasting (analog switch off) shall be completed no later than 2 (two) years after the enactment of this Law. (3) Further provisions regarding the migration of broadcasting from analog technology to digital technology as referred to in paragraph (1) and paragraph (2) shall be regulated by a Government Regulation. ( UU Cipta Kerja, 60A)

As a realization of the Law, the government has officially issued 49 derivative rules of Law Number 11 of 2020, or the Job Creation Law. One of them is Government Regulation (PP) 46 of 2021 concerning the post, telecommunications, and broadcasting which requires television to switch from analog to digital no later than November 2022. Article 97 states that Public Broadcasting Institutions (LPP), Private (LPS), and Community ( LPK) can broadcast analog and digital simultaneously or simulcast. "Furthermore, it is obligatory to stop broadcasting analog television no later than November 2, 2022, at 24.00 WIB," as quoted from PP, Monday (22/2) (PP46 ,2021).

The government will carry out three stages to complete the Analog Switch Off (ASO) program throughout Indonesia. Through a press release from the Ministry of Communication and Informatics, Thursday (2/6/2022), the first stage of stopping analog TV broadcasts or ASO was carried out on April 30, 2022, where as many as 166 regencies/cities have stopped broadcasting analog TV, including in Central Kalimantan, namely Pulang Pisau Regency. and the City of Palangka Raya.

The second stage, Analog Switch Off (ASO) will be held on August 25, 2022, which will come. In this second stage, there are 110 regencies/cities where analog TV broadcasts have been stopped and switched to digital broadcasts. Meanwhile, the third stage, which is the final stage of discontinuing Analog TV broadcasts or Analog Switch Off (ASO), will be carried out on November 2, 2022 for 63 districts/cities that have not yet made the transition in stage one and two.

This third stage is the last stage, so starting on that date, there will be no more regions in Indonesia that will catch Analog TV broadcasts. (Kominfo, 2022). To implement the ASO, the government has selected several companies that have licenses to hold mux, as listed below:

**Table 2: Companies with licenses**

Service Zone	Company	Mention Name
service zone 1 (Aceh and North Sumatra)	PT. RCTI Lima Belas Aceh	RCTI Network
	PT. CakrawalaAndalasTelevisi Medan dan Batam	ANTV Medan
	PT. Trans7 Medan Palembang	Trans7 Medan
	PT. Media Televisi Banda Aceh	Metro TV Aceh
	PT. Indosiar Medan Televisi	Indosiar Medan
service zone 14 (East Kalimantan and South Kalimantan)	PT. Trans7 Pontianak Samarinda	Trans7 Samarinda
	PT. GTV Tujuh	Global TV
	PT. LativiMediakarya Manado dan Samarinda	TVOneSamarinda
	PT. Media Televisi Banjarmasin	Metro TV Kalsel
	PT. Surya Citra Multikreasi	SCTV Banjarmasin
service zone 4 (DKI Jakarta and Banten)	PT Banten Sinat Dunia Televisi	BSTV
	PT Lativi Media Karya	TVOne
	PT Media Televisi Indonesia	Metro TV
	PT Surya Citra Televisi	SCTV
	PT TelevisiTransformasi Indonesia	Trans TV
Service Zone 5 (West Java)	PT CakrawalaAndalasTelevisi Bandung dan Bengkulu	ANTV Bandung
	PT Indosiar Bandung Televisi	IndosiarBandung
	PT Media Televisi Bandung	Metro TV Jabar
	PT RCTI Satu	RCTI Network
	PT Trans TV Yogyakarta Bandung	Trans TV Bandung
Service Zone 6 (Central Java and Yogyakarta)	PT GTV Dua Global TV PT IndosiarTelevisi Semarang	Indosiar Semarang
	PT LativiMediakarya Semarang-Padang	TVOne Semarang
	PT Media Televisi Semarang	Metro TV Jawa Tengah
	PT Trans TV Semarang Makassar	Trans TV Semarang
Service Zone 7 (East Java)	PT CakrawalaAndalasTelevisi	ANTV
	PT Global InformasiBermutu	Global TV
	PT Media Televisi Indonesia	Metro TV
	PT Surya Citra Televisi	SCTV
	PT TelevisiTransformasi Indonesia	Trans TV
Service Zone 15 (Riau Islands).	PT RCTI Sepuluh	RCTI Network
	PT Surya Citra Pesona Media	SCTV Batam
	PT Trans TV Batam Kendari	Trans TV Batam

The various government policies in digital television are a form of public policy intended to provide the maximum possible benefit to the wider community. Anderson in Islamy (1994) defines public policy as a series of actions that have a specific purpose followed and carried out by an actor or a group of actors to solve certain problems. Friedrich in Wahab (1991) defines policy as an action that leads to goals proposed by a person, group, or government in certain circumstances in connection with certain obstacles while looking for opportunities-1 opportunities to achieve goals or realize desired goals desired. In addition, Anderson in the Administration The State (2000) defines public policy as the response of the political system to demands/claims and supports that flow from the environment as summarized by Indah Prabawati (Analisis Kebijakan Publik, 2020)

Anderson as quoted by Indah Prabawati stated that the elements of public policy are:

1. Policies always have goals or are oriented towards a specific purpose.
2. Policies contain actions or patterns of actions of officials in government.
3. Policies are what people really do in government and not what is meant to be done.
4. Public policy is positive (a government action about a particular problem) and is negative (a government official's decision not to do something).
5. Public policy (positive) is always based on regulations certain laws that are coercive (authoritative)

Based on the understanding and elements contained in the policy as already mentioned, then a public policy is made within the framework of "to solve problems and to achieve" certain desired goals and objectives." This public policy is related to what the government actually does and not just what you want to do (Indah Prabawati, 2020). Several studies on digital television have been carried out before the enactment of the *Undang-undang Cipta Kerja* No. 11 of 2020. First, Maulana's research (2020) suggests that the model or technical implementation of multiplexing is a debate in the making of broadcasting digitization regulations. Maulana stated that the implementation of single multiplexing became a digital broadcasting model which is ideal because the Television of the Republic of Indonesia (TVRI) as a public institution will create a public sphere that contains a balance between the private and public spheres, and is relatively safer from fierce debates.

Second, Abdullah's research (2020) states that digitalization of television broadcasting is a must and this transition process must be regulated by law with the hope that the *Revisi Undang-undang Penyiaran* No 32 of 2002 can be completed soon. In addition, the government must find a win-win solution so that the country's broadcasting industry is not burdened with this technology transfer process.

Third, research (Dewanti, 2021) found that Commission I of the DPR RI needs to immediately complete the revision of *the Undang-undang Penyiaran* for the implementation of a more organized digital broadcasting policy. The DPR RI also needs to oversee the transition period and ensure there is a socialization of TV migration digital to the public. Meanwhile, research on digital television after the enactment of the *Undang-undang Cipta Kerja* No. 11 of 2020 was carried out by Budi Agus Se-

tianingsih and Azhar Kasim (2021). This study describes the prevailing broadcasting digitization policy seen from the normative and instrumental elements in the policy design concept.

Based on the above background, this study intends to find out more about the attitudes of the public, especially television operators in various regions in Indonesia, towards television digitization, especially regarding the distribution and rental of muxes, after the enactment of the *Undang-undang Cipta Kerja* No. 11 of 2020. For this reason, this study formulates the research problem as follows: What is the attitude of television owners towards the distribution and rental of mux in digital television broadcasting? Do the rules on digital television fit into public policy theory?

This study aims to describe the readiness of digital television broadcasting providers, especially in various regions in Indonesia. The results of this study are expected to be useful for policymakers as regulatory material regarding digital television broadcasting, especially regarding the distribution and rental of mux. It is hoped that government and private broadcasting institutions can be input in terms of the migration plan for analog to digital broadcasting technology

## RESEARCH METHOD

This research was conducted by employing a qualitative approach. This study was carried out with a case study method from the phenomenon of broadcasting in Indonesia as something that is casuistic with clear boundaries (Arifianto, 2008).

As with the case studies, this research uses a variety of data sources to further deepen the findings. Of course, this study seeks to describe, and summarize various conditions, situations, or various phenomena of existing social reality in the society that is the object of the study, and seeks to draw that reality into the surface as a feature, character, model trait, sign or description of the condition, particular situation or phenomenon. Thus the qualitative descriptive format is more appropriate when used to research problems that require in-depth study such as the study of consumer behavior, media effects, and the implementation of a policy (Bungin, 2008) using sentences that are in accordance with theories stated in the data presented.

The data used if classified according to the origin of the source can be divided into two categories, namely primary data and secondary data. The primary data were data obtained directly from the object to be studied, while secondary data is data obtained from certain institutions or agencies, such as the statistical center bureau and others (Suyanto, 2005).

To collect primary data, researchers conducted in-depth online interviews with several digital television owners in various regions who have followed the rules to obtain digital broadcasting permits. Some of them are local television owners who have obtained analog licenses, and then have to migrate to digital television. Others are local entrepreneurs who are creating companies for the first time to propose digital television broadcasts. The managers or owners of the television stations are located in Bekasi, Karawang, Jakarta, Bandung, Lampung, and Yogyakarta.

The selection of different regional television stations provides a complete picture of the "status" of the LPS, namely:

Already had a license as an analog television. Already broadcast analog. Already have a digital genie. Already testing digital broadcasts.

Already had a license as an analog television. Already broadcast analog. Already have a digital genie. Haven't tried digital broadcasting yet.

Already had a license as an analog television. Already broadcast analog. Don't have a digital genie yet. Haven't tried digital broadcasting yet.

Never had a license as an analog television. Never broadcast analog. Currently applying for a digital license. Haven't tried digital broadcasting yet.

As for secondary data, the researcher collected materials from various archives taken from academic works, industry reports, government publications, and all materials related to broadcasting digitization. This archival material is useful for obtaining factual data such as numbers and statistical data related to data related to broadcasting digitization (Shin & Song, 2012).

Qualitative research is a descriptive research method and tends to seek meaning from the data obtained from the results of a study. This method is usually used when someone will research related to social and cultural problems. According to Sugiyono (2014), qualitative research methods are often called naturalistic research methods because the research is carried out in natural conditions (natural settings).

Along with its development, qualitative research is then divided into several types of approaches. The approach in question is an approach that is used to make it easier for researchers to examine a problem that is being studied. Furthermore, Creswell (as cited in Sugiyono, 2014) divides the types of approaches in qualitative research into 5 parts, namely Phenomenology, Ethnography, Case Studies, Grounded Theory, and Narrative.

## RESULT AND DISCUSSION

The Constitutional Court (MA) in 2012 rejected a civil society group lawsuit against articles in the Broadcasting Law that were deemed to allow the practice of centralizing ownership of television stations, which in principle contradicted the mandate of the 1945 Constitution. Specifically, the Independent Committee for the Democratization of Broadcasting (KIDP)—consisted against AJI, LBH Pers, Yayasan 28, PR2media, and Media Link—as the plaintiffs referred to Article 18 (1) and Article 34 (4) as problematic articles. These articles lead to legal uncertainty and the absence of guarantees for freedom of expression.

In an article in the Kompas daily, Ade Armado stated that Article 18 (1) of Law No. 32/2002 on Broadcasting states that the concentration of ownership of private broadcasters must be limited. Meanwhile, Article 34 (4) states that broadcasting operation licenses (IPP) are prohibited from being transferred by giving, selling, or transferring to other parties. According to KIDP, the formulation of these articles is not firm enough to allow industry players in Indonesia to practice centralizing ownership of broadcasting institutions. KIDP's concern is not unfounded. The ten largest stations with national broadcasts are now controlled by four main groups: the MNC Group (RCTI, MNCTV, Global); Bakrie (AnTv and TVOne); Emtek (SCTV and Indosiar); TransCorp (TransTV and Trans-7). This grouping did not include Metro TV, which at that time was close to the MNC group due to political ties.

Although rejecting the lawsuit, it does not mean that the Constitutional Court approves the concentration of ownership. What the Constitutional Court said was that these articles did not conflict with the 1945 Constitution and did not require

further interpretation from the Court. For the Constitutional Court, the Broadcasting Law has very firmly rejected the centralization of ownership. And, if it turns out that in reality there is a tendency towards monopoly ownership and monopoly information, the government must be held accountable. For the Constitutional Court, this is not a matter of constitutionality, but a matter of implementing norms.

The above facts are one of the problems that have arisen in the television industry in Indonesia for decades. Until now, the government's attitude on the issue of television ownership has not changed. The number of television station owners does not increase, so that broadcasting democracy which is characterized by the diversity of content and diversity of ownership cannot work properly.

The principle of diversity of content focuses on the diversity of broadcast content for the public, both based on the type of program and program content, in the sense that broadcasts regarding cultural, ethnic, religious, racial, and group groups have the same position and opportunities in broadcasting. Like broadcasting local or regional broadcasts so that people can get a variety of broadcast content.

Furthermore, the principle of Diversity of Ownership is intended to prevent the concentration of capital ownership in broadcasting institutions, and at the same time is directed to encourage capital involvement from the wider community in Indonesia. The goal is to create a system of healthy competition, to prevent monopolies and oligopolies, which are classic economic problems that are agreed to be the cause of public losses.

Monopoly is a situation where there is only one producer in a market, while an oligopoly is a situation where there are several producers in the market. This diversity is very important to encourage progress and economic equality for broadcast media in the regions so that broadcasting dominance is not only centered in the city. This can guarantee a climate of healthy competition between mass media managers in the broadcasting world in Indonesia.

The television industry then lives by saving the bad effects of broadcast quality, as a result of ownership that tends to be monopolistic. This is still exacerbated by the rating system from AC Nielsen which is used as the only source of assessing the success of a television program. Television programs that are considered successful are programs that get a high rating in the rating list that is always issued by Nielsen. Therefore, soap operas that are judged not to be educated by the television supervisory agency, often get high ratings. Whereas according to Wimmer and Dominic (2000):

1. Rating only measures the approximate quantity of the audience and does not measure the quality and response of the audience
2. The results of rating research may differ between companies even at the same time and population
3. There is a possibility of error so the rating is not everything.

Due to there being no other rating agency that is used as a benchmark for television business actors, finally, the rating issued by AC Nielsen becomes the only reference for producing broadcasts. Television owners are then complacent, so they forget that television audiences have started to change along with the inclusion of various films from Korea, the US, Mexico, and even Thailand through OTT (over-the-

top) services such as Netflix, Genflix, Vidio.com, Maxstream, etc. Their viewing quality is much better, more varied, and a new choice for viewers.

The poor quality of television shows can be seen from the research results of the Indonesian Broadcasting Commission (KPI) index on the quality of television broadcast programs. This research is a collaboration between KPI and 12 State Universities in 12 Cities in 2014. This was conveyed by the Deputy Chair of the Central KPI, MulyoHadi Purnomo, on the sidelines of the opening of the 2021 TV Broadcasting Program Quality Index Research Workshop in Semarang, Saturday (17/4/2021).

"Most soap operas seem to have no ending and are chased every day. How can you expect quality from such soap operas. Except for the soap opera Para Seekers, whose story planning and production are very good and has been prepared long ago. Therefore, we tried to make the policy with LSF to be able to involve the agency in the form of one broadcast season. So what enters the kitchen is the censorship of finished packages from carefully and clearly planned results. LSF also wants to involve other ministries and institutions so that our soap operas can change in their production, " said MulyoHadi. (KPID.go.id, 2021)

KPI has often given warnings to TV stations that broadcast poor-quality soap operas, one of which is *Dari Jendela SMP* which is broadcast by SCTV. The results of the plenary meeting on the imposition of the Central KPI sanctions stated that the broadcast program which began airing on June 29, 2020, contained visualizations that were not in accordance with the psychological development of adolescents. Meanwhile, research testing Kevin Kurniawan and Yuliani Rachma Putri (2021) obtained the results that the soap opera *Dari Jendela SMP* on the SCTV television station had a positive and significant influence on the behavior of teenagers in SMAN 2 Padang.

The results of this study are in line with research conducted by Iqbal (2019), Risti (2019), and Ardian (2019) which stated that mass media, namely television shows, had a positive and significant effect on a person's behavior. Thus, an exposure or intensity of television shows, especially in this study is soap operas will increase its effect on adolescent behavior. In the sense that if television shows have good message quality, then the behavior of teenagers who watch these shows is also good, and vice versa if television shows have poor message quality, the behavior of teenagers who watch these shows will also be less good.

The plan to amend *Undang-undang Penyiaran* No. 32/2002 for more than 10 years has never been successful, even though it is discussed almost every year by the DPR with the involvement of the government. This change is expected to be the basis for the digitization of broadcasting. For decades, the rules of digital television have never been considered sufficient, so digitization keeps on going backward. After the job creation law, the decision to migrate to digital is made no later than two years after the enactment of the law. The government then decided that ASO would be carried out in stages, until November 2, 2022.

In the 2011 ICT White Paper, the Ministry of Communication and Information identified the solutions and advantages of digital broadcasting over analog broadcasting systems. Among them are the utilization of the spectrum to be more optimal, the picture and sound quality is much better and excellent, durable against interference, and provide opportunities for the emergence of new industries/busi-

nesses, both in the field of telecommunications, electronic media and in the equipment and software industry.

There are four major standards that become the standard direction in the broadcasting world, namely the DVB (Digital Video Broadcasting) standard for digital TV via satellite adopted by European countries; ATSC standards adopted by the USA; the ISDB standard which is a digital TV broadcast standard originating from Japan and adopted by Brazil, as well as the DMB standard from South Korea. For Indonesia, it has been stipulated in the Regulation of the Minister of Communication and Information of the Republic of Indonesia No.07/P/M.KOMINFO/3/2007 concerning the Determination of Terrestrial Digital Broadcasting Standards for Fixed Television in Indonesia, as well as the Regulation of the Minister of Communication and Information Technology.

The Republic of Indonesia No.39 Per/M.Kominfo/10/2009 concerning the Basic Framework for the Implementation of Free To Air Terrestrial Digital Television Broadcasting, that Indonesia uses the DVB-T2 standard for terrestrial free-to-air broadcasting. By choosing DVB-T2, all television broadcasts must be broadcast using mux so that the desire to obtain digital dividends is realized. In an analog system, all television stations have their own transmitter so that they can broadcast. However, in a digital system, one multiplexed transmitter (mux) can be used for 12 television broadcasts. Therefore, there are two parties that play a role, namely the mux provider industry and the broadcast provider industry (content provider). To ensure a healthy competitive climate, the two types of industries should not be combined into one.

The problem is, some mux holders are stations that function as content providers, not independent institutions. This creates the effect of unfair competition as the authors found in this study. The government allows mux holders to fill 5 of the 12 slots with their own channel, while the rest must be rented out to LPS that do not have mux.

The researcher interviewed several LPS stated that the mux owners never responded to their request letters to rent the mux they had. One of the owners of a local television station said that they had sent a letter of request on September 22, 2021, but until September 2022 there had been no response. Another television filed in March 2021 and no response until September 2022. They did not receive any explanation regarding the request, so they assumed that this method was a way to keep the television owner as well as the mux, from getting additional new competitors who would take the cake on their ads so far. This is what the author values as a form of unfair competition in the television world.

The TV owner said that this fact is very detrimental to new players who want to obtain digital broadcasting permits. The government asks entrepreneurs who are interested in investing in digital television to test broadcasts through mux, which has a license for three months. After that, the government will conduct an Operational Eligibility Test (ULO) to assess whether the TV station is worthy of obtaining a permit or not. Because they didn't get a license to use mux, the desire to get a broadcasting license couldn't be realized.

This, according to Eris Munandar, shows the government's lack of attention to broadcasting digitization. The government should provide a large enough budget

so that the mux can be provided by the government, or through the assistance of a third party who is not from the television station manager. So, the industry that is interested in entering as a network provider (mux) should stand as an independent party and not a content provider industry. Meanwhile, private broadcasters fully manage the industry by providing quality content so that they can get a large audience as well as advertisements which are a source of funding for the television industry.

The construction of the toll road is so fast even though it is a debt road. If you don't want debt, let me tell you this, being inactive is analogous and by moving, Indonesia will get a digital dividend of Rp. 200 Trillion per year (Munandar,2018). Another issue is the amount of mux rental rates set by the government and mux holders. LPS in various regions stated that the current mux rent set by the government is too high compared to the cost when broadcasting analogs. When still using analog transmitters, LPS only needs to buy a transmitter of its own once, then only spend under Rp 5 million for electricity and maintenance. In fact, mux rental in various regions is around Rp. 20 million per month. In addition, there is no guarantee that the mux rental will not increase in the following years, therefore it will further aggravate the financial condition of local television managers in various regions in Indonesia.

To make TV broadcast programs in the regions, it can be done with a very low budget, so they can attract local advertisements at low prices too. The television manager said that the mux rental fee could be used to make many good broadcast programs if done efficiently. However, when they have to pay expensive mux rent, they have to pay even more to produce television broadcasts.

## CONCLUSION

After decades, the government and the House of Representatives have finally issued the *Undang-undang Cipta Kerja* which states that the deadline for digitizing television is November 2, 2022. Since *Undang-undang Cipta Kerja* was enacted, the government has not opened up business opportunities for entrepreneurs who want to establish a new digital television. The broadcast system chosen is DVB-T2 which should have consequences for the existence of two parties in broadcasting, namely the multiplexing transmitter provider (mux) and the broadcast provider (content provider). However, in reality, large LPS are given a license to become mux organizers, so they have the opportunity to abuse their authority to give lease permits to other LPS.

Based on this research, it can also be seen that the government's efforts to digitize broadcasting need support from all parties so that it is no longer delayed. To complete these efforts, the researcher suggests several improvement steps as follows:

The government conducts in-depth and objective research on how many TV stations are needed, both at the national and provincial levels. The calculation is based on the advertising cake produced during the year and the standard cost of broadcasting a television station. From these two factors, the calculation will be obtained; What is the ideal number of TV stations in each province in Indonesia. Thus, every television that obtains a license is expected to receive advertisements for its operational costs.

Provide all mux needs or submit technically to institutions outside the IDIC. Thus, mux owners avoid conflicts of interest, and do not harm LPS that do not have mux. The government must have the courage to issue regular mux provisions as the most effective way so that television industry players focus more on providing content, and not kill the business opportunities of other television business actors by preventing them from renting their own mux.

Recalculate the number of mux rentals, especially in areas where the advertising potential is very small, so that LPS in the regions will have no trouble renting muxes to run their broadcasts continuously.

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