

ECONOMIC IMPACT ON DIGITAL TV BROADCAST MIGRATION FOR THE COMMUNITY IN THE UNEVEN DISTRIBUTION OF FREE SET TOP BOXES IN BANTEN PROVINCE

Angge Utomo^{1*}, Dian Siska Pertiwi², Fernando³, April Laksana⁴
^{1,2,3}Universitas Budi Luhur, ⁴Universitas Bina Bangsa

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E-mail:
Anggeutomo96@yahoo.com

ABSTRACT

Nowadays, many people are flocking to get used to living side by side with technology. The development of technology in the era of world globalization, the many developments of technological media and the migration of the transition from monologues to digital communication that occur in life. In this case, the public is confused by the termination of the Analog Switch Off (ASO) which began in November throughout Indonesia. The government has determined that the Jabodetabek Analog Switch Off (ASO) on November 2, 2022 will be completely extinguished. This study aims to determine the social impact that occurs in the field on the migration of analog to digital broadcasts has not been maximized by the Indonesian Broadcasting Commission Regions and related Communications and Informatics that handle broadcast migration. This research uses a qualitative approach. This approach is carried out to understand the phenomena about what the subject of study experiences holistically and with descriptions in the form of words and language, in the context of nature as well as by utilizing various scientific methods. This study uses a case study methodology, as a research that uses empirical evidence from one or more organizations and the researcher seeks to study problems in context. The Government of Indonesia through Communication and Informatics (Kemkominfo) continues to socialize the transition of analog television broadcasts to digital television broadcasts and gradually migrates to digital TV, meaning that people who use analog no longer watch television shows. The Indonesian Broadcasting Commission of Banten Province stated that before the Analog Switch Off (ASO) will be implemented in November, the public already has a free Set Top Box from the government and the mux organizing media. The migration of analog television to digital television, it is possible that it will have a great influence on the development of television technology in the future, the era of digitalization there is convergence between broadcasting technologies (broadcasting), communication technology (telephone), and internet technology.

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1. INTRODUCTION

Nowadays, many people are flocking to get used to living side by side with technology. The development of technology in the era of world globalization, the many developments of technological media and the migration of the transition from monologues to digital communication that occurs in this life (Laksana et al., 2022). Especially with the 2022 World Cup football party where people are enthusiastic about enjoying the World Cup broadcast once in four years. One form of enthusiasm for these fans is to hold a watch event together to feel the same euphoria as in Qatar (Kurniawan, 2022). In this case, the public is confused by the termination of the *Analog Switch Off* (ASO) which began in November

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throughout Indonesia. The government has determined that the Jabodetabek *Analog Switch Off* (ASO) on November 2, 2022 will be completely extinguished (Muntaha, 2022). The community feels that there are obstacles and obstacles in enjoying everything news that exists in Indonesia with the ASO blackout in the community, so that it occurs there is a problem that exists in the community in enjoying digital television broadcasts due to having to install a *Set Top Box* first. The migration process of television broadcasting from analog to digital in Indonesia still leaves various problems that must be addressed (Mubarok & Adnjani, 2020). Therefore, people are still reluctant to move from analog to digital television due to several need factors. Maintaining analog broadcasting is also based on meeting the needs of people who are not ready to move to digital television due to financial problems and differences in income in the community (Aslam, 2020).

The impact of Covid 19 which can paralyze the community's economy and a large social impact in the wider community, due to a change in habits that start normally to be abnormal in life social so that a change of everything into a new one by keeping up with the changing times (Laksana et al., 2022). When the Indonesian people are faced with the polemic of suffocating oil price increases, it impacts scarcity and causes changes in public behavior (Fitrianti & Laksana, 2022). Difficult circumstances like this make people think and undo the intention to install a *Set Top Box* or digital TV device, for many reasons the factors that must be which principal purpose first takes precedence. The public still does not understand the implementation of digital broadcasting, the information is socialized more about the advantages (Prabowo, 2012). Socialization and implementation of lembaga KPID and the government always inform and campaign a *gar* to switch to digital TV. The government sets the broadcasting digitalization policy by considering the future advantages of applying digital technology to the broadcasting sector (Agussetianingsih & Kasim, 2021). Digital development by the government from a long policy and bureaucratic system is the part of system development that needs to be studied further regarding functions and benefits to be obtained (Laksana et al., 2022). With it, people will get a change in the difference between analog broadcasting and digital broadcasting. However, from the public's confusion about the move, it became the main obstacle that became a problem. Public readiness is still low to accept the transition of migration from analog to digital, and people feel that they are a burden on life with the installation of a *Set Top Box*.

Banten 2 region in phase I (Pandeglang Regency) will each get a digital broadcast on November 2, 2022, the government will stop broadcasting analog television and move to broadcast digital through various stages which will take place on August 17, December 31, March 31, 2022, and November 2, 2022 with the determination of the stages of stopping analog broadcasts, it is very necessary massive and continuous socialization is carried out, preparing various means to build public awareness and readiness (Nursalikah, 2022). Socialization of the use of digital media carried out by the government and academics as well as from the Regional Indonesian Broadcasting Commission (KPID) of Banten Province stated that there was a distribution of *Set Top Boxes* from the government free which will be a benefit to society. The distribution of free STB for the first time will be distributed to areas that will be affected by the first phase of ASO, as stipulated by the Minister of Communication and Informatics Regulation Number 6 of 2021, which covers 56 broadcast regions or 166 regencies/cities (Maulida, 2022). The development of the media has made the village community independent and enjoys all the accommodations provided by the government in the form of digital broadcasts, because of the program free *Set Top Box* assistance from the community government gets tangible benefits for the development of comprehensive digital TV media in remote villages (Laksana et al., 2022).

The uneven dissemination of information is associated with the distribution of free STB, the public does not know the prerequisites for receiving STB assistance. The government explained that to get STB, people must meet the predetermined conditions. The conditions that the community must meet to get a *Set Top Box* include: 1) Poor people registered with the Ministry of Social Affairs and recorded by the Statistics Agency (BPS); 2) Do not have a TV that can capturing digital broadcasts; 3) Areas that have been accessed by digital TV signals (Burhan, 2022). So these poor households do not need to register because the data is already in the Communication and Information Technology (Kominfo) sourced from the Ministry of Social Affairs (News, 2022b). However, the reality in the community is that the distribution of *Set Top Boxes* is not clear, and the information on the distribution is not through the village. Many community complaints have experienced the absence of information on the distribution of STB in the village, because there is no data collection in the village. The distribution of STB obtained from Kominfo RI has been distributed to Banten Province as many as 264,595 units (Kemenkominfo, 2022). Reporting from online media news on November 2, 2022 Banten news that Pandeglang regency received STB assistance as many as 61,907 units (Muntaha, 2022).

Pandeglang Regency is an area that has a major impact on the ASO blackout in the Banten 2 area, because in the impact that occurs there is an uneven digital broadcast in rural and remote areas, which are far away will be the city's keramaian and digital signals. So that the purpose of researchers in this study is to find out the impact of sosial that occurs in the field on the impact of migrating analog to digital broadcasts has not been optimally carried out by institutions The Regional Indonesian Broadcasting Commission and the relevant Communication and Information Technology (Kominfo) handle broadcast migration. The process of migrating analog to digital is really slow, there is no progress in broadcasting policy, except for the tug-of-war of interests and differences of opinion regarding how to model digital broadcasting to be run (Panuju, 2019). Their respective ambitions and goals give rise to different perceptions and desires in an interest (Saepulloh & Laksana, 2022). The social problems that arise in the current era of the information society will be very complex apalagi about information needs, reasoning ability, creativity, purchasing power is not evenly distributed throughout the region, so simulcast broadcasts must be socialized continuously with structural and traditional approaches that involve related agencies and community leaders (Fachrudin, 2016). So the impact of the inequality of information about migration and acceptance of *Set Top Box* assistance must be re-evaluated by the government and related agencies. The government should play its leading role in preparing for the transition process by establishing comprehensive policies and facilitating the coordination of stakeholders into a policy implementation strategy that taken to overcome the problem of the transition process or migration of digital broadcasts in Indonesia (Agussetianingsih & Kasim, 2021)

2. METHOD

This research uses a qualitative approach. This approach is carried out to understand the phenomena about apa experienced by the subject of research holistically and with descriptions in the form of words and languages, in the context of nature and by utilizing various scientific methods (Moleong, 2010). This research uses a case study methodology, which uses empirical evidence from one or more organizations and seeks to study the problem in its context (Laksana & Fajarwati, 2021). The data collection technique was carried out by conducting interviews from several sources of agencies and governments related to the migration of digital TV and government policies of related social services. social assistance. The determination of informants in this study is based on the criteria of people who are considered capable of providing precise and accurate information related to the research so that research can be

recognized for its validity (Kenedi et al. , 2022) . In addition, researchers also carry out data collection techniques through literature studies by reviewing books, journals and regulations related to research problems (Nurizar, 2020).

3. RESULT AND DISCUSSION

Currently in Indonesia the population of television sets has reached more than 30 million units, with an audience of more than 200 million people spread across all urban to remote rural areas. remote (Budianto et al. , 2007) . Banten Province has the largest capital investment in industrial estates (Saepulloh & Laksana, 2022). The digitization of television broadcasting is an unavoidable moment and a consequence globally (Agussetianingsih & Kasim, 2021). In other words, regulation is almost always behind when compared to technological developments in making regulations governing government or state broadcasting (Mulyadi, 2019). The development of television broadcasting technology can improve performance and allow various activities to be carried out quickly, precisely, accurately and efficiently , finally increasing productivity (Fachrudin, 2016).

The Indonesian government through Communication and Informatika (Kemenkominfo) continues to mediate the transition of analog television broadcasts to digital television broadcasts and gradually migrates to digital TV, meaning that people who use analogs no longer watch television shows (Maris, 2022). The Indonesian Broadcasting Commission of Banten Province stated that before the *Analog Switch Off* (ASO) will be implemented in November, the community already has a *free Set Top Box* from the government and the media mux organizer (CNN, 2022). The migration of analog television to digital television, it is possible that it will have a great influence on the development of television technology in the future, the era of digitalization there is convergence between broadcasting technologies (*broadcasting*), communication technology (telephone), and internet technology (Budhirianto, 2018).

Impact of Digital TV Migration and Uneven STB Sharing

Socialization in campaigning for digital migration and the benefits that can be obtained are still minimal information in rural communities and remote villages, due to the incomprehension of rural communities for digital TV and ASO blackouts throughout the region. Socialization of analog to digital broadcasting migration has not been carried out massively, socialization activities are still centralized in certain cities on a small scale (Mubarok & Adnjani, 2020). Moreover, with the Banten 2 area in Pandeglang Regency, there are still many people who experience obstacles and obstacles from the existence of digital signals, as well as infrastructure in mountainous and rural areas. This is still far from the term of the internet and digital signals. Therefore , there is no readiness from the public to accept new things with the existence of digital television.

The subsequent impact of the *Analog Switch off* and the migration of Analog to digital , left a disconnect for the public from the ownership of additional STB tools for the community to be able to install digital TV. As reported by the online news of the Bhayangkara.com Investigation As experienced by the people in Banten Province, for people who are not mapu not all will be ready to accept in fact, it is still complaining because not all people can buy a Set Top Box as a means of connecting analog TV broadcasts to digital TV broadcasts (Admin, 2022).

The distribution of STB is still not controlled by relevant institutions and agencies in the distribution of STB is uneven and has not been on target. The distribution provided for Banten Province is still running and is still constrained by recipient data from the social service regarding the distribution of STB for underprivileged communities. there are still some that are not by the distribution of STB assistance, along with the STB distribution data for each region as needed to be distributed in Banten Province, as follows :

Wilayah Layanan Siaran Televisi Digital	ASO Tahap	Provinsi	Kabupaten/Kota	Estimasi Jumlah RuTa Miskin DTKS
Banten - 1	Tahap 1	Banten	Kabupaten Serang	38,067
Banten - 1	Tahap 1	Banten	Kota Cilegon	5,370
Banten - 1	Tahap 1	Banten	Kota Serang	8,448
Banten - 2	Tahap 1	Banten	Kabupaten Pandeglang	61,907
DKI JakartaTangerang	Tahap 2	Banten	Kabupaten Tangerang	70,024
DKI JakartaTangerang	Tahap 2	Banten	Kota Tangerang	26,021
DKI JakartaTangerang	Tahap 2	Banten	Kota Tangerang Selatan	8,255
Banten - 3	Tahap 3	Banten	Kabupaten Lebak	46,503
Total				264,595

Table. 1

Source: Kominfo RI in 2022

The data states that the distribution of STB for the community cannot be given evenly as provided by the government, but the target that gets the *Set Top Box* is still out of control and far from the target already registered as a receiver. The Indonesian Broadcasting Commission for the Banten Province as for the targets has not been achieved as in Kota Cilegon from the target number of 5,370 STB recipients has only been realized 1,794, in the city of Serang target 8. 448 have only realized 5,920, in Kabupaten Pandeglang the target of 61,907 has only been realized 1,319, in Lebak Regency 46,503 have just been realized only 26,485 prospective recipients of STB assistance (Muntaha, 2022). Although the socialization of news from the Ministry of Communication and Informatics long before it was notified that analog TV broadcasting would be stopped, the people of Banten Province have not evenly distributed all have digital TV without help from STB tools (Admin, 2022).

The impact of digital television and the consequences that people think about have great concern for the government to review the transition to digital broadcast migration, including the impact of which will happen as follows: 1) People need to buy a new TV set or buy STB tools without any other tools; 2) Pandeglang community away from digital signal coverage and still difficult internet access though; 3) People cannot afford STB or digital TV connectors by relying solely on government assistance which is not clear; 4) The amount of information left behind from the development of economic growth in the village, because it cannot watch analog television; 5) Declining quality of human resources the public without any education obtained from television broadcasts, due to the inability of the public to install STB due to the expensive installation costs and the equipment .

Community confusion about the conditions of the assistance provided by the government, as well as what kind of categories will be the criteria for people who get STB assistance, because of some information that the public can get lack of information in the community about what prerequisites the government will provide to citizens regarding the impact of digital broadcast migration. The government refers to data on poor people who are

also entitled to receive social assistance based on the Integrated Social Welfare Data (DTKS) of the Ministry of Social Affairs and data on the target of eliminating extreme poverty in the Coordinating Ministry of PMK, the category of poor households is still given even though they already have digital television because that is indeed their right (News, 2022).

4. CONCLUSION

Digital TV broadcasting is still in a job that is not easy to complete by the Central and State Governments, because many obstacles occur in Indonesia, including the readiness of the community that has not yet qualified to face the transformation of analog broadcasting to digital. Strengthening in assessing the migration of digital broadcasts has been from 2008 where the implementation and realization sometimes have to be pressed in 2022, due to conditions and circumstances. A country that is transitioning from the post-Covid-19 pandemic and where society will be faced with a global recession next year.

The Indonesian Broadcasting Commission for the Banten Province and Kemenko minfo of the Central Government continue to strive to improve the welfare of the community to get digital broadcasts and set-top box assistance for the poor and low-income family categories. So that the STB distribution runs smoothly and the distribution that the government has proposed can be distributed evenly and on target to the people who need it.

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