The Impact of Television Migration on Indonesian Citizens

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ABSTRACT

This research article aims to investigate the impact of television migration on Indonesian citizens. With the rising popularity of satellite television and over-the-top (OTT) streaming platforms, traditional terrestrial television has encountered significant challenges in retaining its viewership. This article explores the social and cultural consequences of television migration as well as the government interventions focusing on the potential effects it has on the Indonesian population. The results contribute to a deeper understanding of the implications of television migration in a rapidly evolving media environment.

Keywords: television migration impact, Indonesian media

INTRODUCTION

The Indonesian television landscape has witnessed a radical transformation due to the increasing popularity of satellite television and OTT streaming platforms. This article examines the impact of television migration on Indonesian citizens by analyzing changes in television consumption patterns, cultural preferences, and government interventions. The research aims to highlight the overall consequences for Indonesian society, ranging from individual behaviors to the broader socio-cultural fabric. Television migration refers to the shift from traditional television broadcasting to satellite or over-the-top (OTT) platforms for consuming TV content (Utomo, 2018). This transition has been witnessed across the globe, including Indonesia, where television migration is gaining momentum.

There are several factors contributing to the growing popularity of satellite and OTT platforms in Indonesia. First, there is the availability of High-speed Internet (Dewi, 2016).

With the advancements in internet infrastructure and the increasing availability of high-speed internet connections, Indonesians are now able to access online television content seamlessly. This has made satellite and OTT platforms an attractive alternative to traditional TV. Next is the variety and flexibility of Content (Perwitasari, 2019). Satellite and OTT platforms offer an extensive range of content options, including international and local channels, movies, TV shows, and sports events. These platforms allow users to choose what they want to watch, when they want to watch it, giving them more control and customization options than traditional TV. The third is cost-effectiveness (Pradana, 2020). Traditional television broadcasting often requires subscription fees to access premium channels or content. In contrast, many satellite and OTT platforms offer either free or affordable subscription options, making them more cost-effective for consumers. The last one is on-demand Viewing Experience (Wijaya, 2017). Satellite and

OTT platforms allow users to watch their favorite shows and movies on-demand, eliminating the need to adhere to fixed broadcast schedules. This flexibility appeals to those who prefer to consume content at their own convenience.

RESULT AND DISCUSSION

1, The Changes of Television Consumption Patterns in recent years, Indonesia has witnessed a significant decline in terrestrial TV viewership, as more and more people are shifting towards satellite TV and over-the-top (OTT) platforms. This shift has had a considerable impact on the news consumption habits of Indonesian people and has also affected the production of local content in the country.

The decline in terrestrial TV viewership can be attributed to the rapid advancement of technology and the increasing availability of satellite TV and OTT platforms. These platforms provide viewers with a wider range of options and greater flexibility in terms of content selection and viewing times. Additionally, the growing affordability and accessibility of satellite TV and OTT services have played a crucial role in this shift.

One of the most significant impacts of this shift is on the news consumption habits of Indonesian people (Haryanto & Setiawan, 2018). With terrestrial TV losing its dominance, viewers now have the freedom to choose from a vast array of news channels and platforms. This has led to a fragmentation of audiences, with people subscribing to different channels and platforms based on their preferences and interests.

While this fragmentation has given viewers more options, it has also had some negative consequences (Lee & Slagian, 2016). The availability ofdiverse sources of information has made it easier for individuals to select and consume news that aligns with their existing beliefs and biases. This has created echo chambers and led to the spread of misinformation and fake news.

Furthermore, the decline in terrestrial TV viewership has also had an impact on the production of local content in Indonesia. With less viewership, terrestrial TV networks are facing financial challenges (Kusumaningrum, 2015), which have resulted in a decrease in the production budgets for local content. This has negatively affected the quality and quantity of locally produced programs and shows.

On the other hand, satellite TV and OTT platforms have stepped in to fill this gap. Many of these platforms have started producing and promoting their own local content to attract viewers. This has led to increased competition and the emergence of new players in the industry. However, despite efforts from these platforms, the decline in terrestrial TV viewership still poses a challenge for the sustainability of local content production in the long run.

2. Cultural Preferences

The influence of foreign content on Indonesian local culture has been significant in recent years. With the advent of the internet and globalization, Indonesians have had increasing exposure to foreign movies, television shows, music, and other forms of entertainment (Putri & Aisyah, 2022). This exposure has had varying effects on the perception of Indonesian cultural identity and traditional forms of entertainment.

One of the most obvious impacts of foreign content on Indonesian local culture is the emergence of a more

Westernized lifestyle Western fashion, music, and consumer products have become increasingly popular among Indonesian youths. This has led to a shift in the perception of Indonesian cultural identity, as there is now a growing appreciation for foreign cultures.

Furthermore, the pervasive influence of foreign content has led to the gradual erosion of traditional forms of entertainment in Indonesia (Djiffi, 2014). Traditional Indonesian music, dances, and dramas have become less popular among the younger generation, who are more attracted to Western-style entertainment. This has resulted in a decline in the preservation and practice of traditional arts and cultural forms.

However, it is important to note that not all effects of foreign content on Indonesian local culture have been negative. There has been a growing interest among Indonesians in learning about other cultures and embracing diversity. For example, the popularity of Korean music and dramas (known as K-pop and K-dramas) has led to a surge in interest among Indonesian youths to learn the Korean language and understand Korean culture. This has fostered a more inclusive and globally-minded perception of Indonesian cultural identity.

Additionally, the influx of foreign content has also prompted local artists and entertainers to innovate and adapt their traditional forms of entertainment to appeal to modern audiences. Traditional dances and music have been incorporated into contemporary performances, creating a fusion of traditional and modern elements. This has helped to revitalize interest in traditional forms of entertainment among certain segments of the population

3. Government Intervention

The Indonesian government has taken several policies and interventions to regulate the process of television migration in the country. Television migration refers to the transition from analog to digital broadcasting, which aims to improve the quality of broadcasting services and ensure better access to information and entertainment for the Indonesian population.

One of the key policies implemented by the government is the establishment of the Broadcasting Law in 2002. This law provides a legal framework for the operation of broadcasting services in Indonesia, including television migration. It sets out the rules and regulations that broadcasting companies must adhere to, including the requirement to migrate from analog to digital broadcasting by a specified deadline.

To facilitate the television migration process, the government has also set up several interventions. One of these interventions is the development of the Indonesian Digital Broadcasting Migration (IDBM) roadmap (Hendry, 2019). The roadmap provides a clear plan and timeline for the migration process, outlining the key milestones and targets that broadcasting companies need to achieve.

The government has also played an active role in encouraging the adoption of digital broadcasting technology by providing financial assistance to broadcasting companies. This assistance comes in the form of subsidies and grants to cover the costs of infrastructure and equipment needed for the migration. By providing financial incentives, the government aims to alleviate the financial burden on broadcasting companies and ensure the successful migration of their services.

Furthermore, the government has launched public awareness campaigns to educate the public about the benefits of television migration (Rahayu, 2020). These campaigns aim to increase public understanding and acceptance of the digital broadcasting technology, as well as to inform people about the process and timeline of the migration.

In addition to these policies and interventions, the government has also established regulatory bodies to oversee the television migration process. These bodies, such as the Ministry of Communication and Informatics and the Indonesian Broadcasting Commission, are responsible for ensuring that broadcasting companies comply with the regulations and guidelines set out by the government.

4. Future Prospects

One of the key predictions for television migration in Indonesia is the gradual decline of traditional television viewership. As more and more Indonesians gain access to high-speed internet and affordable smartphones, they are increasingly turning to online platforms like YouTube, Netflix, and Vidio for their entertainment needs. This trend is being further accelerated by the COVID-19 pandemic, which has forced people to stay at home and rely on online platforms for their entertainment and information.

Another prediction is the rise of indigenous content on these online platforms (Wibowo & Mustikarini, 2019). Traditional television in Indonesia has often been dominated by international content, primarily from the United States, South Korea, and India. However, the migration towards online platforms provides an opportunity for indigenous content creators to showcase their work and reach a wider audience. This is particularly encouraging for local filmmakers, scriptwriters, and actors who have struggled to find mainstream success in the past.

The shift towards online platforms opens up numerous opportunities for indigenous content creation in Indonesia. With the freedom from traditional broadcasting regulations and a potentially global audience, content creators can explore a wide range of themes and genres that cater to the unique tastes and interests of Indonesian audiences.

One of the key opportunities lies in the portrayal of Indonesian culture and history. Online platforms can provide a platform for content that celebrates the rich diversity of Indonesian traditions, folklore, and heritage (Widjaja, 2017). By creating content that reflects the true essence of Indonesian society, indigenous content creators can attract a loyal audience base and establish their own identity in the global entertainment industry.

Another opportunity lies in the production of local language content. Indonesia is a linguistically diverse country with over 700 languages spoken throughout its archipelago. Traditional television has often favored content in Bahasa Indonesia, the national language, which has left many minority languages and dialects underrepresented. Online platforms can bridge this gap by providing a platform for content creators to produce and distribute content in their native languages, fostering inclusivity and catering to the diverse linguistic needs of Indonesian viewers.

CONCLUSION

This study examines the impact of television migration on Indonesian citizens, exploring the changes in

television consumption patterns, cultural preferences, and government interventions. The research highlights consequences of television migration, emphasizing the need for balanced policies that promote local content creation while allowing for the evolution of the media industry. Understanding the implications of television migration will assist Indonesian citizens, policymakers, and media stakeholders in navigating the challenges imposed by an evolving media landscape.

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