

Content Analysis of Television Development Programs

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Abstract - This research is in the form of an analysis of the interests of the television media industry in Indonesia. Highlighted in this study are TV stations operating under industrial ownership, namely The purpose of this study was to determine the existence of the interests of the television media. This study uses a qualitative method with a case study approach. The results show that the five TV stations, each owned by five private television media industries in Indonesia, have public, political and business economic interests.

Keywords: Television Industry, Commodification, Rating, Audience.

I. INTRODUCTION

Each television station offers flagship news programs with interesting content, so that it can achieve peak population ratings and shares as well as peak existence in the eyes of the public. And competition between news programs becomes tighter when a program packages the same events as other competing programs and then packages it in a more attractive and high-quality manner than its competitors (Syahrizal & Lestari, 2020) In the mass media, there is definitely a program or program that will be delivered or broadcast to a wide audience. The various programs that will be presented will have gone through processes that will later be formed into one program that will be watched or enjoyed by a wide audience (Hasdiana, 2018). In addition, television programs show a variety of genres, including genres such as infotainment, variety shows, soap operas, and tourism and culture. Improvements are needed to better meet audience preferences and knowledge levels (Prastowo & Hidayat, 2022). The television broadcasting industry is also a means of promoting product sales to the public. This television is a complementary tool for today's modern business The television broadcasting industry is a social entity, meaning it must receive support from the community through the programs it broadcasts. The social entity of society in the television broadcasting sector is concerned with social audience interactions with television programs on various social platforms, thereby impacting advertising tactics through transmedia storytelling, audience engagement, and placement of branded materials (Saavedra-Llamas et al., 2020).

Television is a cultural entity because it plays a role in realizing the progress of a country, as well as information and news occupy a very strategic position. Information and news are very urgent needs that need to be fulfilled. In the area of electronic

media, this can influence its decline. Television media as a political entity means that television is believed to have strong capabilities for television and radio, the information and news conveyed to the public is one of the consequences and responsibilities of using frequencies to influence society and shape public opinion (Dwita, 2015). The use of digital media as a communication medium is increasingly gaining ground in various industries. This was triggered by the widespread use of digital-based communication devices which are also becoming more massive, and the increasingly affordable cost of internet data access. One indication is the results of a survey conducted by a magazine (Pandrianto & Sukendro, 2018) The progress of mass media also makes them more likely to choose the media they want for their information needs. Information can be obtained by the audience easily in this modern era, all packaged in an attractive way to be given to the audience. Television is the mass media that is easiest for anyone to access to obtain information. Not only does it provide news information, but information that is uniquely different from other television program formats (Firdausyi & Anggraini, 2021) Every event must have content that is able to attract the attention of the audience to an event, which of course provides information, is able to educate, influence and entertain. There are several elements contained in program content, including Host, Co-host, Resource Person, Guest Star, Event Material, Location, Decoration, Costumes, Talent, Lighting, Uniqueness, Script, and Narrative. In the elements above, the researcher only took elements related to the Research program.

For decades, television, as one of the mass media, has become the most popular entertainment and information medium because of its specialty in reproducing reality in audiovisual form. Because of the advantage of television which displays information in an interesting way, this is what makes it easier for the public to receive information quickly and easily (Hanana et al., 2020) Television programs currently produce a variety of mass cultural content which includes matters relating to human interests and is based on current social realities. The phenomenon of artist proposals on television has become a matter of pros and cons for many audiences. Reporting from hot.detik.com, the event actually received protests from a number of parties, one of which was the National Broadcasting Reform Coalition (KNRP). KNRP assessed that Aurel Hermansyah and Atta Halilintar's application program was broadcast on television is useless. Apart from that, it is also considered to violate broadcasting laws. In Indonesia, the introduction of the inaugural Broadcasting Law faced scrutiny and resistance, underscoring the complexity of legislative procedures and public concerns in shaping broadcasting regulations (Kitley, 1996). The establishment of a legal framework that integrates technological advances and synchronizes broadcasting within the telecommunications framework continues to be an important element of the evolution of broadcasting law.

KNRP strongly rejects the plans for all these broadcasts which clearly do not represent the interests of the wider public by arbitrarily using public frequencies. KNRP regrets the attitude of the Central Indonesian Broadcasting Commission (KPI) which did not immediately stop these activities, by passively waiting for the broadcast to appear and Then we will give an assessment. Even though the content of the broadcast clearly violates the public's rights to broadcast get more quality (Gogali et al., 2022) Considering the function of television media which should prioritize the public interest by broadcasting program content that educates, not just entertains. KPI's Broadcast Content Monitoring Coordinator, Mimah Susanti, explained that broadcast programs on television must consider the benefits of a broadcast, in fact broadcast programs like this have already been evaluated by KPI.

II. LITERATURE REVIEWS

Television is a mass media tool that displays images and audiovisuals and color at the same time and connected via sound waves electromagnetic waves that can be received by audiences from long distances. Now it's television is growing, in Indonesia more and more cable television has a lot channels and programs (Widyawati et al., 2023)

The attraction of television contains audio elements in the form of sound and visuals in the form of live images which give a deep impression to the viewer. In addition, television has the advantage of having a variety of selected programs ranging from entertainment, sports, information, arts and culture and so on, even currently television programs can be watched via the internet network (Jirestiany & Muhsin, 2022).

III. RESEARCH METHODS

To achieve the objectives of this research, certain methods or methods need to be used obtain results that are in line with expectations in conducting scientific research with research methods, we can see whether a research has been successful or not and can determine whether it is successful or not the quality of the research objectives that we want. So, the method will be described.

This type of method is used using a literature study method. This literature study method is a method that collects writings from various journals, articles and readings. This literature study method is carried out by researchers after they have carried out the research topic and determined the problem statement, before the researchers go into the field to collect the necessary data.

IV. RESULT AND DISCUSSION

The large number of private television stations emerging at this time has caused competition between television stations to become increasingly fierce. All television stations compete and try to present the best programs, the goal is none other than to watch as many people as possible and watch them as long as possible. For private television stations, both local and national, the large number of viewers will make it easier for television stations to get advertising, where advertising is one of the biggest sources of income for television stations today. This is also what causes many people to want to enter the television industry (Jelahun & Letuna, 2022). Producer executive and expert on Educational Media in Television Education that, educational program is television programs with different target audiences with other television programs, because of the program Educational television has a target audience specifically, namely students or students starting from elementary school to college students high. So educational programs for schools The basis is made according to the age of school students basic both in terms of duration and strategy the presentation (Herry Kuswita, 2014). Use of social media as content television news programs cannot be separated from copyright issues. Copyright becomes form of protection for creators of works to control all copies of his creative work. Every creative work must have someone creates, as well as creative works uploaded on social media. In terms of use of social media content as content television news programs, rules and regulations based on Law Number 28 2014 concerning Copyright (UUHC). In accordance with the applicable provisions in Article 4 UUHC, copyright protection of a works include moral rights and economic rights (Utami & Lestari, 2023). The next thing that needs to be improved in creating healthy and quality digital broadcasts is soap opera programs that implement this content which must solve this problem to become a mainstay of television programs.

Children are still very vulnerable to the influences of their surroundings. Children are not yet able to make their own decisions or are unstable, so things in their environment become the main thing for their behavior, especially what they see, hear and are taught. This effect may be caused by their parents' lack of interest in their children's television viewing activities. There are several forms of commodification, including: First, commodification of content. This commodification begins when the perpetrator changes the message media through technology into a meaningful interpretation of the message, so that the message or content becomes marketable. Message commodification is carried out as a media effort to attract audience interest with various image values that are seen according to market tastes. With today's sophisticated information technology, content or news can be obtained directly and quickly via the internet, radio media or television media (Idol, 2023). The audience is an important mass for the media. Audience commodification is carried out to attract advertisers so that the media gets income from the programs they broadcast. In this way, in broadcasting an event, the audience becomes a commodity that can be constructed in such a way that it can receive input from the media concerned. The most frequent form of audience commodification is through ratings and shares. The high or low rating of a program can determine whether there are few or many advertisers in that media For this reason, it is stated that the world of publishing is a world that always attracts people's attention. Publication media cannot let go of its influence in relations with society. This can all be seen from the large number of people from lower to upper classes who make television broadcasts a broadcast media that is enjoyable to consume (Agung et al., 2020). Regarding the protection of moral rights contained in copyright, the use of material from social media as content in television broadcast programs cannot actually be done instantly. Television broadcast program managers should first ask permission from the creator or uploader of the copyrighted work before using and broadcasting it in television broadcasts. If the creator gives permission, the work uploaded on social media can be used as material in television broadcast programs. However, if the creator does not give permission then the material should not be broadcast as a television program. This applies to works uploaded using YouTube's standard license. If the management of a television broadcast program does not first ask permission from the creator or uploader of the copyrighted work. If the management of a television broadcast program does not first ask permission from the creator or uploader of the copyrighted work, but continues to broadcast it as content in its broadcast program, then there has been a violation of copyright provisions. Requests for permission can be waived as long as the copyrighted work uploaded on YouTube social media contains a Creative Commons license with the CC BY (attribution) type. With this license, the creator or uploader of the copyrighted work automatically gives permission to other parties to use their work. Users can also make changes to their work and even carry out commercial transactions on new works as derivatives of copyrighted works uploaded on YouTube social media. In other words, television stations can use material from YouTube social media as long as the videos or images uploaded to YouTube are licensed under creative commons (Utami, 2014).

V. CONCLUSION

Based on the content analysis of television development programs, several conclusions can be drawn. Television development programs tend to have a strong focus on education and public awareness. They often present information on topics such as health, education, agriculture, economics, and infrastructure development. These programs often use inspirational narratives to depict stories of success and innovation in development. It aims to motivate the audience and inspire them to get involved in the development process. There are strong efforts to involve the community in development through these programs. They often present examples of development projects that involve active participation from local communities, as well as promoting awareness of the importance of community participation in sustainable development. There are also efforts to measure the impact of television development programs. This can involve presenting relevant data and statistics on progress in achieving development goals, as well as analysis of the effectiveness of such programs in raising awareness and changing behavior. Thus, television development program content highlights various aspects of development, ranging from education and awareness, to community participation, technology, innovation, cooperation and impact measurement. Through inspirational narratives and the presentation of relevant information, these programs seek to encourage positive change in society and support sustainable development efforts.

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