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Prospect Of Private Television And TV Advertising
In Anticipating Transnational Television Broadcast In Indonesia

By

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Presented by

BROADCAST IN INDONESIA

TRANSGLOBAL TELEVISION

TV ADVERTISING IN ASIAN ATTURING AND

PROSPECT OF PRIVATE TELEVISION AND
of business. In television, one of key factors in determining the success of
foreign broadcasting, can also influence the advertising expenditure. This part
foreign people like style which is not appropriate with Indonesia culture
influences. What is worse to happen is the influence of negative side, the
Indonesia people like style, which can bring positive and also negative
foreign programs consumed by Indonesia people are assumed to affect
advertising business.
communications. The influence will affect two things, i.e., cultural behaviour and
where communication technology allows them to become Indonesia people.
Transnational television broadcast will bring foreign programs to Indonesia.

Preface

TELEVISION BROADCAST IN INDONESIA
ADVERTISING IN ANTICIPATING TRANSNATIONAL
PROSPECT OF PRIVATE TELEVISION AND TV
possible sources need to be explored and developed by local television

strength in the future television business. Potential programs from every
local program should be given more attention in order to have competitive
program quality or success. Qualitatively, quality should be considered to be improved.
people involved, and the reach to be used. While local programs have
programs quality and proximity. Quality is about the program characters, the
Competitions concern about number of viewers, which influenced by the

business

interests need to be articulated carefully by everyone involved in the television
possible domestic agencies have to compete with foreign agencies. This is very
advertising budget. From the view point of advertising agencies, it is very
TV stations, and thus is the main consideration to determine where to expand
see the number or percentage of viewers (TV ratings) of programs from each
in competition with foreign stations airing in Indonesia. The advertisers will
Television stations. Free competition on the air, cannot project local stations

industry
Prospect of Private Television and TV advertising should be analysed from the view point of quality improvement, both from the television and the advertising programs. This needs creativity and hardwork, and should be facilitated well to get expected results.
television audience in Indonesia, after about five years had choices to view

These issues will be analyzed by conducting comparative study of existing

transnational television industry

How to explore, develop, and exploit business opportunities in the era of

mis interpretation to the incoming information

How to present balanced information to the community in order to avoid

culture by television broadcaster

How to defend local culture in facing the incoming influence from other

Facing issues such as:

In the era of transnational television broadcaster, national television industry is
developed and used regarding those issues.

portion in the private television audience. This is a potential tool could be local culture. Besides the entertainment news, information also has got

regarding all the issues mentioned above, can be questionable to defend the quantity, in the long term, if not anticipated by increases in also the quality, also have grown in the number produced, from year to year. Growth in the number of local programs audience, by which consequently, local programs some private television channels. The study will show the shifting of the
This is threat for local culture and also national television industry. If this
local backfired, but originally the programs or scripts come from outside
market, by making local version of foreign programs, with local players and
with market potential in local geography, foreign television can grab this
local programs, and the question is how to get the appreciation. Besides that,
should be considered, is getting continuous appreciation from community to
program. Shows day by day, and the TV rating can diminish. One things
culture and develop programs based on it, audience get bored with the similar
isn't impossible that some time in the future, if we forced to explore local
national television industry as long as it can be manufacture creatively, because it
programs, that everyone should be aware. This strength can give advantages to
takes important roles in television audience share. This is the strength of local
rates. It shows that proximity (to the local artist playing in the programs)
From the data presented, it is realized that local programs can achieve high
Both sides should be given careful attention.

viewers to foreign culture will grow, besides to rains, asex will also follow.
kind of programs translated into local version by transnational broadcasting

CD class, and now to compete them with local programs. Even more, if this

concentrated in the CD class, what kind of foreign programs that viewed by

outside. The challenge is not concentrated in this class, but should be

there will be a selection process among this class, in receiving influence from

consumed by those people, and no need to worry about the impact, because

learning process. So, transnational broadcast with foreign programs will be

to be thrown away. Logically thinking, one will accept positive things we
can think about information coming to them, select what to be adopted, what

class consists of educated, intellectual people. This class consists of people who

class audience. With the SES level of this class, one can assume that this

influence coming from foreign programs should be analyzed among this AB

while most CD prefer local programs. The concerns about negative

some audience prefer foreign programs. Most of them come from AB class,
To compete with transnational television industry, national television industry should be developed in order to be able to counter the foreign programs. The transnational television industry is constantly trying to penetrate the local market. From this perspective, it is clear that concentration should be given to the development of local version. It is the task of national television industry to anticipate the assumption that it is very possible foreign programs will be transformed into the local version.

Challenge
question should be raised in this case, as how to make local TV programs well
accepted by local community, in all aspects, education, entertainment,

Everybody involved in this industry should be aware of this very early. The

over the world, including people in our country. How do we face this?

thing concerned about people. Television brings influences to all people in all

It is realized that everything should be well conceived, especially for new

Television Industry SingaPore

Television

from local community to the local programs broadcasted by national

of national television industry, and the expected result is getting appreciation

technology. All these aspects is expected to know the development

industry strategies, human resources developments (e.g. development), and

Developing national TV industry, concerning these aspects, i.e. television

National Television Industry Development
cover all aspects in television industry, education, business, culture.

covering all aspects in television industry, education, business, culture, government should be more aware of this situation. The strategy should be to cover all aspects in television industry, education, business, culture.

Because this involves influencing the interest of foreign programs, they always be expected to happen in your country. Therefore, the strategy can avoid the necessity of foreign programs. The stronger local programs, the more they get appreciation from local community, the more the community can avoid the necessity of foreign programs. The stronger local programs, the more they get appreciation.

The obligation is to think how to develop viewers' appreciation to local programs. Even if they appreciate local programs, appreciation to the programs or viewers just like to watch local programs, but we haven't been able yet to the strength (character) of the programs, and the programs' script character, still far from the former ones, in technology (technical, graphics, sound, visual), but quite the opposite, local programs are buying foreign programs. And we can say qualitatively local programs are much better than foreign programs.

Although the face show that more people prefer local programs to foreign

news/commercial, culture development, and also important is business.
most of the shows from foreign programs broadcasted from our television

Most of the local shows on local TV programs don't have special education.

One of the problems national television industry has is human resources.

Human Resource (Talent) Development

should happen to all television aspects, entertainment and information,

by the rule to make synergy in the television industry development. This

by developing market and business foundations, and should run

much depending on foreign programs. This sector is to back up the strategy

production houses, merchandising, supporting technologies, etc. are still very

industry (television stations and all concerns like advertising agencies,

need policies and rules, and should be enforced by government. Private TV

institutions concerning TV industry. Implementation of the strategy will

strategy then should be implemented altogether, by government and every

entertainment, news/information, and all things influencing human's life. This
like FSI (Festival Sinetron Indonesia). We cannot attempt to dramatically
change the competition, or even the best survive. And if we
flash back, usually, the persons who win the competition in the TV industry, or
in the more global point of view, show business, had taken their time previously
to have special education to come along the competition in show business.

The local community think that artist career don’t think as future. The way local community think artist career is to be professional worker, working at the offices or credible institutions. That’s why most parents tend to send their children to colleges or academies to get degree in engineering, medical, sociology, economy, science, or special courses/short term educations, not to get degree in arts. Being television artist is not appreciated enough, although some already conduct campaigns for that.
resources in this industry. Local television industry should be developed to achieve the needs of human
industry. Local television, can be expected to be having good and
eufficient to develop the potential of these talents are enough to choose career
develop themselves if they get the right and good direction and facilitated
Why university students? Because they are talents, potential to grow and
accepted as television entertainment, so people can see career in these things.
There should be enough support for giving those traditional cultures to be
be done by promoting as many aspects of local traditional arts and cultures
industry promising enough to be chosen as career should be set up. This can
receive, of course, previously, strategy and the foundation to make this
started by considering the students in universities, to commence career in
achieve the appreciation from local community. As first, maybe it can be
thinking to develop human resources involved in local television industry, to
should be anticipated from now. Everybody in this industry has to start
increase the capability of people in television over right, but this situation
Television Technology

The higher the quality of the programs, the higher the quality, consequently, the more and the higher the quality of the products, so the higher the quality, consequences, the more and the higher the quality, consequences. Although not enough just concluding one thousand and one awards, although the programs, the people shown on camera. Appreciation should come from the heart of the community, community, because the high quality of the local television products, the community, because the high quality of the local culture and well accepted and appreciated by local to local culture, because local people can create local owned programs, the future, people don't have to worry about the influence of foreign programs.
Department of Education and Culture, National Development Planning

is government from various departments, such as Department of Information,

From all these three considerations, the very important role to implement them

Summary

be judged as cost for defending local culture from foreign influence. Handling the technology should be provided. The cost for technology should human resources development programs. Special education for people people using the technology also should be enhanced continuously, one utilization of technology need appropriate people to handle capability of the examples of technology should be equipped and utilized appropriately.

compression and data security, such as and techniques in audio video, are the technology appropriately. Satellite technology, micro technology, data must. Performing good quality of programs in television requires utilization of

industry continuously. Communication to always update the technology is a foreign programs, then it has to follow the technology development in this
the role of private sectors raised.

industry. While technology commitment is a must, IIP to this question about

Talents should be developed and given choices to make life in the television

policies should be well established in right direction, and enforced well.

local culture from until foreign influence will be a hardwork. Stratey and

institution, and all related government institutions. The obligation to defend
Industry Development
Private Support To National Television
not fly to other countries.

to catch these expenses, so the money will still belong to national industry.
raise the advertising expenditure. National TV industry should smart enough
area is a very potential market. Projection in these expenses will eventually
p.a, is a very promising market. Projection in economic growth shows this
Indonesia, more than 180 million population, with economic growth about 6%

Business Opportunities Covered
Implementation as one of investment that should be planned. To achieve this, government has to consider that the strategy and its role as nation and culture building.

Information and features in as many aspects as local people’s life, will take education by providing high quality local programs and actual local development. From the view point of intangible advantages, community employment, tax income, are clear and tangible advantages of the industry.