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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

TRANSEASONAL TELEVISION

TV ADVERTISING IN ANTI-CAPITAL

PROSPECT OF PRIVATE TELEVISION AND
Foremost in determining the success of business in television is one of the key factors, influence of the advertising expenditure. This part

Foreign people’s life style which is not appropriate with Indonesian culture.

Influences. What is worse, influence of the negative side. The

Indonesian people life style which can bring positive and also negative

Foreign programs consumed by Indonesian people are assumed to affect advertising business.

Consumptions. The influence will affect two things; the cultural behaviour and

where communication technology also becomes the influence of Indonesian people

Transnational television broadcast will bring foreign programs to Indonesian.

Prelace

TELEVISION BROADCAST IN INDONESIA

ADVERTISING IN ANTICIPATING TRANSACTIONSAL

PROSPECT OF PRIVATE TELEVISION AND TV
Industry

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
programmer, in terms of structure, quality should be considered to be improved.
people involved, and the region properly used. While local programs have
programs quality and proximity. Quality is about the program characters, the
Competition concerns about number of viewers, which influenced by the
business

interest need to be acknowledged carefully by everyone involved in the television
possible domestic agents have to compete with foreign agencies. These
advertising budget. From the view point of advertising agencies, it is very
TV stations, and this 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 already in Indonesia. The advertisers will
Television stations. Free competition on the air, cannot project local stations

These issues will be analyzed by conducting a comparative study of existing telecommunication television industries.

- How to explore, develop, and exploit business opportunities in the era of transnational television industry
- How to present balanced information to the community in order to avoid misinterpretation of the incoming information
- How to present local culture by television broadcasters
- How to defend local culture in facing the incoming influence from other cultures

In the era of transnational television broadcasters, national television industry issues...
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, it not anticipated by increasing 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 happens, viewers will shift to transnational/foreign stations, acceptance of local background, but originally the programs on series come from outside market, by making local version of foreign programs, with local players and with market potential in local geography, foreign reception can grab this local programs, and the question is how to get this appreciation. Besides that, local programs should be considered, is getting continuous appreciation from community to program shows day by day, and the TV running 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 forgot to explore local national television industry as long as it can be managed creatively, because it takes important roles in television audience share. This is the strength of local (rhythm). 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

Audience Proximity
viewers to foreign culture will grow, besides tv ratings, adex will also follow.
Both sides should be given careful attention.
Kind of programs translated into local version by transnational broadcasting.

CDP class, and how to compete them with local programs. Even more, if this
content is not concentrated in this class, but should be
outside. The challenge is to select the programs 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
more to be learn away. Logically thinking, one will adopt positive things of
that can think about information coming to them, select which to be adopted, which
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.
while most CDP 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 To counter the foreign programs.

Regarding this, what should be seen is who is to make the local version of the situation.

Local version It is the task of national television industry to anticipate the assumption that if it is very possible, foreign programs will be transformed into a local version. It is clear that concentration should be given to the

**Challenge**
accepted by the local community, in all aspects, education, entertainment, question should be raised in this case, as how to make local TV programs well everybody involved in this industry should be aware of this very early, the people in our country, how do we face this? the thinking concerned about people. Television brings influence to all people in all.

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

Television Industry Singapore

Television industry

From local community to the local programs broadcasted by national
of national television industry, and the expected result is getting appreciation
Television technology. All these aspects is expected to know the development
industry strategy, human resource development (talent development), and
Developing national TV Industry, concerning these aspects, i.e. television

National Television Industry Development
covering all aspects in television industry, education, business, culture, government should be more aware of this situation. The strategy should be people all over country, and influencing culture and community education. generation, who should accomplish this mission? Because this involving influences of foreign programs, which always be expected to happen to young appreciation from local community, the more the community can avoid the to local programs. The stronger local programs, the more they get appreciation. The obligation is to think how to develop viewers' appreciation appreciation to the players. Strategies should be established to grow say 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 players, and the programs' style character, still far from the foreign ones, in technology, looks, sounds, visual), buying foreign programs, and we can say qualitatively, local programs are programs, but quantitatively, local TV industry in this early time is very much although the fact show that more people prefer local programs to foreign news/information, culture, development, and also important in business.
most of the series from foreign programs broadcasted from our television

Many people, not well equipped to have strong character, Compacting with
Now, all of the leaders shown on local TV programs do not 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

and policy, by developing market and business foundations, and should run

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

production houses, merchandising, supporting technology, etc) are still very

industry (television stations and all concern like advertising agencies,

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

private institutions concerning TV industry. Implementation of the strategy with

strategies then should be implemented altogether, by government and every

entertainment, news/information, and all things influencing human's life. This
Like PSI (Festval Singtoon Indonesia), we cannot hope to dramatically
is not appreciated enough, although some already conduct campaigns for that,
courses/short term education, not to get degree in arts. Hence television artist
for get degree in engineering, medical, sociology, economy, science, or special
That is why most parents tend to send their children to colleges or academies
To be professional worker, working at the offices or credible institutions,
community don't think as future. The way local community think, career is
artist career from beginning. Who does to prefer to live on something that
happened to be showbiz artist, not because they prefer to live the showbiz
read, or hear interviews with local artists, most of the answer is they
because of luck or fate, or happened to be an artist. If we often enough to
of TV programs, either entertainment or news/information, It is much
either as artist on camera, or people behind the camera. This happens to most
in more global point of view, show business, had taken their time previously
hash back, usually the persons who win the competition in the tv industry, or
stations, where the competition is very high, only the best survive, and if we
resources in this industry. Local television industry should be developed to anticipate the needs of human
in television industry, local television can be expected to be having good and
enough to develop the potential. If these talents are enough to choose career
develop themselves if they get the right and good direction and families.

Why university students? Because they are talented, potential to grow and
accepted as television entertainment, so people can see career in those 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

local television. Of course, previously, strategy and the foundations to make this
stared by considering the students in universities, to complement career in
achieve the appreciation from local community. At 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. If national television industries want to avoid the influence of
current trends and news/information, it is realized, television is one of high

technology. The higher the technology, the higher the quality of the programs,
Foreign programs always running parallel with the development of

Television Technology

the higher will be the awards.

the quality of the products, so the higher the quality, consequently, the more and
they are very important also. Awards should be in line parallel with the
quality, not enough just concluding one thousand and one awards, although
automatically from the heart of the community, campaign is by increasing the
programs, the people shown on camera, appreciation should come
community, because the high quality of the local television products, the
appropriate to local culture, and well accepted and appreciated by local
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 developing local culture from foreign influence.
Handing 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
example of technology should be equipped, and utilize appropriately.
compression and data security, ideas and techniques in audio video, are
the technology appropriately. Satellite technology, micro electronics, data
must perform good quality of program in television requires utilization of
industry continuously. Continuous 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 compartmental is a must. Up 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. Strategy and
Institution, and all related government institutions. The obligation to defend
Government can get from these business opportunities.

Good direction to keep in line with local culture. What support then why strategic in television industry is very important to give the right and and movies, etc. All these should be anticipated by the government. That’s for providing local information programs, entertainment business, like music education institutions (entertainment and journalism), data/information centers technology, like satellite and broadcast equipment, television related, advertising agencies, production houses, merchandising, support like how industries to catch the business opportunities born by this industry. Like can be done by private sectors. Besides the broadcasting itself; there will once strategy established, policies enforced, there will be many things that

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%
Implementation as one of investment that should be planned.

To achieve this, government has to consider that the strategy and it's 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.