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

By

Peter Gontha
Preface

TELEVISION BROADCAST IN INDONESIA
ADVERTISING IN ANTICIPATING TRANSCONTINENTAL PROSPECT OF PRIVILETE 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
proximity factor as strength. Quality should be considered to be improved.
people involved, and the local program have
programs quality and proximity. Quantity is about the program characters. the
Competitions concern about number of viewers, which influenced by the

business.

Invoices need to be scrutinized carefully by everyone involved in the television
possible domestic agencies 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 only in Indonesia. The advertisers will
television stations. Free competition on the air cannot protect local stations
Familiarized well to get expected results.

Advertising programs. This needs creativity and hard work, and should be
the view point of quality improvement. Both from the television and the
Prospect of Private Television and TV advertising should be analyzed from.
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

misinterpretation to the incoming information

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

culture by television broadcast

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

Facing issues such as:

In the era of transnational television broadcast, national television industry is

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 increase in 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 of 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 programs shown 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 forget 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
ratings. 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
Both sides should be given careful attention.
Kind of programs translated into local version by transnational broadcasting

CDE class, and how to compete them with local programs. Even more, if this
concentrated in the CDE class. Which 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

If be truly away. Logically thinking, one will accept positive things re
can think about information coming to them, select what 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 among this AB
while most CDE prefer local programs. The concerns about negative
some audience prefer foreign programs. Most of them come from AB class,

Foreign Programs Audience
In the context of the national television industry, the focus should be developed in order to be able to compete effectively with the international television industry. To counter the foreign programs, the national television industry is seen as the local version of the situation.

Given this, what should be seen is who is to make the local version of the situation. It is the task of the national television industry to anticipate the assumption that it is very possible foreign programs will be transposed into the local version. From the previous study, it is clear that concentration should be given to the

Challenge
accepted by local community, in all aspects, education, entertainment, and

question should be raised in this case, is how to make local TV programs well

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?

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

It is realised 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

television technology. All these aspects is expected to know the development

industry, telecommunication, human resources development (alone 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 influence of foreign programs, which always be respected 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. Strategy 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' story character, still far from the foreign ones. In technology (effects, sound, visual), buying foreign programs, and we can say qualitatively local programs are programs. But qualitatively local industry in this early time is very much although the fact show that more people prefer local programs to foreign-news/formation culture development, and also important is business.
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most of the slots from foreign programs broadcasted from our television

are not well equipped to have strong character. Comparing with

most of the talents shown on local TV programs don't have special education.

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

Human Resource 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 depending 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 concerns like advertising agencies,

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

provider institutions concerning TV industry. Implementation of the strategy will

stated then should be implemented altogether, by government and every

entertainment, news/information, and all things influencing human's life. This
Like PSI (Penguin Singalong Indonesia), we cannot hope to dramatically
is not appreciated enough, although some already conduct campaigns for that,
courses/short term educations, not to get degree in arts. Being television artist
to get degree in engineering, medical, sociology, economics, science, or special
That's why most parents tend to send their children to colleges or academies
issues in the community don't think as little as. The way local community think, career is
artist career from beginning. When they do prefer to live on something that
happened to be showbiz artist, not because the 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 of news/informations. If is much
either as artist on camera, or people behind the camera. This happens to most
have special education to come alone the competition in show business.
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
stories, 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 humankind;

in television industry, local television should be seen 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 familiarity.

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

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 providing enough to be chosen as career should be set up. This can

Television. Of course, previously, strategy and the foundations to make this
started by considering the students in universitie, so commanize 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
increase the capability of people in television, over right, but this situation
the future, people don’t have to worry about the influence of foreign programs to local culture, because local people can create local owned programs, appropriate to local culture, and well accepted and appreciated by local community, because the high quality of the local television products, the programs, the people shown on camera. Appreciation should come automatically from the heart of the community, campaign is by increasing the quality, not enough just conducting one thousand and one awards, although they are very important also. Awards should be in line parallel with the quality of the products, so the higher the quality, consequently, the more and the higher will be the awards.

*Television Technology*

Foreign programs always running parallel with the development of technology. The higher the technology, the higher the quality of the programs, entertainment and news/information. It is realised, television is one of high tech industry. If national television industry wants to avoid the influence of
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 utilize appropriately.
compression and data security, ideas and techniques in audio video, are
the technology appropriately. Satellite technology, micro electronics, data
must. Performing good quality of programs on 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. 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 with foreign influence will be absorbed. 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 strategy 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 broadcasting equipment, television related

advertisements agencies, production houses, merchandise’s, support

grow industries to catch the business opportunities born by this industry, like

can be done by private sectors. Besides the broadcasting itself, there will

Once suddenly established, policies enforced, there will be many things that

Industry Development

Private Support To National Television
not fly to other countries. Indonesia, more than 180 million population, with economic growth about 6% p.a., is a very promising market. Projection in economic growth shows this area is a very potential market. Projection in these expenses will eventually raise the advertising expenditure. National TV industry should smart enough to catch these expenses, so the money will still belong to national industry.
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.