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

By

Peter Gontha
RCSI - December 09, 1995

Presented by

BROADCAST IN INDONESIA

TRANSACTIONAL TELEVISION

TV ADVERTISING IN ANTI-CAPITALIST

PROSPECT OF PRIVATE TELEVISION AND
Foreign broadcasting can also influence the advertising expenditure. This part

foreign people like style will be not appropriate with Indonesian culture.

influence. What is worst to happen is the influence of negative side, the

Indonesian people like style, which can bring positive and also negative

Foreign programs consumed by Indonesian people are assumed to affect

advertising business.

consumptons. The influence will affect two things: i.e. cultural behavior and

where communication technology allows them to become Indonesian people

Transnational television broadcast will bring foreign programs to Indonesia.

Prelude

TELEVISION BROADCAST IN INDONESIA
ADVERTISING IN ANTI-CAPITALIST TRANSNATIONAL PROMPT OF PRIVATE TELEVISION AND TV
possible sources need to be explored and developed by local

strengh in the future television business. Potential programs from every

local programs 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 reach they 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.

interest need to be anticipated 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 airing in Indonesia. The advertisers will

television stations. Free competition on the air, cannot project local stations

industry.
television audience in Indonesia. After about five years, he chose to view These issues will be analyzed by conducting a comparative study of existing

transnational television industry

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

2. Misinterpretation of the incoming information

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

4. Culture by television broadcast

5. How to defend local culture in facing the incoming influence from other
teaching 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, if not anticipated by increasing also the quantity,

also have grown in the number produced, from year to year. Growth in the

number of local programs audience, by which concomitantly, 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. It is
happened, by viewers will shift to transnational/foreign stations, acceptance of
local background. 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 this 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
programs, that everyone should be aware. This strength can give advantage to
takes important roles in television audience share. This is the strength of local
ratings. It shows that proximity plays in the programs.

From the data presented, it is realized that local programs can achieve high

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Both sides should be given careful attention.

Viewers to foreign culture will grow, besides TV fans, also will also follow.
Foreign Programs Audience

Some audience prefer foreign programs. Most of them come from AB class, while most CDE prefer local programs. The concerns about negative influence coming from foreign programs should be analyzed among this AB class audience. With the SES level of this class, one can assume that this class consists of educated, intelligent people. This class consists of people who can think about information coming to them, select what to be adopted, what to be thrown away. Logically thinking, one will adapt positive things, consume by those people, and no need to worry about the impact because there will be a selection process among this class in receiving influence from outside. The challenge is not concentrated in this class, but should be concentrated in the CDE class. What kind of foreign programs that viewed by CDE class, and how to compete them with local programs. Even more, if this kind of programs translated into local version by transnational broadcasting stations.
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 make the local version of its programs. Therefore, what should be seen is who is to make the local version of the situation.

Regarding this, it is the task of national television industry to anticipate the local version. It is clear that foreign programs will be transformed into assumption that it is very possible foreign programs will be given to the

Challenege
accept by local community, in all aspects, education, entertainment.

The question should be raised in this case, how to make local TV programs well accepted by local community, in all aspects.

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

World, including people in our country. How do we face this?

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

Television Industry Singapore

Television

From local community to the local programs broadcast 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 stake, human resource development (bare development), and

Developing national TV industry, concerning these aspects, I.e. television
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, thus always be suspected to happen to young appreciation from local community, the more the community can avoid the appreciation to local programs. The stronger local programs, the more they get appreciation. The obligation is to think how to develop viewers' appreciation to local programs. Should 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' script character. still far from the foreign ones, in technology (tech, graphic, sound, visual), buying foreign programs, and we can say qualitatively local programs are much better. Although the fact show that more people prefer local programs to foreign news/information, culture development, and also important in business.
most of the slots from foreign programs broadcasted from our television
only by people, not well equipped to have strong character. Comparing with
mosl of the teleasts shown 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
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 technologies, 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 will
strategy then should be implemented altogether, by government and every
entertainment, news/information, and all things influencing human's life. This

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Like PSI (Festival Singapura Indonesia), we cannot hope to dramatically
is not appreciated enough, although some already condone campaigns for that,
courses/short term education, not to get degree in arts. Being television artist
in engineering, medical, sociology, economy, science, or special
That's 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 cares 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 ask enough to
of TV programs, either entertainment or news/information. If it's much
either as artist on camera, or people behind the camera. This happens to most
have special education to come along the competition in show business.
in more global point of view, show business, had taken their time previously,
flash 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

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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 potentials. If these talents are enough to choose career
dvelop themselves. If they set the right and good direction and faciliated
Why university students? Because they are talents, potential to grow and
accepted as television entertaiment, so people can see career in television 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 promoting enough to be chosen as career should be set up. This can
promote television. Of course, previously, strategy and the foundation to make this
started by considering the students in universities, to compete in 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 Technology

Television Technology

the higher will be the awards.

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 condoning one thousand and one awards, although

automatically from the heart of the community, campaigns 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

to local culture, because local people can create local own 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.

Handling the technology should be provided. The cost for technology should

human resource development programs. Special education for people

people using the technology also should be enhanced continuously, one

utilization of technology need appropriate people to handle capabilities of the

examples of technology should be equipped, and utilized appropriately.

compression and data security, tools and techniques in audio video, are

the technology appropriately. Satellite technology, micro electronics, data

must perform 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. Up to this question about
Talents should be developed and given chances 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 hardwork. Stratey and
Institution, and all related government institutions. The obligation to defend
Once strategy established, policies enforced, there will be many things that can be done by private sectors. Besides the broadcasting itself, there will grow industries to catch the business opportunities born by this industry, like advertising agencies, production houses, merchandises, supporting technology like satellite and broadcasting equipments, television related education institutions (entertainment and journalism), data/information centers and movies, etc. All these should be anticipated by the government, that’s good direction, to keep in line with local culture. What support then government can get from these business opportunities?
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 investments 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.

Advantages