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

By

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RCTI - December 09, 1999

Presented by

Broadcast in Indonesia

Transnational Television

TV Advertising in Advertising and

Prospect of Private Television and
Foreign people like style which is not appropriate with Indonesian culture. What is worst is the influence of negative side, the influence, which can bring positive and also negative. Foreign programs consumed by Indonesian people are assumed to affect advertising business. The influence will affect two things, i.e. cultural behavior and consumption. The influence of communication technology allows them to become Indonesian people. Television broadcast will bring foreign programs to Indonesia.

Prelude
industry

Possible sources need to be explored and developed by local television
strength in the prime 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 reach used. While local programs have
programs quality and proximity. Quality is about the program's characters, the
Competition 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
by 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
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

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misinterpretation to the incoming information.

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

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culture by television broadcasts.

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

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Facing issues such as:

In the era of transnational television broadcasts, 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 questioned able 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
Happened, TV viewers will shift to transnational/foreign stations, acceptance of
This is threat for local culture, and also national television industry. If this
local background, but originally the programs or series 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
progress, shown day by day, and the TV rating can diminish. One thing's
industry as long as it can be managed creatively, because it
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
ranks. 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.

Viewers to foreign culture will grow, besides TV ratings, adex will also follow.

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Kind of programs translated into local version by transnational broadcasting CDE classes and how to compete them with local programs. Even more, if this is 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 whose people, and no need to worry about the impact, because learning process, so, transnational broadcast with foreign programs will be to be clear away. Logically thinking, once will adapt positive things we can think about information coming to them, select what, when to be adopted, when class consists of educated, intellectual people. This class consists of people who class audience, while the SES level of this class, one can assume that this influence coming from foreign programs should be analyzed among this AB foreign audience. While most CDE prefers local programs. The concerns about negative foreign programs, most of them come from AB class.
In order to compete with the transnational television industry, the national television industry should be developed in order to be able to compete with foreign programs. The transnational television industry is. To counter the foreign programs, the local version of the local version of the transnational television industry should be given to the audience. From the previous study, it is clear that concentration should be given to the

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

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?

thing concerned about people. Television brings influence 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 broadcast by national

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

Television technology. All these aspects is expected to grow the development

industry states, human resources development (self 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 players should be aware of the influence of foreign programs, which always be suspected to happen to young people all over country, and influencing culture and community education. Because this involves influences of foreign programs, where always be suspected to happen to young people all over country, and influencing culture and community education. The players should be established to grow appreciation from local community, the more the community can avoid the stronger local programs, the more they feel appreciation. The obligation is to think how to develop viewers' appreciation to local programs. Viewers just like to watch local programs, but we haven't been able yet to develop appreciation. Viewers just like to watch local programs, but we haven't been able yet to develop appreciation. 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Viewers just like to watch local programs, but we haven't been able yet to develop appreciation. Viewers just like to watch local programs, but we haven't been able yet to develop appreciation.
most of the slots from foreign programs broadcast from our television

to be TV people, not well equipped to have strong character. Comparing with

Almost all the latest 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

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 concern like advertising agencies.

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

private institutions concerning industry. Implementation of the strategy will

strategy then should be implemented altogether, by government and every
Like PSI (Persian Singapour Indonesia), we cannot hope to dramatically improve our educational system. While some already conduct campaigns for that course/short term education, not to get degree in arts, B.Eng television artist to get degree in engineering, medical, sociology, economics, science or special fields. That's why most parents tend to send their children to colleges or academies to be professional workers, working at the offices or creative institutions.

In community don't think is future. The way local community think, career is artist career from beginning. Who dare to predict to live on something that happened to be showbiz artist, not because they predict to be the showbiz read or hear interviews with local artists, most of the audience is they because of luck or fate, or happened to be an artist. If we often enough to of TV programs, either entertainments or news/informations. If is much either as artist on camera or people behind the camera. This happens to most.

To have special education to come alone the competition in show business. In more global point of view, show business, had taken their time previously. In hash back, usually the persons who win the competition in the TV industry, or famous, 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
industry. Local television industry can be expected to be having good and
people for local programs. Later, special education for
devise characters. If 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 talented, potential to grow and
academic 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
industry promising. Of course, previously, strategy and the foundations to make this
started by considering the students in universities, to commence career in
achieve the appreciation from local communities. 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
Television Technology

The higher will be the awards.

Television Technology

The higher the quality of the products, so the higher they are. They are very important also. Awards should be in line parallel with the quality, not enough just conducting one thousand and one awards, although obtained 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 people, because local people can create local owned programs.

The home, people don't have to worry about the influence of foreign programs.

Television Technology
Department of Education and Culture, National Development Planning
is government, from various departments, such as Department of Information,
From all these three consideration, 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. Capability of the
examples of technology should be equipped, and utilized appropriately.
compression and data security, ideas and techniques in audio video are
the technology appropriately. Satellite technology, micro electronics, data
must perform the good quality of programs in television. Require 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 until foreign influence will be a hardwork. Stealthy and

Institution, and all related government institutions. The obligation to defend
What support then and movies, etc. All these should be appreciated by the government, that’s why strategic in television industry is very important to give the right and good direction, to keep in line with local culture. Why should be supported 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 advertising agencies, production houses, merchandising support, support industries to catch the business opportunities born by this industry, like can be done by private sectors. Besides the broadcasting itself, there will be many things that

Industry Development
Private Support To National Television
Indonesia, more than 180 million population, with economic growth about 6% per annum, 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.

Business Opportunities Coverage
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