



# The Construction of Community Social Reality In The New Era of The Indonesian Communication System: Case Study on The Transition of Analog TV To Digital TV in Bengkulu City

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## Abstrak

### Kata Kunci:

Analog, Digital,  
Transisi,  
Konstruksi Sosial

Kebijakan pemerintah melalui Kementerian Komunikasi dan Informasi RI yang diamanatkan UU 60 A Cipta Kerja tentang penyelenggaraan penyiaran dengan mengikuti perkembangan zaman, maka penghentian siaran analog ke digital akan segera diberlakukan. Penelitian ini dilakukan dengan tujuan untuk mengkaji lebih dalam mengenai konstruksi Realitas sosial masyarakat dalam sistem komunikasi Indonesia khususnya pada peralihan TV Analog ke TV Digital. Penelitian ini berangkat dari ketertarikan penulis untuk meneliti bagaimana sudut pandang masyarakat dalam menerima peralihan TV Analog ke TV Digital. Peneliti juga ingin mengetahui pandangan masyarakat dalam peralihan tersebut khususnya dalam sistem komunikasi Indonesia. Hasil yang di dapatkan dari penelitian ini menunjukkan bahwa kesadaran masyarakat setelah menyaksikan informasi tentang transisi sistem televisi analog ke sistem televisi digital bisa dikatakan cukup baik, artinya ada kesadaran akan manfaat penggunaannya dan kepedulian untuk merubah dan beralih ke TV Digital.

## Abstract

### Keywords:

News, Hoax,  
Journalism,  
Fiqh of Social  
Media

Government policy through the Ministry of Communication and Information of the Republic of Indonesia, which is mandated by Law 60 A Job Creation regarding the implementation of broadcasting in accordance with current developments, is to stop analog to digital broadcasts no later than two years after the enactment of this Law. This research was carried out with the aim of examining more deeply the



construction of social reality in society in the Indonesian communication system, especially in the transition from Analog TV to Digital TV. This research stems from the author's interest in examining how society views the transition from Analog TV to Digital TV. Researchers also want to know the public's views on this transition, especially in the Indonesian communication system. The subjects in this research were the Ratu Agng and Bentiring communities. This research uses qualitative methods and is analyzed using Social Construction Theory by Berger and Luckman. Determining informants in this study used a purposive sampling technique. Data collection techniques were carried out by means of observation, interviews, literature study and documentation. The results obtained from this research show that public awareness after watching information about the transition from an analog television system to a digital television system can be said to be quite good, meaning that there is awareness of the benefits of using it and concern about changing and switching to Digital TV. However, the government or KPID still needs follow-up action to help socialize it so that this matter is more easily understood by the public. Apart from that, there are challenges in the form of weak economic conditions, poor signal coverage and low understanding of technology

## INTRODUCTION

The government's seriousness in changing analog TV broadcasts to digital TV broadcasts was marked by the passing of Law Number 11 of 2020 concerning Job Creation by Indonesian President Widodo, on November 2 2020. The passing of this law emphasizes Indonesia's position in welcoming the era of digital broadcasting. The mandate to immediately digitize broadcasting is contained in Law Number 11 of 2020 concerning Job Creation in Article 60 A which reads: "broadcasting is carried out by following technological developments, including the migration of broadcasting from analog technology to digital technology."

This article is the juridical basis for the implementation of the migration of analog broadcasting to digital broadcasting or also known as Analog Switch off (ASO). In line with the development of telecommunications technology, television broadcasting is experiencing a transition, from analog television to digital television systems.

In November 2022, Indonesia officially switched from analog to digital TV in stages. Adnjadi and Mubarok (2018) stated that Digital Television provides better broadcast quality and frequencies that can be used by many channels.



Ponta (2010), Digital Television is more innovative, the picture is clearer, the sound quality is better and the choice of programs is greater. The government's decision to adopt digital broadcasting technology to replace analog television technology is logically understandable. However, the migration of analog technology to digital cannot be carried out hastily without thorough preparation.

In response to these changes, private and national TV stations in Bengkulu City have prepared everything related to changes to the broadcast system. Currently, only TVRI, the government TV, has implemented ASO in the city of Bengkulu. So that people who only use ordinary antennas can no longer enjoy TVRI Bengkulu broadcast programs. National Private TV and regional TV in the city of Bengkulu can still enjoy broadcast programs even if they only use an ordinary antenna. However, National and Regional Private TVs have also implemented Digital broadcast programs by implementing simulcast programs. For your information, simulcast is broadcasting Digital TV and Analog TV simultaneously. This method is a direct outreach to get people used to watching clean and clear digital TV.

"In Bengkulu City, socialization regarding the change from Analog TV to Digital continues. By involving LPP and LPS in broadcasting ILMs (public service advertisements) regarding the flow and pattern of changes from Analog to Digital TV, it is felt that it is still not effective. People who change the channel when an ILM (public service advertisement) is broadcast means that the ILM (public service advertisement) will not reach the people who are the target of the information. Differences in thinking patterns, economic factors, are also one of the obstacles in carrying out the migration of Analog to Digital broadcasts" (Interview with KPID Chair, Albertce, 25 November 2022).

Therefore, the digitalization process does not only involve technology, but also changes in perspective towards various aspects that arise from digital technology. The success of this Analog Digital migration needs to be built through public awareness to switch without coercion so that the factor of public acceptance of the implementation of Digital broadcasts needs to be considered. According to Peter L. Berger and Thomas in Paloma (2000:38), every individual is a product and a creator of social institutions. This change in the TV broadcast system will certainly be a new era in the world of television, especially for the residents of Bengkulu City who have so far only relied on UHF signal transmission which is easily received using just an ordinary antenna. Differences in broadcast reception systems, additional tools needed to receive television broadcast programs, are inevitable parts of welcoming changes to this system.

This research needs to be carried out because the transition from Analog Television to Digital Television brings radical changes. Meanwhile, preparations for Digital Television migration are still very minimal. Until now there has been no serious preparation on the part



of the government or television broadcasting institutions, or the public as television broadcasting fans. Bentiring Village and Ratu Agung Village, Bengkulu City were chosen as research locations by considering various aspects, such as the distance between the research location and the TV station transmitter center. So far, the people around the Bentiring sub-district area have been spoiled by the proximity to the TV station transmitter. So they don't need to bother to get access to Analog TV broadcasts, just with a low antenna they can still get very good broadcast quality. Meanwhile, the Ratu Agung sub-district area was chosen because the majority of residents who live there are upper middle class people who do not make economic factors a barrier to getting access to digital broadcasts even though they have to pay additional costs.

The transition from Analog TV to Digital TV in Bengkulu City refers to the social reality construction theory, which can be said to be something that has been constructed or formed by the government based on improving the quality of broadcasting to ensure that the public receives information evenly. Based on the description above, the researcher sees the transition from Analog TV to Digital TV in Bengkulu City as how the public can interpret the new era of the communication system in Indonesia which requires a change from Analog TV to Digital TV. So, by understanding the meaning of the community, it can be concluded how a social construction process occurs among the community in entering this new era of communication systems.

## METHOD

The method used in research is qualitative. According to Lexy J. Moleong (2018) qualitative methods are research procedures that produce descriptive data in the form of written or spoken words from people and observable behavior. This method was chosen because researchers can describe the research object clearly based on what actually happens in the field. Qualitative descriptive research is research that takes problems that exist in the present by describing the objects that are the main problem by collecting, compiling, classifying then analyzing and interpreting. This qualitative research uses descriptive methods, namely describing systematically, factually and accurately the facts and characteristics of the research subjects. The descriptive method is realized by describing in depth the situation and process being studied. Because of the nature of research like this, qualitative research does not attempt to test hypotheses. Denzim and Lincoln (1987) stated in the book Lexy J Moleong, in stating that qualitative research is research that uses natural settings, with the aim of interpreting phenomena that occur and is carried out in a way that involves various existing methods.

In terms of this understanding, the authors still question the natural setting with the intention that the results can be used to interpret phenomena and can be utilized for qualitative research using various research methods. In qualitative research, the methods



usually used are interviews, observations and use of documents. Qualitative research aims to explain phenomena in depth by collecting as much data as possible. This research does not prioritize population size. If the data collected is in-depth and can explain the phenomenon being studied, then there is no need to look for other sampling.

## RESULTS AND DISCUSSION

### Informant Profile

Informants in this study were obtained based on the criteria previously explained by the researcher, namely by using a purposive sampling technique. This informant plays an important role for researchers in obtaining research data and information, apart from that, informants are people who are able to provide information about research conducted by researchers. In this study there were seven informants consisting of four men and three women. It was felt that these seven informants were able to answer the problems studied and had met the criteria set by the researchers and received answers that were not much different. The following is a table listing research informants:

**Table 1 List of Research Informants**

No	Name	Gender	Description
1	Albertce	Man	Chairman of KPID Bengkulu
2	Fonika	Woman	Deputy Chairman of KPID Bengkulu
3	Salihin	Man	Public
4	Eris Darusi	Man	Public
5	Hafizah	Woman	Public
6	Dona Selviana	Woman	Public
7	Rury Cakra	Man	Public

*Source: 2023 Research Data*

### Construction of Social Reality in the New Era of Communication Systems in Bengkulu City

Job Creation Law no. 11 of 2020 or known as the omnibus law mandates the transfer (migration) of analog television broadcasts to digital broadcasts, which should be carried out simultaneously in Indonesia on November 2 2022. However, due to several technical problems in the field, the analog broadcast could not be turned off at the specified time. Then the migration of analog broadcasting to digital broadcasting is carried out in stages depending on the readiness of the mux organizers in the areas they appoint. For the Bengkulu area, as per aggregate data, the Ministry of Communication and Information of the



Republic of Indonesia is in the Bengkulu 1 service area, including Bengkulu City and Central Bengkulu Regency. Apart from that, during the transition process, people can still enjoy television broadcast content, it's just that there are several things that need to be considered. For people whose television sets are still analog, they only need to equip a Set Top Box (STB) which can be purchased at electronics shops, but for people whose television sets are digital, just reset them, broadcast so that the television can be watched by adding an STB and still using an antenna. terrestrial both indoors and outdoors. If you look at it, the benefits of digital broadcasting can be proven in that the broadcast quality is more stable and the picture is cleaner and the sound is clearer on the previous Analog TV band. The discussion regarding the transition from Analog TV to Digital TV also invites several pros and cons from the public. Just like what researchers encountered when conducting interviews with informants. Some of them admitted that they did not know what ASO and the like were. It's just that they know that there is already a transition process from Analog TV to Digital TV. This proves that there are still people who do not fully understand the transition process from analog TV to digital TV. As admitted by Rury, who stated that:

"If I'm honest, I don't really know what ASO is. It's just that, I already know that now ordinary TV can no longer be used, it can no longer broadcast. So I heard people say you have to buy a device so you can still enjoy TV broadcasts. I just went along, because in my opinion, my family and I need TV. Yes, it's called media, right, one source of information can be obtained from TV. So like it or not, we also have to buy the equipment, because if we don't, it means we can no longer use our TV at home. Not to mention that at home we usually watch TV together with our family. From the morning, usually at 10 am I start watching TV. Well, at night too, we usually watch together. So now that the moment has changed, we just have to follow it." (Interview results 15 July 2023)

Apart from Rury, another informant also said that Digital TV broadcasts were clearer, but according to him the broadcasts were often lost so it was a bit annoying when I wanted to watch TV. He admits that he has also bought an STB, but he also admits that he now watches YouTube more often than TV. This is caused by TV broadcasts which often suddenly disappear. Even so, he still watches TV and has switched to Digital TV, admitting that STB prices are still easy to reach and his calculation is that he feels that he is profitable because at a price which he thinks is not too expensive he can get more TV broadcasts than Analog TV broadcasts. he used it first. This was expressed by Dona:

"We actually don't really have a problem with the STB price. We think it is very affordable. Just comparing that price can get a lot of broadcasts. The only problem is that the broadcasts come and go. So sometimes I like to think that this isn't being used effectively. Previously there were few broadcasts, but the broadcasts were stable. But now, because the rules are so mandatory, you just have to follow them. Moreover, we still like watching TV.





"Even though it's not uncommon to switch to YouTube when TV broadcasts disappear."  
(Interview Results July 15 2023)

Currently, people have to adapt their TV to digital so they can enjoy it by adding an STB device. In terms of usage, there is no difference between analog and digital TV, meaning that broadcasts are free to air or can be enjoyed for free without having to use an internet network. Public understanding of current technology is actually very necessary, however in Indonesia, especially Bengkulu, there are still some people who are pros and cons and understand this technological change. And this is a challenge for the government and broadcasting institutions to continue to educate and socialize regarding ASO. Researchers found that there are still many people who don't actually know what ASO is and how the system works. However, when researchers conducted field observations, almost all of the informants the researchers found had switched to using digital TV. However, they probably don't understand the transition at all, buying STB was because the broadcasts they had could no longer be enjoyed as usual.

Public understanding of the transition from Analog TV to Digital TV only concerns the picture and sound quality of digital television, use in moving conditions, the form and benefits of set top boxes, how to use set top boxes on analog television. Apart from that, public awareness after watching information about the transition from an analog television system to a digital television system can be said to be quite good, meaning that there is awareness of the benefits of using it and concern about changing and switching to Digital TV. To improve public attitudes and better readiness for the digital television system which will be fully implemented. There needs to be an outreach program or form of campaign that touches on the interests of society so that it can be more easily accepted and understood by the wider audience.

Social construction can be applied broadly to study how mass media can shape social and political reality. Rom Harre explained that this social construction theory can explain that humans are creatures that are visible and known to the public and have a number of attributes and traits that are formed within cultural and social groups. Social construction holds the view that communities that have similar cultures will have a continuous exchange of meaning. Every thing will have the same meaning for people who have the same culture. In the context of the transition from Analog TV to Digital TV, which was often broadcast before the transition, reported in the media on a massive scale, this could influence people's thinking regarding the transition from Analog TV to Digital TV itself. This is due to continuous exposure to this transition in the mass media, so the exchange of meaning in this transition process will be easily understood by the public, especially the Ratu Agung and Bentiring people in Bengkulu City, displaying new stereotypes that can be applied in the current new era of communication.



In this context, it is hoped to minimize the stereotypes about the current transition to Digital TV that are echoed by the government which are still often considered difficult and become an obstacle for people in enjoying the entertainment they already get on Analog TV as usual, so that many people still feel reluctant to switch to Digital TV is not ready to follow the transition because it is considered more complicated than Analog TV, where many people still don't know how to use STB. However, as a modern society, we must be able to adapt to the trends in this new era of communication so that we can continue to experience and enjoy entertainment and obtain information, one of which is from television. The essence in the context of the transition from Analog TV to Digital TV is an effort to explain to the public that there is a need for a transition if the public still wants to enjoy television broadcasts as usual and an effort is being made to introduce STB and why the public should switch to Digital TV and broadcast it live. massively to the public through offline and online mass media.

#### **Efforts to Inform the Bengkulu Community of the Transition from Analog TV to Digital TV**

The transition to digital television broadcasting is not a new topic. Since the end of 2012, digital television infrastructure has begun to be built and operated by private multiplexing operators in Java and the Riau Islands. Since the passing of the Omnibus Law by the President of the Republic of Indonesia or known as the Job Creation Law in 2020, one of these laws discusses the transition of television technology towards digital implementing Analog Switch Off (ASO) which requires migration no later than 2 years until November 2 2022 in accordance with Article 60 Paragraph 22 after the ratification of the Law. This makes the government, especially the Ministry of Communication and Information, move quickly in adopting a policy to switch broadcasts to digital. This is in line with a research interview with the Deputy Chair of KPID Bengkulu, Fonika, who stated that:

"Indonesia in particular has started to migrate, but it has been stopped by legal regulations. It was only in 2020 when the Job Creation Law was passed that we got the regulations and broadcasting could be carried out in accordance with the times and technological developments. Of course it is a matter of pride and also the best opportunity and the most significant development in our broadcasting. So the KPID is very ready so far to accept or carry out this migration. "Because since 2020, when this transition has started to be announced or has started to be promoted, KPID has started to carry out outreach and Bengkulu also inevitably has to follow these developments." (Interview Results, July 16 2023)

From the statement made by the deputy chairman of KPID Bengkulu Fonika, the migration of analogue to digital television broadcasts in Indonesia has started a long time ago, but legal regulations regarding digital have stopped. Since 2020, after the enactment of the Job Creation Law, regulations for the analog to digital transition have been implemented again in keeping with current developments. And the Central and Regional KPIs, especially





the City of Bengkulu, took part in and implemented this ASO migration. The role of KPID Bengkulu in the transition from analogue to digital broadcasting is more about providing outreach, education and coordination to various sectors by collaborating with broadcasting institutions, local governments, the community and students. In the process, KPID Bengkulu and local broadcasting institutions also collaborated in socializing ASO (Analog Switch Off) to the people of Bengkulu City through programs broadcast by broadcasting institutions.

KPID Bengkulu conveyed information and outreach regarding ASO to the public to immediately switch to digital broadcasts. This is a necessity because if people don't switch then analog broadcasts will automatically not be able to be enjoyed in the future. This was said directly by the Chairman of KPID Bengkulu, Alberce, who said:

"Whether we like it or not, people have to go digital because analog will die. In many forums, we socialize activities to the public, so like it or not, people have to switch so that in the future they can still enjoy their favorite television broadcasts. So there is no reason for people to stick with their analog TV. To switch to digital, people only need to buy an STB as a tool to capture digital signals." (Interview Results, 16 July 2023)

This socialization carried out by KPI Bengkulu provides education and introduction to digital broadcasts. Through digital broadcasts, the public will get benefits in the form of high resolution image quality and clear sound. Apart from that, there will be more choices of television channels to enjoy. The public will enjoy all these benefits for free because the digitalization process is carried out on FTA free to air broadcasting. The ASO (Analog Switch Off) switch is mandatory for all broadcasting institutions, both Public Broadcasting Institutions (LPP) and Private Broadcasting Institutions (LPS), especially for the public as viewers (Audience). If not, people will no longer be able to enjoy television broadcasts because analogue will be turned off. And the public can also access ASO information via the KPID Bengkulu social media account for further information.

Albertce added:

"Television and radio are one of the sub-sectors of the creative economy that adapts to culture. Of course, this digital migration will foster the development of new players in the broadcasting sector, including increasingly diversified content. "Then this actually helps the region promote culture and tourism, how our local wisdom is presented in stories and storytelling, both audio and audio visual on TV or radio, this is actually an opportunity for the community and government to accelerate development with positive economic narratives in Bengkulu." (Interview Results, July 16 2023)

## How Tv Broadcast Reception Works



Picture5.1 source : Kompas.Com

Based on this, it can be concluded that this digital transition can foster economic creativity, especially in the city of Bengkulu, which adapts to culture, and can build positive things for the economy, building the economy of Bengkulu City in addition to growing and developing new content players in the broadcasting sector which is increasingly verified.

## Challenges of the Analog TV to Digital TV Transition

After researchers conducted interviews and field observations, in the migration of analogue to digital television broadcasts, several challenges and obstacles were found in the transition process. Certainly every institution or organization in carrying out its duties and functions has challenges and obstacles it experiences. There are still many people whose economy is low, especially with the situation and conditions of the Covid-19 pandemic, one of the impacts of which is on the economic sector. Moreover, Bengkulu is still an area where the economy of many people is low. In this case, the government must think about communities in economically weaker sections, so it must try to provide assistance with digital broadcasting tools for these communities.

## Community Economy

One of the challenges faced in the transition from analog to digital broadcasting is the weak economy of the people of Bengkulu, especially with the situation and conditions of the pandemic that started in 2020 which caused the economy of several groups in society to decline. In this digital television migration, the government must think about those in economically weak circles, so it must try to provide assistance with digital broadcasting equipment for these communities, and Bengkulu is one of the areas that still has many economically weak people. As Mrs. Hafizah said as follows:



"Many in our area still don't have an STB. Especially at the beginning of the transition, which occurred due to the health crisis and the economy, it felt difficult to buy an STB. So at the beginning, there were still many TV broadcasts that stopped and couldn't enjoy TV as usual. It cannot be denied that during the transition there were still many who stuck with analog TV until they finally couldn't use it anymore. "Even though previously we were considered comfortable, because we were located closer to TV broadcasting stations compared to other areas" (Interview Results, 18 July 2023)

Hal ini di akui oleh Ketua KPID Bengkulu yang memang menyatakan bahwa Kota Bengkulu belum sepenuhnya bisa mengikuti transisi TV Analog ke Digital. Kendala utamanya memang di dana dan bantuan STB. Di mana diakuinya bahwa belum ada kejelasan dari pemerintah mengenai hal tersebut. Selain itu proses pembagaan STB juga tertunda mengingat dalam pelaksanaannya dulu masih dalam kondisi Covid dan hal ini sempat tidak ada kelanjutan. Proses pembagian STB ini memang membuat semuanya menjadi terhambat. Ditambah kan Albertce bahwa :

"Recipients of STB assistance are usually people whose economic background is middle to lower and even those who are not well-off. It's just that the latest community data is used in the process. Most of the recipients of STB assistance are PKH recipients. "However, not everyone gets STB assistance, for example people who don't have a TV in their house will not receive STB assistance." (Interview Results, July 16 2023)

### **Signal Range**

The digital TV transition basically requires ensuring that the area that will transition to digital must have a digital television broadcast signal. This is also a challenge for the regional government to ensure that every area in Bengkulu City already has a good digital television broadcast signal. An unsupported signal is also one of the obstacles that makes the Analog to Digital TV transition process hampered. This is because this transition process requires good signal readiness so that it can continue to be used and enjoyed by all Bengkulu people.

This is in line with Mr Salihin's confession:

"In my opinion, the transition from analog TV to digital is better. It can be seen from the quality

This is in line with Mr Salihin's confession:

"I think the transition from analog to digital TV is better. This can be seen from the image quality and sound clarity. Usually with Analog TV we still need to add towers to get a good network and even then there are still problems such as unclear images. So I think it's cool that digital TV can make us enjoy the atmosphere even more with good shows." (Interview Results July 18, 2023)

### Comparison Of Analog Tv And Digital Tv Image Quality



Picture 5.2. Source: Instagram @Indonesia OK

Basically, the difference in picture quality and sound clarity on Digital TV can be given a thumbs up. This is because Digital TV has a quality that is far above Analog TV, so in fact it makes the TV more pleasing to the eye. It's just that in Bengkulu it is not yet comprehensive because there are still many hilly areas so it cannot be enjoyed and sometimes you still often find blank spots and networks that do not support it.

### Low Understanding of Theory

Another challenge in this transition process is that people reject technological progress or are left behind in technology for some regional communities in Bengkulu City, where there must continue to be socialization of this digital TV migration program so that people can understand it well. This shows that there are still some people who are still pros and cons and not all people understand about this technological change. whether to enjoy digital television broadcasts requires them to buy a new television, so the government must continue to socialize about digital TV programs so that people understand this migration. Eris Darusi stated:

"When the news started circulating, I didn't really understand what ASO, digital broadcasts and other things were. I was always indifferent and thought it was something as common as hearsay. Especially in the beginning, there will be a transition from analog TV to digital, in my opinion there was no difference. It's the same, the point of watching TV. But when I followed it, it turned out that there were many differences in quality that I felt and Digital TV also helped me not get bored because the shows always had lots of choices and I could choose which one was my favorite show. So I think this transition step is indeed beneficial." (Interview Results, July 19 2023)

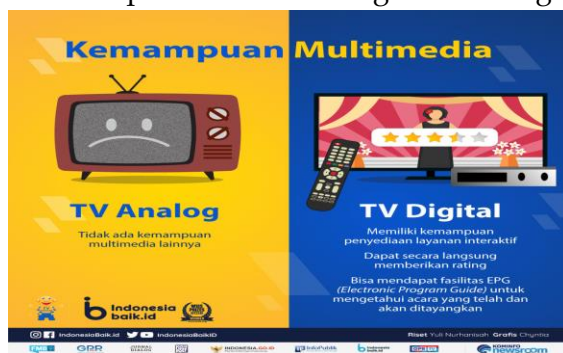


Based on the findings of research that has been carried out, KPI and KPID as Indonesian broadcasting regulators in ASO do not play a major role in this migration. ASO transition is a government product through Kominfo. However, in Article 8 of the Broadcasting Law, the duties and authority of the KPI and Regional KPI are to assist the government's broadcasting infrastructure, automatically KPID Bengkulu as the regional broadcasting regulator also helps in this ASO transition. This means that the Kominfo government and the Central KPI and Regional KPI are joining hands in making the ASO government program a success, remembering that Indonesia is one of the slowest countries in Asia that has not yet switched to digital as a whole.

## Discussion

In the research methods sub-chapter, it has been explained that the researcher used a research method using a qualitative approach. In this approach, researchers produce descriptive data in the form of spoken or written words directly from the sources being observed. Apart from that, researchers also use observation methods to obtain findings from research results. We know that broadcasting is a mass communication activity which has a function as a medium of information, education, control, social glue and healthy entertainment. This is in Broadcasting Law No.32 of 2002 in article 4 paragraph 1.

### Comparison Of Features And Capabilities Of Analog Tv And Digital Tv



picture 5.3, Source: Instagram @Indonesiabaik

The difference between analog and digital television is that the picture quality of analog TV will get the best picture if the location is not far from the transmitter, while digital TV does not need to be close to the transmitter to get good picture quality. Then the analog TV transmitter transmission system uses beams with direct modulation on the frequency carrier, whereas digital TV data is not immediately modulated. The data is first encoded in digital form, then transmitted.

Analog TV will still experience broadcast interference in the form of unclear images when the signal is weak or there is something that hinders transmission. Meanwhile, on





digital TV, if there is interference, it will only display one basic color and will not be accompanied by image clarity. As well as the advantages that digital TV has, the signal is more stable, it has two digital TV broadcasting statuses, the sound and picture are clearer and there are various additional facilities. So by migrating analog TV broadcasts to digital TV or known as ASO (Analog Switch Off), namely the presence of a warning system disasters with the availability of communication frequencies. Special disaster frequency in the 700 Mhz spectrum which ensures the smooth flow of information related to warnings, education and disaster management via digital TV. Not only image quality and sophisticated technology, digital television broadcasts also have the aim of building a creative economy, local wisdom and developing the broadcasting sector by sharing content.

The transition from analogue to digital television broadcasting in Indonesia has begun to be reaffirmed since the enactment of the Omnibus Law or what is called the Job Creation Law in 2020 as a new form of innovation in the field of broadcasting technology. In this law, Article 72 Number 8 states that "the migration of terrestrial television broadcasting from analog technology to digital technology or what is known as the ASO (Analog Switch Off) process must be completed no later than two years after the enactment of the Job Creation Law." Not only that, derivative regulations regarding broadcasting that strengthen this migration are in Government Regulation (PP) Number 46 of 2021 concerning Post, Telecommunications and Broadcasting (Postelsiar) in 2021. To adopt an innovation requires a process, because it is impossible for there to be one new idea taken for granted by society. So that in moving the analog TV broadcast system to digital or what is known as ASO (Analog Switch Off), it is crucial to socialize the role of the KPI, especially the Regional KPI, especially Bengkulu.

It is very important to disseminate information regarding migration to the public because many of them still don't know or understand about ASO. So that KPID can take part in this digital transfer process by conveying digital TV information clearly and correctly. KPID Bengkulu as the party appointed to help socialize this migration, provides an understanding starting from an introduction to what ASO is, the advantages and benefits obtained by migrating digital broadcasts, and the benefits for the people of Bengkulu in prioritizing local wisdom.

The dissemination of information regarding the substance of government policies regarding migration that have been made must be truly clear, detailed and easily understood. Clarity in conveying information to the target group or groups that are the target objects of ASO, not only the community but also partners who collaborate in this ASO. Apart from that, the public must know about ASO from a technical perspective. People have to adjust their TV to digital so they can enjoy it by adding an STB device. In terms of usage, there is no difference between analog and digital TV, meaning that broadcasts are free to air or can be enjoyed for free without having to use an internet network. Public understanding





of current technology is actually very necessary, however in Indonesia, especially Bengkulu, there are still some people who are pros and cons and understand this technological change. And this is a challenge for the government and broadcasting institutions to continue to educate and socialize regarding ASO.

The media are assumed to have a potentially significant influence, but it is the ideas and values carried by the media in their content that are seen as the main cause of social change. The influence of media as motivation and individual action. This view leads to a strong belief in various potential good and negative media effects. The transition from Analog TV to Digital TV could be a forum for internalizing idealism in the new communication era to introduce Digital TV and its benefits compared to Analog TV to the public and prove that the benefits of Digital TV make it easier for people to meet their information and entertainment needs, so that people do not think that this transition process make it difficult for them. This transition to Digital TV can also show that in the current new era of communication, we can still carry out our activities and can still follow various information that we usually get from Analog TV as usual, it's just that there are slight changes that occur when we switch to Digital TV. To realize a social construction, a role is needed for the media to broadcast an organization, event, or official institution (through a community that has a measurable program) that can provide education and persuasion to the public regarding the urgency of the transition from Analog TV to Digital TV itself.

As a data validity tester, the researcher also searched for and obtained some data, whether data based on the results of interviews with informants, field observations or documentation or images provided by informants directly to researchers. Researchers have also compared findings from several data obtained from different sources but often have few similarities. For example, there is a discussion regarding the challenges regarding the transition from Analog TV to Digital TV in Bengkulu City.

### **Analysis of Social Reality Construction Theory in the Indonesian Communication System**

In this research, researchers obtained research data from interviews with the Chair and Deputy Chair of KPID Bengkulu and the community as the researcher's basic reference and apart from that also through observation. The observations that the researcher made in this case were by observing and analyzing the results of the researcher's research using the Social Reality Construction Theory as a reference in analyzing how Analog TV transitioned to Digital TV in the Indonesian communication system. This theory is rooted in the constructivist paradigm which sees social reality as a social construction created by individuals, who are free humans. Individuals become determinants in the social world that is constructed based on their will, which in many cases has the freedom to act outside the



control limits of social structures and institutions. In the social process, humans are seen as creators of social reality who are relatively free in their social world.

The origins of social construction from the philosophy of Constructivism, which started from cognitive constructive ideas. In philosophy, the idea of constructivism has emerged since Socrates discovered the soul in the human body, and Plato discovered the mind. This idea became more concrete after Aristotle introduced the terms, information, relationship, individual, substance, matter, essence, and so on. He said that humans are social creatures, every statement must be proven to be true, and the key to knowledge is facts.

Every event is an objective social reality and is a fact that actually occurs. This objective social reality is accepted and interpreted as subjective social reality within media workers and individuals who witness the event. Media workers construct subjective reality in accordance with individual selection and preferences into objective reality displayed through the media using symbols. The display of reality in the media is what is called symbolic social reality and is accepted by viewers as objective social reality because the media is considered to reflect reality as it really is.

Berger & Luckmann are of the view that reality is socially constructed, in the sense that individuals in society have built society, so individual experiences cannot be separated from society. Humans as creators of objective social reality through 3 (three) simultaneous dialectical moments, namely:

### 1. Externalization

It is an effort to express or express human self into the world, both in mental and physical activities. This process is a form of self-expression to strengthen an individual's existence in society. At this stage society is seen as a human product (Society is a human product). In this research, it can be seen that planning the transition from Analog TV to Digital TV makes the community a model material in broadcasting where the transition process is still not optimal, especially as there are slight differences between communities in terms of human resources. The external factors that occur are of course not only from the environment, we also see how people want to follow what has been designed by the government, especially in terms of the transition from Analog TV to Digital TV as one of the information and entertainment needs in society.

### 2. Objectivation

It is the result that has been achieved (both mental and physical from human externalization activities), in the form of an objective reality which may be faced by the producer himself as a facticity that is outside and different from the human who produced it (present in real form). At this stage, society is seen as an objective reality (Society is an objective reality) or a process of social interaction in an intersubjective world that is



institutionalized or experiencing a process of institutionalization. In this case, it can be seen that several regions have enjoyed the results of the Analog TV transition process to digital TV, but it is not evenly distributed overall considering that one of the obstacles felt by the community is a signal that does not support the transition process itself so there are still blank spots in the area. certain region.

### 3. Internalisation

It is the re-absorption of the objective world into consciousness in such a way that the individual's subjective is influenced by the structure of the social world. Various elements of the world that have been objectified will be captured as symptoms of Reality outside of consciousness, as well as internal symptoms for consciousness. Through internalization humans become the result of society (Man is a social product). This stage emphasizes how society finally accepts the transition process from Analog to Digital TV so that some of them have started to discover the differences between Analog TV and Digital TV itself.

Externalization, objectification and internalization are dialectics that run simultaneously, meaning that there is a process of pulling out (externalization) so that it seems as if it is outside (objective) and then there is a process of pulling back in (internalization) so that something that is outside seems to be -will be within oneself or subjective reality. An understanding of reality that is considered objective is formed, through the process of externalization and objectification, individuals are formed as social products. So it can be said, every individual has knowledge and social identity in accordance with the institutional role that is formed or that he plays.

Basically, the reality of the transition from Analog TV to Digital TV shapes people's knowledge in the same way as talking about the image of a product. The public's decision to choose whether or not to choose a product is not solely due to the specifics of what has happened, but actually the decision occurs because of the role of the social construction of mass media as a scenario by the creators and media authorities, especially those in charge of TV broadcasting in Indonesia. In reality, social construction of Reality is slow, takes a long time, is spatial, and takes place hierarchically-vertically, where social construction takes place from leaders to subordinates, leaders to the masses, teachers to students, parents to their children, and so on. This is proven by the long process regarding the transition from Analog to Digital TV, then the transition was stopped so that it was not optimal and experienced delays for quite a long time.



## CONCLUSION

Based on research results, as follows:

The social construction process of the transition from Analog TV to Digital TV in accordance with Berger and Luckman's social reality construction theory is through three processes, namely: Externalization process, namely providing a cognitive understanding of the social reality of the transition to digital TV to the public. Objectification Process, namely the real realization of answering stereotypes about the transition from Analog TV to Digital TV and the reasons why you should switch to Digital TV. Internalization process, namely appreciating the value of the transition process from Analog TV to Digital TV through adaptation in various fields, both through online and offline media.

There are still people who do not understand the ASO system in the Analog TV to Digital TV Transition. Lack of literacy regarding this matter means that they just follow along. There are still people who admit that they don't really understand but still follow the use of STB, this is because they no longer receive Analog TV broadcasts as usual. Public awareness after seeing information about the transition from analog television systems to digital television systems can be said to be quite good, meaning there is awareness of the benefits of using it and concern for changing and switching to Digital TV. Based on the planning background regarding the transition from analogue to digital TV broadcasting, KPID Bengkulu has made efforts to carry out its role as the Indonesian broadcasting regulator. Even though in this ASO transition, KPID Bengkulu does not have a major role, legal regulations and participation in cooperation help the government to make the ASO transition in Indonesia a success, which is said to be very far behind other Asian countries, therefore KPID Bengkulu carries out the role of socialization and cooperation with various sectors and institutions, namely local governments, educational institutions, broadcasting institutions, and the community sector. With the KPID Bengkulu broadcasting institution, they collaborate by conducting outreach via social media regarding ASO as well as local television institutions and STB distribution. The socialization carried out by KPID Bengkulu has not been maximal directly.

There are still many people in Bengkulu who live in low economic conditions so it is difficult to buy digital devices. Apart from that, the signal range is not sufficient to be able to enjoy access to digital television broadcasts. Public understanding of digital technology is still lacking regarding digitalization. And for KPID Bengkulu itself, the challenge ahead after the transition is to ensure the content that will be presented by broadcasting institutions and the supervision that will be carried out extra. The obstacle in ASO migration for KPID Bengkulu is that there is no certainty of funding for outreach directly to the community to convey information regarding ASO. A lot of budget is needed to disseminate information directly and for this reason KPID Bengkulu does not have large enough funds. Apart from that, human resources are insufficient pre-migration or post-migration it self.



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