

COALITION IN THE IMPLEMENTATION OF BROADCASTING DIGITALIZATION POLICY IN GORONTALO PROVINCE

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Abstract: *In this study, the problems that occurred in the implementation of the broadcasting digitization policy which had been a savings point related to government policies that would shift from Analog TV to digital TV. The purpose of this study is to describe and analyze the coalition in the implementation of broadcasting digitalization policies in Gorontalo province. This research uses a qualitative approach. Data collection through observation, interviews, and documentation. Data analysis using qualitative descriptive analysis. The results showed that this coalition between actors had significant results or impacts and established good communication in the success of the broadcasting digitization program policy in Gorontalo Province.*

Keywords- *Coalition, Policy, Digitalization of Broadcasting, Television*

INTRODUCTION

Televisi Republik Indonesia (TVRI) started the history of Indonesian television by broadcasting it as Indonesia's first television station on August 17, 1962. TVRI again broadcast the live broadcast of the opening ceremony of the fourth Asian Games from Gelora Karno Stadium on August 24, 1962, which until now is celebrated as TVRI's birthday. Entering 1980, TVRI introduced national TVRI and local TVRI with local channels and content from several provinces in Indonesia. This development creates opportunities for the presence of new television stations, such as RCTI, SCTV, TPI, Indosiar, ANTV, TransTV, MetroTV, GlobalTV, Lativi, and TV7. After that era, there was still the emergence of other television stations, both new television stations and television stations that changed faces such as Lativi to TVone, TV7 to Trans7, NetTV, and local TV in each region. Now Indonesia is entering the era of free-to-air terrestrial digital television broadcasting (free digital TV broadcasting) which can emit image and sound signals sharper and clearer than analog broadcasts. Terrestrial digital television broadcasting is broadcasting that uses Very High Frequency (VHF) and Ultra High Frequency (UHF) radio frequencies as well as analog broadcasting with digital content formats. The Indonesian government has set out to adopt the digital television broadcasting standard terrestrial Digital Video Broadcasting - Terrestrial Second Generation (DVB-T2). This research was conducted to obtain an overview of the status and development of digital broadcasting in Indonesia and its current challenges. This research specifically discusses the digitalization of television broadcasting in Indonesia. Other broadcast media namely radio, film, and sound recordings are not covered for easy analysis.

The policy network serves to solve complex problems. In this issue, it is necessary to involve all stakeholders. So it is most appropriate to use a public policy network. One of them is the policy network, a policy-making model that involves all stakeholders. In the policy network, there are also several problems, namely, first, sometimes the government fails to align goals among network partners. Second, cultural differences make it difficult to align values, agree on goals and share knowledge. (Goldsmith, 2009).

The government in implementing policies requires a network of policies, one of which is the problems facing broadcast media in Indonesia, namely the transition of analog systems to digitalization experienced by broadcast media today. Digitization aims to save frequency. This is very important because frequencies are a resource-limited nature for the telecommunications world. The spectrum used in television broadcasting has been allocated to several channels in the VHF and UHF bands.



Along with the needs of spectrum and technological developments, spectrum efficiency is one of the important aspects to be used optimally.

One of the problems is that the information that comes and is released by the organization is often different from the information that flows within the organization itself. As is the case now even though KPI has announced an analogy switch to broadcasting digitalization based on Law Number 11 of 2020 (Kominfo, 2021), even for the regulation, KPI still cannot expressly convey to the Gorontalo Provincial KPID. These two things are very contradictory where when the legal umbrella for broadcasting digitalization has been passed, but the regulations still cannot be socialized by the KPI itself. The failure of communication between KPI and KPID is very clear with the fact that Kominfo does not know the Regulation at all and has not socialized the policies that have been passed.

The relationship itself has closely related to deal networking analysis and has the same actual purpose, which is the same as interaction. Relationships are created from an interaction between one person and another. Each individual will certainly establish communication with others through the interaction process that occurs so it will create a pattern of relationships between individuals from the results of the interactions formed. This is the opinion given by (Monge et al., 2003) who said that at the level of network analysis, the communication process involves relationships not their attributes and these relationships do not belong to an individual. It is characteristic of two or more individuals taken simultaneously. Thus, it is said that the communication network structure is built based on communication relationships.

Coalitions are central to policy process theory, advocacy coalition frameworks (Sabatier & Jenkins-Smith, 1999) and argumentative analysis (Hajer, 1993), actors expressing policy preferences in the form of discourse during policy formulation, as well as forming coalitions based on shared preferences (Leifeld, 2013; Sabatier, 1987) coalitions that occur actors interested in policy, discourse is very influential for issuing policy decision decisions. In Simon schaud's writings end florence metz explains the three ideal types of coalition structures, (Ingold & G scwend, 2014) that the opposing coalition structure and little coordination, a collaborative structure with an opposite but coordinated coalition as well as a unitary structure consisting of one dominant coalition.

METHODS

The implementation of this research uses a qualitative approach. The main reason this approach was chosen is that this study seeks to know, describe, and analyze the reality of the events studied to make it easier for the authors to obtain objective data to know and understand the coalition in the Implementation of Broadcasting Digitalization Policy in Gorontalo Province using the Discourse Network Analysis (DNA) approach.

The type of research in research carried out using case studies. Case studies by some experts are said to be a research strategy. Creswell (2017), that case studies are a type of research for qualitative research studies. As further stated by Yin (2018), a case study has the important purpose of analyzing data in detail.

This research was conducted at KPID, Kominfo Gorontalo Province, KPI, and central communication and information. The selection of this location is carried out purposively as the trend of studies that develop in public administration, namely: KPID and Kominfo Gorontalo Province are one of the broadcast media that have not implemented broadcasting digitization and KPI and central communication and information technology are broadcast media that determine the regulations for the implementation of broadcasting digitalization.

According to Yin (2008), in the case of studies, six sources can be used as a focus for data collection, namely documents, archival recordings, interviews, direct observation, participant observation, and physical devices. These six sources can be grouped into three data sources, namely documents and archival records grouped into documentation sources, interviews sourced from people/informants, direct observation, role observations, and physical devices grouped in the observation sober.



Table 1. Informant Data

| No | Elements of the Informant |
|----|--|
| 1 | Chairman of the Central KPI |
| 2 | Chairman of the Central Communication and Information Technology |
| 3 | Chairman of KPID Gorontalo |
| 4 | Chairman of provincial, city/ regency communication and information technology |
| 5 | Public figures |
| 6 | Broadcasting observers |

Using a qualitative approach, research is directed at collecting data that relies more on researchers themselves as data collectors. The data collection techniques used in this study were Interviews, Observations/Observations, Documentation Data and Focus Group Discussions (FGD).

RESULTS AND DISCUSSION

Digital television broadcasting in Indonesia is no longer inevitable. The digital broadcasting system is a very rapid development in the world of broadcasting where there is an increase in service capacity through the efficient use of the radio frequency spectrum. Digital television broadcasting systems are not only capable of transmitting image and sound data but also have multifunctional and multimedia capabilities such as interactive services and even disaster early warning information.

Starting in early 2012, Indonesia through the Regulation of the Minister of Communication and Informatics No. 05 of 2012, adopted the terrestrial digital television broadcasting standard Digital Video Broadcasting - Terrestrial second generation (DVB-T2) which is a development of the DVB-T digital standard previously established in 2007. In this regard, the government is trying to adapt to such rapid technological developments and considers it an opportunity for the future development of the national broadcasting industry. Before setting these digital standards, the government first conducts public studies and consultations by involving relevant stakeholders.

Terrestrial digital television broadcasting is broadcasting that uses VHF / UHF radio frequencies as well as analog broadcasting, but with a digital content format. In analog television broadcasting, the farther away from the television transmitting station the signal will be weakened and the image reception will be poor and shaded. It is different from digital television broadcasting which continues to convey images and sounds clearly to the point where the signal can no longer be received. In short, digital TV broadcasting only recognizes two statuses: Accept (1) or No (0). That is, if the digital broadcast receiving device can capture the signal, the broadcast program will be received. Conversely, if the signal is not received then the sound-image does not appear.

With digital broadcasting, the image and sound quality received by viewers is much better than analog broadcasting, where there is no longer a shaded image or any form of noise (ant spots) on a TV monitor. In the era of digital broadcasting, TV viewers not only watch broadcast programs but can also get additional facilities such as EPG (Electronic Program Guide) to find out the shows that have been and will be aired later. With digital broadcasting, there is the ability to provide interactive services where viewers can directly rate the sound of the broadcast program.

The migration to digital TV opens up opportunities for the emergence of creative content, so this opportunity will also absorb a lot of creative labor, the use of the application of digital TV devices and set-top boxes in facing the implementation of ASO with the Gorontalo Provincial Government. (Weible, Sabatier, and Mcqueen, 2009; Sabatier and Jenkins-Smith, 1999; Sabatier, 1991) Coalitions of government actors use their human resources to champion their core beliefs and realize their policy objectives (Sabatier & Jenkins-Smith, 1999; Sabatier & Weible, 2007). From the theoretical perspective of the ACF, (Sabatier & Jenkins-Smith, 1999; Sabatier & Weible, 2007). The resources owned by the Gorontalo provincial government are adjusted to the stages of the digitalization program implementation process as well as the existence of coalition or cooperation with several



Public Broadcasting Institutions and Private Broadcasting Institutions by the participation of KPID at the Provincial and City / Regency levels.

From the results of the research of the Digital Policy Implementation Network for broadcasting in Gorontalo Province, there are still areas that have not been reached by the program or have not been served in the digital TV migrasi.

From the results of the data reduction, it is explained that the network coalition for the implementation of broadcasting digitalization program policies in Gorontalo province is in line with the expectations of each actor or related party, the existence of a coalition or cooperation with the government, Community NGOs and Community Leaders.

In the division of tasks, this coalition is divided into 3 stages, namely Program Planning, Program Implementation and Program Supervision. In the first stage of program planning carried out by the Gorontalo government, namely the provision of Set Top Box grains for the poor through social data from the Gorontalo Provincial Social Service, the provision of this free STB is a social program but is different techniques because it will also be provided with installation services directly from the technical team from the government, for NGOs, in this case, the Provincial and City / Regency KPID intensively conducts socialization down to the community so that the community understands better and understand why they have to switch from Analog TV to Digital TV, while the community itself partly supports the program from the government.

In the second stage, the government has divided 3 regional stages in implementing the provision of social assistance, KPID and the Public Broadcasting Supervisory Agency and Private Broadcasting Institutions have come to visit the Gorontalo Regent's office to provide input and suggestions in terms of socializing the Gorontalo provincial government program, there are still people who have not migrated from Analog TV to digital TV broadcasting due to lack of understanding in the program and the public is still comfortable to use Analog TV broadcasts. From the explanation of the reduction data, it can be concluded that this coalition of actors has significant results or impacts and good communication in the success of the broadcasting digitization program policy in Gorontalo Province.

CONCLUSION

Coalition (Coalition) advocacy coalitions that often occur in cooperation forums can be resolved properly when the background knowledge of actors who are competent actors and defense and protection in solving problems that occur to produce a strategic strategy of one of the processes of influencing one another in solving problems, especially the scope of education and health problems that occur so that they can be said to be competent in the achievement of goals.

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