

ABSTRAK

Perkembangan teknologi akan terus terjadi seiring dengan kebutuhan manusia yang selalu ingin mencapai kesempurnaan. Televisi pun tidak luput dari perkembangan zaman ini dimana tidak lama lagi teknologi analog akan tersingkirkan oleh teknologi digital. Sekarang Indonesia sedang berada di masa transisi ini yang berarti industri penyiaran Indonesia harus mempersiapkan diri untuk mengatur strategi untuk bersaing dalam membangun televisi digitalnya masing - masing. Hal ini lah yang akan coba diterapkan oleh LPP TVRI Pusat Jakarta sebagai satu – satunya televisi publik di Indonesia.

Tujuan dari penelitian ini adalah untuk mengetahui bagaimana strategi penyiaran dan operasional LPP TVRI Pusat dalam menghadapi era televisi digital. Metode penelitian yang digunakan adalah penelitian kualitatif dengan pendekatan deskriptif. Penelitian ini terdiri dari lima informan yang dimana terdapat empat informan utama dan satu informan pendukung. Teknik analisis data menggunakan menggunakan model Miles dan Huberman dimana teknik pengumpulan data yang digunakan adalah wawancara mendalam, observasi, dan dokumentasi.

Kesimpulan hasil penelitian ini menunjukkan bahwa strategi penyiaran LPP TVRI Pusat Jakarta meliputi perencanaan jangka panjang dan pendek, kemudian belum ada produksi acara sendiri sehingga melakukan *rerun* acara untuk mengisi *rundown* yang beracu pada pola operasional digital dengan mengadakan evaluasi dan monitoring secara berkala. Sedangkan strategi operasionalnya adalah dengan memperhitungkan lingkungan eksternal seperti perubahan teknologi dan regulasi pemerintah, serta lingkungan internal seperti pengadaan alat dan transmisi digital yang kemudian LPP TVRI Pusat Jakarta berupaya untuk meningkatkan daya saing dengan cara melakukan differensiasi, memperluas *coverage* area, serta merekrut tenaga kerja baru.

Kata kunci: Strategi, TV Digital, Penyiaran, Operasional.

ABSTRACT

Technology will keep on growing as long as human keep on aiming perfection for their needs. Television is included in one of those things where in this era, the technology of analog television will be replaced soon by the new technology known as digital television. In this time also, Indonesia is at the time of analog-digital television transition which means that the industry of television have to prepare themselves to create strategies for their own digital television to compete with each other. This is the thing that Public Broadcasting TVRI Pusat Jakarta is trying to do as the one and only public television in Indonesia.

The purpose of this research is to know Public Broadcasting LPP TVRI Pusat Jakarta broadcasting and operational strategies in order to face the era of digital television. This research uses qualitative method with descriptive approach. It consists of five informants as resources research which four of them are the key informants, and one of them is the supportive informant. This research also uses Miles and Huberman model to analyze the conquered data which was collected by in-depth interviews, documentation, and observation.

The results showed that the broadcasting strategies of Public Broadcasting TVRI Pusat Jakarta consists of long term and short term planning, and up until now they have not yet made their own program for the digital television. Therefore, they do rerun of many kind of programs to fill the program rundown which refers to their digital operational pattern. They also have evaluation and monitoring daily. On the other hand, their operational strategies are including the forecasting or estimation of the outside company environment such as the technology and regulation changes, and the inside company environment such as digital hardware procurement. The other operational strategy is that The Public Broadcasting TVRI Pusat Jakarta makes serious efforts to increase their competitive values by creating differentiation, expanding coverage areas, and recruiting new employees.

Keywords: Strategies, Digital Television, Broadcasting, Operational.