

MAPPING THE CONVERGENCE TRENDS OF TELEVISION BROADCASTING MEDIA IN INDONESIA

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ABSTRACT

This research will analyze the media convergence with the rapid development of the existing equipment in the broadcasting system of the television station in Indonesia. The digitalisation and advancement of communication and information technology have a tremendous impact on the emergence of a new paradigm and therefore, will also change the overall perspective of humans about various problems that occur around them. With the emergence of digital channels, the analogue media cannot support the existing system independently and require the integration of technologies in the discovery of new platforms. To analyze the paradigm shift of the television stations in Indonesia, this research uses the case study research method through interviews and observation data collection techniques. The research results show that technological and information changes in the broadcasting system in some technical parts of television media, i.e. the library system, post-production and broadcasting systems in the control room of the research. In responding to media convergence, the diversity of technologies involved in the processes of convergence, it makes the work more practical and efficient. Efficiency is very visible in the decent decrease of the production finance (cost) where works become competent with the integration of related units in the processes of convergence.

Keywords: broadcasting, media convergence, Indonesian television, analogue-digital.

ABSTRAK

Penelitian ini bertujuan untuk menganalisis konvergensi media pada sistem penyiaran stasiun televisi di Indonesia. Digitalisasi serta kemajuan teknologi komunikasi dan informasi memiliki dampak luar biasa pada munculnya paradigma baru, karena akan mengubah perspektif manusia secara keseluruhan tentang berbagai masalah yang terjadi di sekitar mereka. Dengan munculnya saluran digital, media analog tidak dapat mendukung sistem yang ada secara mandiri dan membutuhkan integrasi teknologi dalam penemuan platform baru. Untuk mengevaluasi pergeseran paradigma stasiun televisi di Indonesia, penelitian ini menggunakan metode penelitian studi kasus melalui wawancara dan teknik pengumpulan data observasi. Hasil penelitian menunjukkan bahwa perubahan teknologi dan informasi dalam sistem penyiaran di beberapa bagian teknis media televisi, yaitu sistem perpustakaan, pasca-produksi dan sistem penyiaran di ruang kontrol. Dalam keragaman teknologi yang terlibat dalam proses konvergensi, membuat pekerjaan lebih praktis dan efisien.

Kata Kunci: penyiaran, konvergensi media, televisi Indonesia, analog-digital.

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INTRODUCTION

Globally, the digitalisation and advancement of technologies are playing a vital role in changing the ways media operates and disperses information tremendously (Gane & Beer, 2008). Today, we are in the era of

postmodernism and the era of virtual culture; where the digitalisation has played a role as a meaning of socializing and forming relationships in modern society (Sumarni, 2018).

Eilein Landers & Chan-Olmsted (2004) explains that digital and media

convergence has to go beyond the analogue system, breaking the divisions between computing, broadcasting, telecoms, opening the way for the TV to be accessed through the internet, where it can be viewed on a desktop PC, or even on the mobiles. This shows that we are entering an era of a paradigm shift where media will be everywhere, easily accessible and we will use all kinds of media (both analogue and digital television) in relation to each other (Ravi & Guru, 2016). It is recognised that the development of communication information technology provides a new paradigm and it changes the overall way of thinking about various problems on this earth (Briandana, Dwityas, Priyono, & Audinna, 2020).

Consequently, individuals now can make this cross-space-and-time communication easier with technological advancement equipped with various digital platforms (Dwityas, Mulyana, Hesti, Briandana, & Putrianti, 2020). This cross-space that works beyond human imagination, the world in cyberspace would create a "village" that keeps us connected under one roof. Members of this community would be able to communicate with each other efficiently and effectively at any cost. It is called telecomputing; i.e. the process of sending information to or receiving information from via the internet, and so people in different places meet at the same time (Iskoujina, 2010; Mulyana, Briandana, & Rekarti, 2020). Rogers (2000) states that the Internet will bring the world community to the concept of "global village"; where humans can stay connected and interactive with one another without any limitation.

The concept of the global village, digitalisation, technological advancement and the Internet is not only for individual progress, but also provides the advancement in the field of communication (MacDonald, 2006). The communication industry is a field that is interdependent on the Internet and technological advancement to operate across borders. It is an undeniable fact that it makes a significant change and impact in the communication industry (Tilley, 2011). According to Cunningham & Craig (2016), the globalization of communication and the transition of the information society is driven due to the acceleration of the convergence in

communication technology through digital computer technology. It leads to the marriage of computer and communication.

In line with the digital Internet development, it creates a technology being able to unite several communication platforms from the fragmented ones to a single unit called "Media Convergence" as "tools" to support the operation for the technological development (Chalaby, 2016; Chinmi & Marta, 2020). The media convergence can be interpreted as the incorporation or unification of mass communication outlets, such as print media, radio, television, and the Internet together with portable and interactive technologies through various digital presentation platforms (Gushevinalti, Suminar, & Sunaryanto, 2020; Ravi & Guru, 2016). In a simpler formulation, the media convergence is the incorporation or combination of various media types from separate and different ones (for example, computers, television, radio, and newspapers) to a single media (Norris, 2012).

Haftor & Mirijamdotter (2011) defines the media convergence as a flow of content across multiple media platforms, the cooperation of multiple industries with media and media migration activities. This phenomenon occurs after digital technology and new media emerge to operate as one single system. On a negative note, some industry analysts consider that the media convergence marks the weakening of "old media" such as print media and conventional broadcasting media and the strengthening of "new media" that the dynamic development is still occurring today (Ravi & Guru, 2016). However, one needs to understand that conventional broadcasting media is "writhing" to maintain its existence. Therefore, it takes the advantages of information technology development through media convergence to maintain its services for the technology-based community (Tilley, 2011). In this context, the media convergence refers to the television broadcasting stations that are going through the processes of convergence fully transforming into a digital system (Rains & Brunner, 2018).

As the fastest-growing technological media, television broadcasting stations are characteristically expensive due to electricity consumption, highly specific electronic equipment, the limited broadcast range, certain

bound time, limited mobility, and concentration of eyes and ears when watching television shows (Agustina, Dewi, Soemantri, Qureshi, & Moenanto, 2020; Murschetz, 2016). Based on the above description, it can be concluded that television is a combination of audio and visual elements with certain limitations that constantly requires upgrading for betterment (Briandana & Irfan, 2019).

Television has various entertainment packages to attract and entertain the watching audience (Briandana, 2019). According to Dominick (2012), the functions of mass communication are to convince (persuade), confer status, anesthetize (narcotization), create a sense of unity, privatization, and parasocial relationships. For the persuasion function, television can persuade the audience by assessing an event, strengthening what they already believe and activating to carry out something (for example, the influence of campaigns, public service announcements, and advertisements) (Rains & Brunner, 2018). For the main underlying factor, it can speed up the content production with the latest technology and the output or the final broadcast results so that the audience can receive clearly (audio) and watch good and clean images (Murschetz, 2016).

In the context of this research, researchers focused on one of the oldest television stations in Indonesia, namely RCTI and MNC TV (Morissan, 2011). RCTI is the first private station in Indonesia, while MNC TV is the third private station in Indonesia. The television broadcasting station of Rajawali Citra Televisi (RCTI) Indonesia has aired since 1988 and Media Nusantara Citra (MNC) has aired since 1991. At the beginning of both television stations, the library storage management system used the analogue equipment based on the broadcast content storage of the analogue cassette tapes. At that time, the storage media for the shooting content results and its program used the Video Tape Recorder (VTR) of the analogue cassette tape format and the work system was limited to recording and playing (playback) alternately.

From the aspect of equipment in the editing room/post-production room, it only used the analogue equipment, and the editing system had the Linear Editing concept frequently called the term A-B Roll editing

system. In this matter, the editing process used two, three, or four sources/taping materials and the results would be saved in the format of analogue Betacam Cassettes. An editor would playback the cassettes alternately for mixing. It would be carried out in order and did not use any Non-Linear Editing system yet. In the system, all material sources could be edited, combined and stored into a hard drive.

From the aspect of equipment in the broadcast control room, the equipment used as an image integration tool still used an analogue system. In the system, the images were combined in a device called the video switcher. The device could only function as the image integration device with very limited video effects facilities.

The digitalisation process almost penetrates all fields including broadcasting (Briandana et al., 2020; Enli & Syvertsen, 2016) In the past, the technology was a design for instrumental action and so, it reduced uncertainty in the causal relationships for the desired achieving results. The technology has two components, i.e. hardware and software. As the hardware consists of the technological tools in kinds of physical objects or objects, and the software includes the information base for these tools (Maris, 2016).

In the digital television context, we frequently talk about television hardware and computer software (Ferguson & Greer, 2016). The hardware consists of screens or monitors, transmitters, cameras, mixers, satellites and so on. The computer software includes encoded commands, instructions, and other aspects of information from these tools. It allows us to use it for the expansion of human capabilities in solving certain problems, integrating the analogue system with migration in the media where possible outcomes could be achieved (Karjaluo, Ulkuniemi, & Mustonen, 2015).

Media convergence is the slicing result of three new media elements, i.e. communication networks, information technology and media content (Van den Bulck & Enli, 2014). The media convergence brings the unification concept in one information device to various information services. The digitization breakthrough cannot block the flow of information (Huang et al., 2006). Information develops fast and without limit, and can prevent individuals from being

exposed to the flow of information (exposure (Ferguson & Greer, 2016)).

Dominick (2012) states that "the impact of the web defines convergence as the blending of the media, telecommunications and computer industries, and the coming together of all forms of mediated communication in digital forms". Grant mentions two specific technological developments that are very important for media convergence, i.e. digital (analogue-digital) technology and computer networks (Bennett, 2012).

The emergence of media convergence phenomenon has caused many traditional media to rack their brains so that they can survive the rapid changes in technologies around the world (Huang et al., 2006). The main innovation in the field of technology, according to Grant, is the ability of the media to make the virtual transition from analogue to digital technology (Cave, 2008). "The Analogue World" is a world that has always physically manifested because each message impulse in the format of sounds, texts or images has each reception path (Rains & Brunner, 2018). The examples are radio, television or microphone.

The technological development from analogue to digital one allows a media to deliver all types of waves in one frequency band. Images, sounds, texts, videos, and all kinds of other messages are combined and manipulated in the same format, and it changes the format into an instruction including a series of binary codes (numbers 0 and 1) (Van den Bulck & Enli, 2014). According to Norris (2012), the benefits from the use of digital systems include, "computer compatibility and integrity of the data when transmitted." In other words, digital devices can connect and transfer data to other digital devices. For example, digital cameras, cellphones and iPods can be connected to a computer.

The multiplexing system allows many signals to be superimposed on one transmitter and so, it is more effective (Tanner & Smith, 2007). The digital coding is also more flexible, and so, the stored data can be stored, modified, transferred, and manipulated for various purposes. The examples are images from digital cameras and these can be transferred to a computer easily, edited through Photoshop,

and converted to various formats ranging from JPG, PNG, GIF, or even assembled to video shows.

Moreover, the media convergence has close relations with media ownership (Huang et al., 2006). Current media ownership tends to lead to "cross-ownership" and therefore, various media frequently have multiple ownership (Karlidag & Bulut, 2016). The current trend of media ownership in Indonesia also shows the tendency of ownership convergence (Tapsell, 2012). For example, the MNC Group has RCTI, Global TV, MNC TV (television), Sindo newspaper (print media), Okezone (online), and Trijaya FM network (radio). Moreover, as the giant print media field with Kompas, City News and Tribune, Kompas-Gramedia Group also has Kompas.com (online), Sonora FM (radio), and Kompas TV (television) as its new media expansion. In this context, new media theory is used to answer the research problems.

Fiske (2012) reveals that it is easier to understand the digital codes for the distinguished units. It differs from analogue codes for its continuous scale. Therefore, it is not surprising if the orientation of human civilization development leads to the digitalization process. In other words, the process directs to ease, completeness, and speed in obtaining and understanding various information (Jung & Walden, 2015).

From the business aspect, the digitization promises significant cost efficiency with a wider coverage area and better service quality (Eileen Landers & Chan-Olmsted, 2004). It can serve the users of media services based on their needs and wants. Moreover, the more important one is that digitalization can accelerate the emergence of various creativities in the presentation of content material and therefore, the scope of business can be expanded. Such an explanation is a reflection of "Uses and Gratifications theory" where media usage by audiences advance in line with media advancement (Jung & Walden, 2015).

The research problem in this article is the convergence of media on television stations in Indonesia. This research analyzed the media convergence in the broadcasting system of the television station in Indonesia, such as the library storage system, post-production/editing as well as the event

production control room and the media record & player. Significantly, the research outlined the advancement of technology and media convergence from an analogue system to the digital system for betterment in delivering good quality images for its audiences.

RESEARCH METHOD

The research used the case study research methods and constructivism paradigm. The constructivist paradigm is a paradigm which is the antithesis of understanding that places observation and objectivity in discovering a reality or science (Jankowski & Jensen, 2002). This paradigm views social science as a systematic analysis of socially meaningful action through direct and detailed observation of the social actors concerned in creating and maintaining or managing their social world (Gunter, 1999).

The case study research methods are a series of scientific activities that can be carried out intensively, in detail and in-depth about a program, event, and activity at the level of individuals, groups of people, institutions and organizations to gain in-depth knowledge about the events (Yin, 2006). The selected events referred to as cases are actual (real-life events), which are taking place but something did not pass. This case study leads to positive development called the "Prospective Case Study". The case study type is required to find trends and directions in the development of a case (Yin, 2006). The follow-up research is in a kind of "Action Research" and it will be carried out by other competent parties (Yin, 2013).

Yin (2006) explains the intended as a bounded system, the system that does not stand alone. It is essential because a case cannot be easily understood without considering other cases, as other parts work for the system in an integrative and patterned manner. As a case does not stand alone, it can only be understood when researchers also understand other cases.

There are two ways in the research collection technique, i.e.: open-ended interviews and observation. The reason for choosing the interview method is the role of the informants considered important in the research. The informants cannot only provide

information, but they can also provide advice about other sources of supporting evidence and creating access to the relevant sources.

The interview data collection was conducted with six informants involved in the research object from the beginning, i.e. Head of Operational Programming Department of RCTI, Head of Third Artistic Operations Division of TV MNC Group, former head of RCTI's Post Production Department in the period of 1990-2000s, Head of Library System MNC TV, Head of Production Department RCTI, Ex-News Chief Editor SCTV.

The basis for selecting informants referred to the results of pre-research conducted by researchers, where six informants had the appropriate criteria related to research issues, such as: working in RCTI and MNC for more than 10 years, involved in the process of media convergence in RCTI and MNC, and involved in the use of broadcasting equipment from analogue to digital.

RESULTS AND DISCUSSION

Through data collection, it is found that the transformation from analogue to a digital system in the broadcasting media industry of RCTI and MNC. The research is divided into 3 (three) parts, i.e. the Library System, Post Production and some equipment in the Control Room Studio.

Library System

As the RCTI television broadcasting station was built in 1988, the RCTI Library only acted as part of the programming department unit. The function was the recording material provider in a kind of analogue Betacam Cassettes for analogue production teams and DVC Pro cassette tapes for the News Production team. The RCTI Library also received foreign film materials in a kind of one-inch ribbon. It would be transferred to similar cassettes with subtitles before airing. At that time, the RCTI Library required 26 (twenty-six) VTR players for cut-to-cut material work. Every three months' maintenance costs for the VTR head reached a total of USD3000 = USD12000 per year and it approximately required total annual costs of IDR8 billion for the supply of analogue /

digital analogue tapes to support the RCTI program production.

The process of work remains in a linear system. In the system, there is a transfer process from the original materials or masters to the edited or subtitled materials before these are turned into a master on air. There is a decline in the quality of the materials several times. The first when the material is reprocessed for other purposes, the material quality drops from the initial one. Moreover, another process that occurs in this linear system is the delivery of the recording material by hand carry or manually by the hands from the library officers to the destination (for example; the materials are brought to the ASAKA robotic player in the Master Control Room for airing) every day.

Considering the costs that RCTI has to allocate, in the early 2000s after getting the approval of the RCTI BOD, a basic concept was proposed in the Programming Division. The proposal was the tapeless concept for taping or shooting materials and hard disks for the broadcast material storage system as the first generation server. The impact of this new concept change can be shown directly for the reduction of purchasing costs for analogue/digital Becatam cassettes and maintenance costs for VTR heads. Moreover, the hand-carry era for the broadcast materials has ended when the materials can be carried out with the transfer by data.

Bogdanowicz et al., (2003) mentions the process as commodification, spatialization, and structuring. The elaboration in the section on Commodification frequently relates to three points; i.e. content, audience, workers. The commodification is the process of converting use-values into exchange rates. If it measures the use-value of the television shows on the usefulness and consumption (watched), then the exchange rate is measured from the potential values of these shows being sold and ending with the exchange rate (Tapsell, 2012).

The television shows that cannot be sold previously are processed in such a way and therefore, the television gets an "exchange rate". The television owners convert the use

values to exchange rates when they sell their television shows to advertisers. The greater the number of viewers accessing the television shows, the higher the value or price for the advertiser. The television ratings explain how the process takes place (Briandana & Irfan, 2019).

The high acquisition and rating of a television program do not necessarily mean that the television station managers can increase the rate card. This certainly will relate to the condition of other television stations in the setting of ads rate card prices. Therefore, it is not easy for a television station to set the selling price of the ads individually.

As a business institution, therefore, Cost Efficiency is an important factor for the television station owners to running their businesses and earning the revenue (low cost = high profit).

This digitalization process has an impact. The Library Programming unit has been upgraded its status to the Operational Programming Department. The department handles Subtitling & Dubbing, Transcription, Library content, Censorship and Quality Control (QC), which previously were under other departments, such as Acquisition Programming and Planning Scheduling and Techniques for QC (Personal Communication, 1 September 2019).

Therefore, the Operation Programming Department is established into an integrated system. It not only functions as the data storage but also handles the traffic activities for all forms of raw or finished materials to be used in RCTI. Moreover, the system is called Archiving Library System. In this system, the library can manage all library materials in a kind of files containing audio-video material and metadata, other codes as well as data on the in-charge individuals involved in making the materials including high and low-resolution format and others in one file transfer.

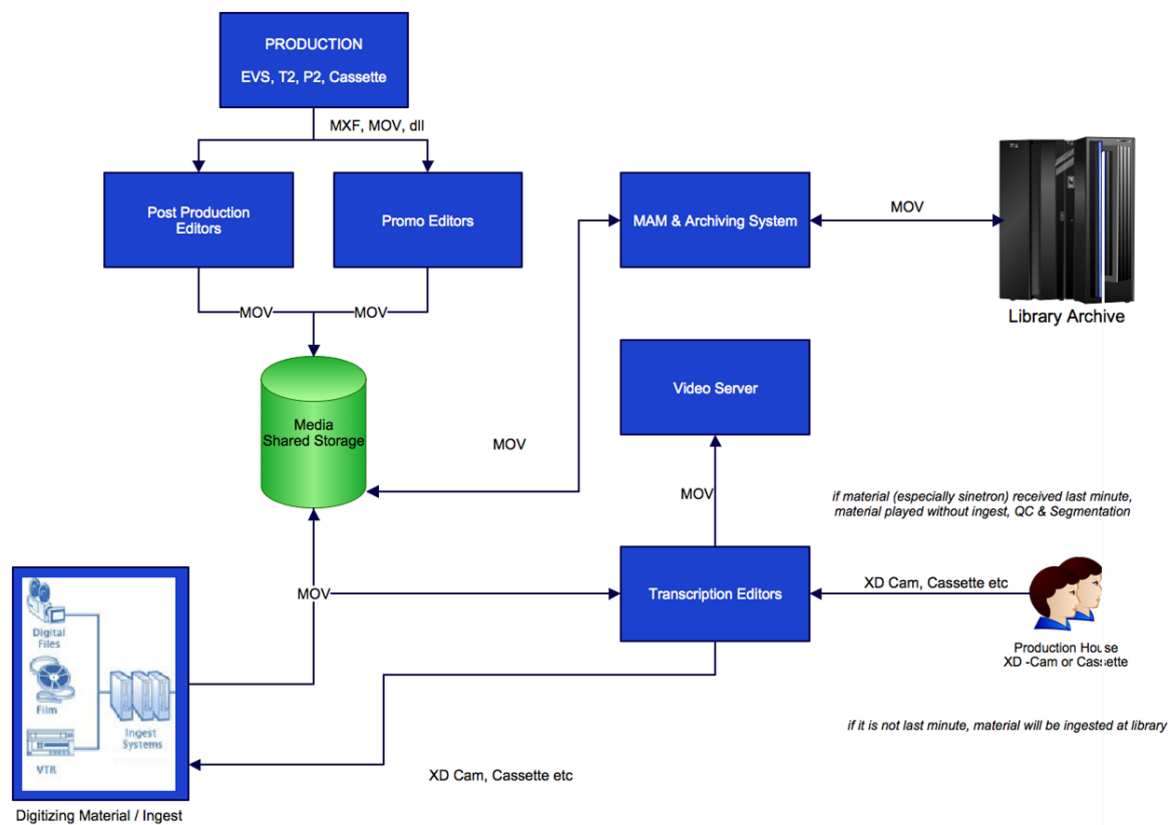


Figure 1: Material Ingest System to Library
 Source: Research Findings

This media library convergence occurs when the material ingest equipment unit is established. The materials have been transformed from cassettes to files in various video formats. Moreover, the data storage system is stored in the hard disks, SDAT, DLT (Digital Library Tape) and the first generation LTO (Linear Tape-Open) with a total capacity of 250GB. From the latest information, RCTI currently uses the sixth-generation LTO with a total capacity of hundreds Terra bites with the robotic system in calling each use of its LTOs to store the required data, as well as the restoration system to the LTO.

Post Production

The media convergence also occurs in the Post Production RCTI unit. The unit functions as the editing pattern in the linear editing system frequently referred to as the AB Roll editing. In the unit, the editing process used the tape to tape format for playback of the edited and recorded material. Moreover, it would be stored in 1 (one) unit

analogue/digital tape recorder and changed into the Non- Linear Editing (NLE) system. In this new system, moreover, the editing process no longer uses the editing pattern with separate material in cassettes but with the ingest pattern. The results will be stored in files on the NLE computer.

In the researchers' interview with Head of Post Production MNC, he explains that:

The migration of early generation tools occurs when the early generation Avid editing applications used PCs. At that time the Avid system could not be classified as cheap in the procurement costs. However, for the Post Production requirements at that time, RCTI tried the migration from the linear system to the non-linear system. The migration could no longer be postponed. It occurs in 2002 when RCTI acted as an Official Broadcast Partner of the Viva World Cup in Korea and Japan for Indonesia

(Personal Communication, 1 September 2019).

Over some time, the development of the Avid editing software evolved. It releases the Avid Express DV Pro series and it can be operated on the PC laptop media. However, it is very inexpensive and the company's decision to purchase it to support the RCTI sports team's coverage of the World Cup event.

Avid editing software is relatively cheap and efficient. However, it remains to have some weaknesses. The operation is on a PC, it frequently experiences "crashes" due to the virus susceptibility.

Finally, the editing software in the post-production moves from Avid to Apple software called the Final Cut Pro (FCP). It is operated on a Mac computer which viruses do not contaminate easily.

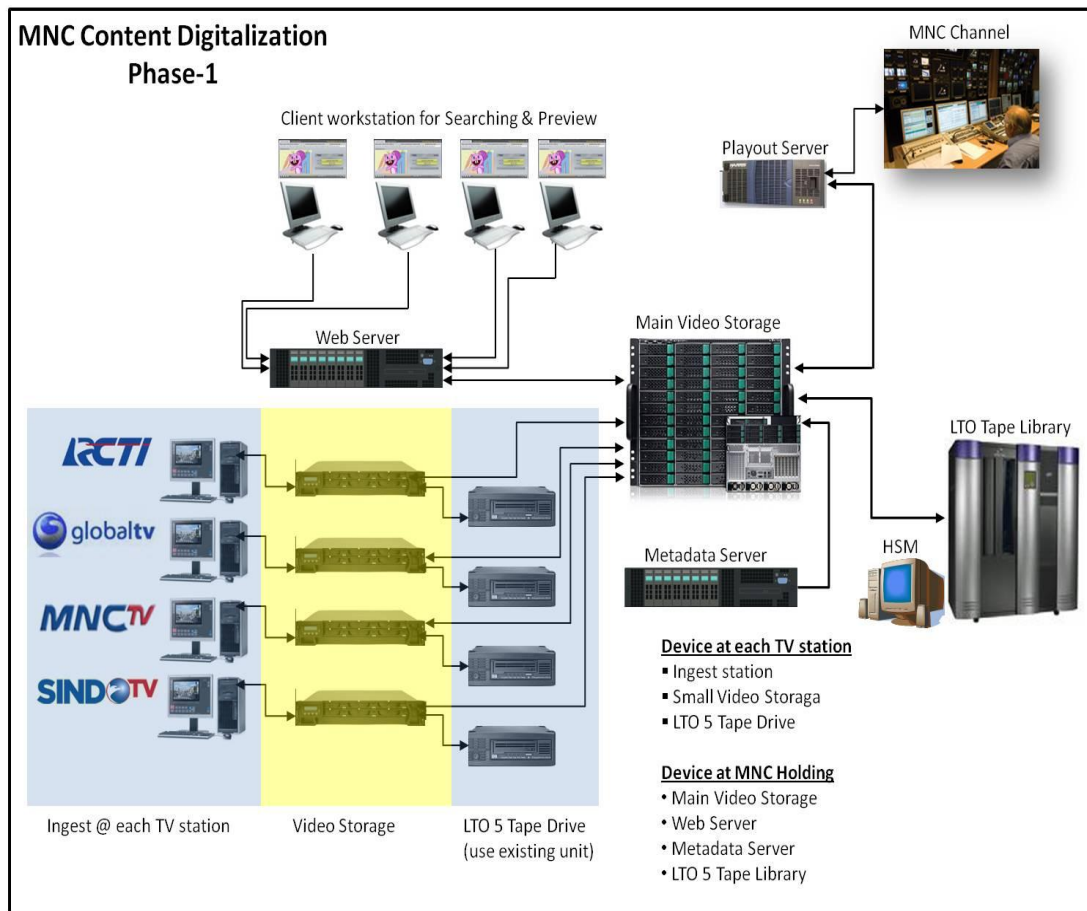


Figure 2: Flow of Material Storage in the First Generation LTO or Archiving Library System (Source: MNC Digitalization Phase)

Control Room

In RCTI and MNC's Control Room studio, the media convergence is significantly shown in the media player and record. Initially, RCTI and MNC's media player used the analogue/digital VTR Player and it was recorded on the analogue / digital VTR Record Betacam unit. In this digitalization era, moreover, the media is replaced with multy

input & playback digital storage media called XT VIA EVS company production. All media player and record functions can be carried out at the same time and this tool can record 12 inputs in the HD format or 4 channels in the 4K format inputs at the same time. For other benefits, this tool can transfer the multy recording results via the LAN network from studio to library or directly to the editing room

in another place. It can be carried out because there is a storage unit called NAS (Network Attach Storage). The presence and use greatly saves and cuts the uses of similar cassettes and PlayBack and Record VTRs on television stations.

Moreover, it has an impact on the system in the RCTI and MNC's Master Control Room (MCR). Firstly, it used the material Playback system via VTR player Betacam. Right now it depends on a server and uses the Video PlayList software installed on the MCR computer.

CONCLUSION

In a postmodern society, technological advances have had a considerable impact on the development of media, most notably in television stations. The interactive capabilities of digital media have altered the dynamics of communication and have given rise to new applications that were not previously possible. RCTI and MNCTV is one of the examples of the map of media convergence television station in Indonesia, occurs in the Library System, Post Production and some equipment in the control room studio. The studio has been equipped with new technology and it is a convergence. The presence of technology successfully makes a convergency.

Media convergence in the broadcasting system positively makes work easier, more practical and efficient. In the efficient aspect, it is visible from the amount of financing (costs) that have dropped dramatically if compared to those in the past. It makes work completed more quickly because everything has been integrated between the related units. From the aspect of economic implications, the convergence affects companies and the broadcast technology industry. This changes the nature of business behaviour. The benefits of media convergence are very profitable for the company's development. Moreover, the easy access to information makes industries and companies more easily and quickly anticipate the challenges, new needs of consumers and intense competition. In terms of workers, however, it is not uncommon to have an

impact on reducing the number of workers involved in the past system.

Moreover, other negative aspects include the reducing of social interaction between employees. It directly causes ineffective communication because face to face communication is no longer desirable in the cyberspace world. As a result, it causes loss of social presence and so, communication is not effective again. It does not see and feel the facial expressions and body language of other persons and finally, it will have an impact on the misunderstanding of the message contents. Generally, this reflects the SMCR (Sender-Message-Channel-Receiver) model, the process and the phenomenon of communication using various platforms.

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