

THE PROCESS OF MARKETING RELIGIOUS BROADCASTING BY THE PUBLIC BROADCASTING AGENCY OF THE REPUBLIC OF INDONESIA TELEVISION (TVRI) TO ENHANCE THE ROLE OF THE PRIME MINISTER IN THE ERA OF NEW MEDIA

Putri Rahmadani Zein ^{a*)}, Rubino ^{a)}, Efi Brata Madya^{a)}

^{a)} Universitas Islam Negeri Sumatera Utara, Medan, Indonesia

^{*)}Corresponding Author: putriahmadani3005213006@uinsu.ac.id

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Abstract. This research aims to understand the marketing process of religious broadcasting by the public broadcaster Television of the Republic of Indonesia (TVRI) to increase viewers' interest in the new media era. This research is field research with a qualitative descriptive approach. Data is collected through interviews, observations, and documentation. Data analysis is done by reducing data, presenting it, and performing verification. To maintain the authenticity of the data, researchers use triangulation techniques and perform information verification through member checks. The results of this study show that TVRI North Sumatra increases viewers' interest in the new media era by modifying religious broadcasts and attractively packaging them. Choosing an interesting and relevant discussion topic is also an essential factor. However, competition with other television stations and a lack of promotion on religious broadcasts became a barrier. TVRI leverages new media such as apps, websites, and YouTube accounts to reach and interact with viewers more effectively.

Keywords: commodification; television of the republic of indonesia; new media; interest of viewers

I. INTRODUCTION

The development of new internet-based media has brought significant changes to the media industry that has already existed. Many traditional media have yet to be left behind due to the emergence of this new media [1]. Commodification is one of the strategies used by the media to address these changes, both through content changes and improving the quality of human reset the audience's attention hence. According to Mosco [2], commodification is the process of moving value from the medium into the context; it is also how cultural products are prioritized under business interests. Commodity and commodification have a close relationship as objects and processes. Mosco explains that a commodity is a unique form that a product possesses during production, which involves the exchange of value. On the other hand, commodification is the process in which something is produced not only for its practical value but more for its exchange value. In other words, production is not only aimed at meeting the needs of society but also to encourage the accumulation of capital. Marx also argued that physical and cultural needs form commodities and can be defined in various ways [3].

In the context of the relationship between commodification and communication, two dimensions explain the link between the two. First, communication processes and technologies contribute to the overall commodification process in the economy [4]. Second, the commodification of work and society generally involves the

penetration of communication processes and institutions, which affect communication as a social practice. In detail, commodification is a process or way of packaging messages to have a sales value that attracts the interest and sympathy of the audience [5].

A media should be able to commodify its content by connecting it to topics that are trending and discussed by the audience. Maintaining the media's existence amid competition with the new media is crucial. The presence of new media provides wider opportunities to monetize content through digitalization processes that transform communication, including data, words, images, and sounds, into ordinary language. The method of digitalization also provides significant advantages in terms of transmission speed [6]. Television is one of the forms of broadcasting media that has undergone significant evolution, especially in information technology. Television has become essential for communities, both in cities and remote areas. Broadcasting is carried out through agencies regulating the public's content, such as Public Broadcasters. (LPP) [7]. Currently, LPP in Indonesia is represented by Television of the Republic of Indonesia (TVRI) and Radio Republic Indonesia. (RRI). This is regulated in Article 14, paragraph (2) of the Broadcasting Act, which states that the LPP consists of RRI and TVRI, with its central broadcasting station located in the country's capital [8]. Article 14 (1) of the Broadcasting Act states that LPP is a legal body established by the state, independent, neutral, non-commercial, and serves to provide public services that

prioritize the interests of the public in Indonesia. Article 14, paragraph (1) emphasizes that the government shall form an independent, neutral, non-commercial legal body and act as a public service provider [9]. On March 18, 2005, the Government issued three regulations governing LPP, LPP TVRI, and LPP RRI. Three such regulations are Government Regulations Number 11 of 2005 on Public Broadcasting Organizers (PP 11 from 2005), Government Regulation Number 12 from 2005 on the Public Radio of the Republic of Indonesia (PP 12 from 2005), and Government Regulations Number 13 from 2005 about the Public Television Television Organizations. (PP 13 Tahun 2005). These three government regulations are part of implementing the Broadcasting Act that regulates the establishment of regulations under the LPP-related laws. Public broadcasting agencies are defined in Article 1 Paragraph 2 PP 11 of 2005 as broadcasters that have the form of a legal body established by the state are independent, neutral, and on-commercial, and serve to provide services for the public interest. This is by the provisions of Article 14 (1) of the Law on Broadcasting. The development of new media based on the Internet has brought significant changes in the media industry. Many traditional media have yet to be left behind due to the emergence of this new media. For example, print media such as newspapers today must compete with Online press that allows the public to get information instantly [10].

Similarly, a radio that previously relied on broadcasting via radio frequencies can be accessed through online streaming. These new media facilitate society and have a significant impact on broadcast media such as television. Television is a medium that presents various programs and is attractive to the community [11]. Technological advances have allowed television to provide a visual audio display that consumers can use simultaneously. This makes television more popular than radio. The enormous potential of television media and the impact of broadcasting delivered to society transforms its function from merely information media, means of transmission of aspirations, and entertainment into the communication media industry [12]. These changes have caused the television industry to focus more on their profits than on considering whether the broadcasts they show benefit society. Nevertheless, Indonesia has many media that present information, education, and entertainment that can be by the community. Some media also broadcast religious programs by the Public Television Agency of the Republic of Indonesia. (TVRI). The religious programs posted by TVRI, such as Islamic Track, Islamic Religion Mimbar, and Da'i Cilik, provide an understanding of the teachings of Islam with an exciting delivery [13]. Given the rapid development of technology, the use of television media has experienced a decline in audience interest. This can be seen from data from Nielsen Consumer & Media View Q3 2022 (Indonesia), where TV and the internet are the two media types with the broadest reach. TV still presents 81.1%, but the internet has experienced significant growth of 76.7%. TV users are generally predominantly aged 40-49 (18%) and aged 50+ (23%), while fast-growing digital users are dominated by ages 10-19 (22%) and ages 20-30 (26%).

Source	Year/Variable	Share	TVR	000s	Reach 000s
Idn 11 Kota SEC	2018	0,94	0,12	57.393	6.660.622
	2019	1,62	0,20	98.103	7.174.408
	2020	1,43	0,18	90.888	6.325.729
	2021	1,28	0,14	71.184	4.761.743
Idn Total TV	2022	0,87	0,09	50.346	4.432.472

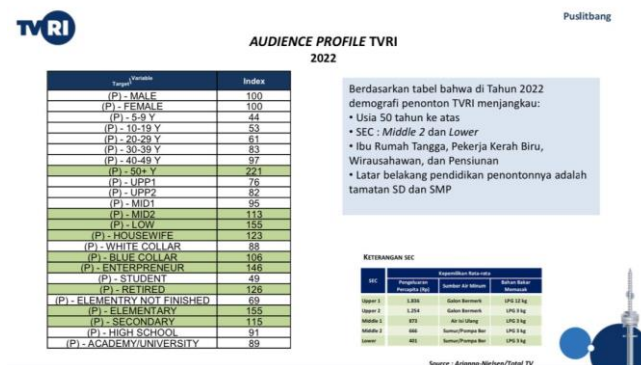


Figure 1. audience profile TVRI 2022

II. RESEARCH METHODS

This research uses the type of field research with a descriptive qualitative approach. A type of field research is a type of research that focuses on the collection of empirical data in the field [14]. Data sources in this research use primary and secondary data sources that include data directly from the start, that is, an interview, the opinions of an individual or group (people), or the results of an observation of an object, event, or test result (thing) and data obtained through intermediary media or previously existing data [15]. Data collection techniques in this study include interviews, observations, and documentation [16]. Data analysis techniques in this study are done by reducing data, submitting it, then performing data verification [17]. Inning data consistency, researchers perform triangulation techniques by checking from different sources and comparing data obtained through interviews with observation data or documentation studies related to the topic of discussion [2]. The researchers also checked information to the informant through a member check [4].

III. RESULTS AND DISCUSSION

The Process of Commercialization of LPP TVRI to Enhance Religious Broadcasting in Attracting Audience Attention in The Era of New Media

TVRI was founded in 1962 and currently holds the Public Broadcasting Agency (LPP) status in Indonesia. TVRI has a vision to be a reliable, professional, innovative, and integrity broadcaster. TVRI's mission is to support the President and Vice-Presidents, organize effective services, and improve the quality of human resources and infrastructure. TVRI has regional stations in various regions of Indonesia.

TVRI performance indicators include program plans, program production and broadcasting, partnership cooperation, news production, sports broadcasts, news broadcast, equipment procurement, and maintenance of engineering infrastructure. The transition from analog TV to digital TV has brought significant changes in the use, planning, and activities related to television broadcasting. This shift is due to rapid technological development and the government's desire to keep up. Previously, television was one of the most sought-after media by society because of its attractive appearance: this benefits companies and other parties who want to promote their products or services through television.

With the transition to digital television, the competition between broadcasting stations has become more stringent in attracting audience interest. Broadcasting stations should provide the best service to the public to increase the number of viewers. Especially in religious broadcasting, broadcast stations must compete with other stations to attract public interest. In the era of digital television, broadcasters use a variety of media such as YouTube, Instagram, and Facebook to reach people who are not watching television at home. In homologating broadcasts to have high exchange rates, the steps to consider are to pay attention to the developments of the times and see what is becoming the trend in society. Broadcasting stations must choose exciting topics and pack them well to attract public interest. For example, they invite a famous religious figure as a jury or guest star on a religious broadcast program. In addition, attractive visual packaging is also essential to keep the audience interested. It is worth noting that digital TV is still a barrier for some societies, especially those older. Therefore, broadcast packaging should consider the understanding and ease of use of digital media for the audience.

In addition, religious broadcasting should follow societal trends, have an educational and cultural message, and not offend the parties involved. Based on the results of the interviews, it can be concluded that measures to increase public interest in religious broadcasting include the selection of exciting topics, attractive packaging, and the use of appropriate digital TV technology. It is also essential to consider the public's understanding of the technology used and to follow the ongoing trends in society.

TVRI's Obstacles to Changing Religious Broadcasts to Increase Audience Interest in The New Media Era

In implementing an activity, you will undoubtedly face challenges from both internal and external factors. These challenges become obstacles to such activities in achieving the objectives set. If overcome immediately, these barriers can positively impact the activities carried out. The same applies to the changes in broadcasting stations, such as the transition from Analog TV to Digital TV, which faces obstacles in its implementation. These barriers can arise both internally and externally. These shifts put significant pressure on the changes, especially in increasing the audience's interest. Although mature and structured preparations have been made, there is still the possibility of obstacles to increase audience

interest, especially when using Digital TV media that must compete with other TV stations to attract audience interest. This situation becomes a problem that needs to be addressed immediately so that viewers do not switch to another broadcasting station. To obtain its existence and increase the audience's interest in a broadcast, adequate measures must be taken to achieve that goal. Of course, the obstacles that arise in implementing activities cannot be avoided, but their impact can be minimized through good preparation. These barriers can vary depending on the problems that arise. In increasing the audience's interest in a broadcast, it often happens to the audience itself that it feels that the broadcast is irrelevant to them, so they miss it. In addition, the obstacle can also come from the broadcaster that broadcasts a less attractive broadcast so that the audience loses interest in watching it.

Based on the results of the interview, one of the obstacles TVRI experienced in increasing the audience's interest is the need for more promotion related to the transition to Digital TV. The public must know that TVRI has good Islamic programs and provides information and education. Therefore, the producer will gradually package the content of the message well and attractively so that the audience's interest increases. Mr. Tirmidzi, Chairman of the Production Control and Broadcasting Program Planning Team, also revealed that TVRI is increasingly trying to package the message's content to compete in the current new media era, including in religious programs. From the results of interviews with TVRI broadcast staff, especially on religious broadcasts, several barriers hinder the audience's increased interest. One is the need for more audience interest in watching religious broadcasts. This may be due to the audience's preference to prefer entertainment over the event that provided benefits. Research shows viewers are less interested in religious broadcasting because they need knowledge about the event or prefer more entertaining possibilities. The audience's ignorance is the cause of the decline in the number of audiences in religious broadcasts.

Lack of promotion on religious broadcasts and minimal knowledge of the broadcast schedule hindered the increase in audience. Therefore, it is essential to carry out adequate advertising and to inform the public that TVRI will broadcast religious broadcasts at a particular time. The obstacles that arise are limited to the promotion and the packaging of religious broadcasts. In competition with other broadcasting stations, broadcast packaging should be done attractively so that the audience does not get bored. It is crucial that TVRI can compete and have a high rating, which shows the increased public interest in the broadcast.

Media Used to Modify LPP TVRI Religious Broadcasts to Increase The Interest of Viewers

The transition from Analog TV to Digital TV has led to significant changes in several television broadcasting stations, including in the performance of employees, the needs, the preparations carried out, and the media used to inform the public. The visible difference between analog and digital TV media is the broader use of media on digital TV, where the development of technology and the Internet is well exploited.

The government has encouraged the transition to Digital TV broadcasting because it is cheaper, easy to use, and has good quality compared to Analog TV. One of the broadcasting stations that suffered the transfer was TVRI, which was also the first TV station in Indonesia. TVRI uses new media, especially new media or digital media, which leverage the internet and technology to be accessible to the public. The new media provides easy access and can be by all, and is accessible from anywhere [18][19]. In this regard, TVRI adopts collaborations between digital media and television to expand its broadcast scope. In addition, viewers tend to enjoy TVRI's religious programs through the web and YouTube, which are more popular than other media. In addition to television media, TVRI also uses internet media, such as YouTube, to increase audience interest. YouTube is a popular social media platform that provides video content that can be downloaded and shared with the public. TVRI uses YouTube to deliver broadcast content to people who need more time to watch live broadcasts on television. In addition, TVRI also has a website that serves as a channel of information and broadcasting to the public, who do not have time to watch live broadcasts on television but can access them through personal devices such as mobile phones. Overall, the media used by TVRI to boost audience interest in religious broadcasting includes Digital TV, internet media such as YouTube, and TVRI websites. The press enables television to reach and meet the needs of a wider audience, either through live broadcasts on television or digital access via the Internet [20].

IV. CONCLUSION

Based on the research and analysis that has been conducted, it can be concluded that to increase the interest of viewers in the era of new media, the Institute of Public Broadcasting Television of the Republic of Indonesia (TVRI) of North Sumatra carried out the commercialization of religious broadcasting by packaging it attractively. The emphasis on attractive packaging aims to increase public interest in watching the broadcast. In addition, the choice of discussion topics that are out of the box or being talked about is also an essential factor in attracting the audience's attention. Public interest in watching religious broadcasts can be enhanced by raising exciting and relevant topics. However, there are also barriers to commodifying religious broadcasting, especially in the competition between television stations to attract public interest. Every television station does its best to make a broadcast that attracts viewers. In addition, the need for promotion on religious broadcasts is also an obstacle to increasing audience interest. Public ignorance of the timetable of the broadcasts can cause them to miss the program, and some viewers are not interested in watching the religious broadcast. This becomes a significant obstacle in achieving the goal of increasing viewers' interest in religious broadcasts. After switching from Analog TV to Digital TV, TVRI has used new media to increase public interest. In addition to electronic media, they also use internet media by launching an app called "TVRI Click," with a website with the URL "tri.go.id" and a YouTube account. By leveraging the new

media, TVRI can be more effective in reaching and interacting with viewers, thus increasing public interest in watching religious broadcasts.

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