

Digital Broadcasting and Business Opportunities for Universities in Indonesia

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ABSTRACT

The implementation of digital broadcasting policies in Indonesia was marked by the issuance of Law Number 11/2020 concerning Job Creation, which was followed by the migration from analog to digital broadcasting (Analog Switch Off/ASO). The dynamics of digital broadcasting are caused by the tug of war between the legislative, executive, judiciary, academics, nongovernmental organizations, and the broadcasting media industry itself. What is the policy of digital broadcasting after the implementation of Law Number 11/2020 concerning Job Creation, especially Article 60 A regarding ASO on November 2, 2022? What are the opportunities and challenges that communication-based tertiary institutions have in utilizing digital broadcasting in Indonesia? The paradigm of this research is qualitative. Data collection techniques through observations on digital broadcasting business trends, interviews, and legal studies. As a result, the digital broadcasting policy has been running quite well so far. Although implementation in each field is constrained by various problems: infrastructure, infraculture, human resources, and the extent of territory. Findings found that higher education institutions must be able to take advantage of opportunities for digital broadcasting policies as a means of disseminating information. The latest research results indicate that universities can establish digital television companies or content providers as well as a place for distributing work for college graduates.

Keywords: *Broadcasting, digital, ASO, universities, policy.*

INTRODUCTION

The Minister of Education, Culture, Research, and Technology issued several regulations relating to the “*Merdeka Belajar Kampus Merdeka/MBKM*” curriculum policy. The policy substantially intends to marry or synergize the existence of higher education with industry, business, and work. Lecturers, students, and educational staff are given very loose opportunities to develop themselves on and off campus. This prompted a major change in aspects of the higher education curriculum. This policy was adopted so that college graduates could be immediately absorbed to work in various companies. On the other hand, academics have broad opportunities to have professional work experience in various industries to enrich the experience that will be given to students. The existence of the analog broadcasting media industry is threatened by the issuance of Law Number 11/2020 concerning Job Creation; one of which regulates the analog broadcast media industry and broadcasting.

In Law Number 11/2020 concerning Job Creation Article 60A paragraphs 1-3 regulate digital broadcasting. Paragraph 1: “Broadcasting operations are carried out by keeping abreast of technological developments, including the migration of broadcasting from analog technology to digital technology”. Paragraph 2: “Migration of terrestrial television broadcasting from analog

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technology to digital technology as referred to in paragraph 1 and analog switch of broadcasts shall be completed no later than 2 years after the enactment of this law". Paragraph 3: "Further provisions regarding the migration of broadcasting from analog technology to digital technology as referred to in paragraphs 1 and 2 are regulated in a Government Regulation".

The Government Regulation in question is the Government Regulation Number 46/2021 concerning Post, Telecommunications, and Broadcasting which was issued on February 2, 2021. Article 97 paragraph 1b states that: "Public Broadcasting Institutions, Private Broadcasting Institutions, and Community Broadcasting Institutions for television broadcasting services are required to stop broadcasting analog television no later than November 2, 2022, at 24.00 PM and carry out broadcasting digitally through multiplexing, adjust Broadcasting Operations Permits, and return Radio Station Permits for analog television to the Minister".

Whereas in Article 97 paragraph 3 it is stated that: "Public Broadcasting Institutions, Private Broadcasting Institutions, and Community Broadcasting Institutions for television broadcasting services that do not comply with the provisions referred to in paragraph 1 letter b are subject to administrative sanctions in the form of revocation of Radio Station Permits for analog television".

Of the two regulations above, the legal consequences are that analog broadcasting in Indonesia will be closed or frozen on November 2, 2022, at 24.00 PM. Although several regions have experienced a one-month delay from the predetermined schedule, such as the Analog Switch Off (ASO) in Yogyakarta, West Java, Central Java, and Batam, for example, it was only carried out starting December 2, 2022, at 24.00 PM. Even though from the start, three stages of ASO implementation had been determined, namely stage one to take place from April 30, 2022, for 56 broadcasting areas (166 districts/cities); the second phase will take place on August 25, 2022 in 31 broadcast areas (110 regencies/cities); and the third stage on November 2, 2022, in 2 regions (63 districts/cities) (Kominfo, 2022).

After November 2, 2022, a new chapter should have started in the form of pure digital broadcasting without any more simulcast frills or dual broadcasts (between analog and digital broadcasts simultaneously). Several regions are still implementing analog broadcasting due to constraints. There are many differences between analog and digital broadcasting. Although substantial, there are still essential similarities in terms of the content displayed between analog and digital broadcasting systems.

Based on the Ministry of Communication and Informatics of the Republic of Indonesia (Kominfo, 2021), there are 728 television stations broadcasting analog in Indonesia. They consist of 1 Public Broadcasting Institution, 20 Local Public Broadcasting Institutions, 18 Community Broadcasting Institutions, and 689 Private Broadcasting Institutions where the number of Private Broadcasting Institutions is categorized into 487 Network Station Systems and 202 Non-Network Station Systems (local). Currently, the Television of the Republic of Indonesia already has MUX (Multiplexing) in 34 provinces and Private Broadcasting Institutions have MUX in 12 Provinces.

This means that the migration of analog to digital broadcasting has brought major changes to the business ecosystem of the digital broadcast media industry. There is currently no legal map regarding digital broadcasting. The backbone of broadcasting law refers to Law Number 32/2002 concerning Broadcasting, which still regulates analog broadcasting. The definition of broadcasting is still analogous according to the regulation. The existence of Law Number 11/2020 concerning Job Creation; one of which regulates digital broadcasting; then supported by

Government Regulation Number 46/2021 concerning Post, Telecommunications, and Broadcasting, which specifically regulates digital broadcasting. Relatively, it is necessary to enact a new law to renew the existence of Law Number 32/2002 concerning Broadcasting. Ideally, if it is true that the Indonesian government implements pure digital broadcasting starting November 2, 2022, and after that date; then there must be already a legal backbone for digital broadcasting when it is implemented in Indonesia.

The existence of a wide gap between practice in the field and noble ideals creates an ideal regulation and has the potential to cause legal turmoil or legal cases in the future; according to Supadiyanto (2021). Because without the presence of progressive digital broadcasting regulations, legal disputes concerning the world of broadcasting are at risk of occurring.

Higher education is the center of intellectual activity which contains three main activities called the Tri Dharma of Higher Education consisting of education, research, and community service which play a central role in creating multitalented human resources in managing various fields. Communication-based campuses must be able to capture and respond to golden opportunities in utilizing government policies regarding digital broadcasting. Moreover, the number of tertiary institutions in Indonesia is large. Data from the Pangkalan Data Pendidikan Tinggi (PDDikti) (2022), noted there are 4,536 tertiary institutions with 40,552 study programs; 306,257 lecturers, and 9,523,189 students. The potential is huge and an opportunity for the availability of superior and dignified human resources.

The existence of a digital broadcasting policy that will absorb a large number of workers is an opportunity for universities to take advantage of this momentum. The digital broadcasting industry, which is capital-intensive and technology-intensive, requires skilled and militant personnel capable of managing this creative business that is increasing globally.

There are two main problem formulations. First, what is the policy regarding the implementation of digital broadcasting after the implementation of Law Number 11/2020 concerning Job Creation, especially Article 60 A regarding ASO on November 2, 2022? Second, what are the opportunities and challenges that communication-based tertiary institutions have in utilizing digital broadcasting in Indonesia?

LITERATURE REVIEW

Based on extraction of the results of previous studies can be summarized. First, the results of the research by Setiawan et al. (2020, p. 88) show that broadcasting regulations are not successful in the context of free-to-air broadcasting in the Indonesia-Malaysia border region because Malay cultural expressions do not have a place in Indonesian television. The problem is that the Indonesian people who live on the border are more exposed to Malay cultural programs, which Malaysia's broadcasts are free to air. This fact is certainly very concerning and requires a revolutionary policy to overcome the problem.

Second, Kalaloi (2020, p. 49) found that there was delegitimization of the Single MUX policy which was considered worse when compared to the Multi MUX policy. The issues raised included potential threats to democratic values, such as mass layoffs in the broadcasting industry, the issue of excesses of authoritarian policies because management rights were monopolized by the government, and issues of unpreparedness of government infrastructure which resulted in

wasted budgets in the procurement process of new infrastructure. That is the main reason why the revision of Law Number 32/2002 concerning Broadcasting has been stagnant until now.

Third, the results of Riyanto (2019, p. 60) explore the reasons why Law Number 32/2002 concerning broadcasting must be revised. Through his research, various reasons for the need to revise the law were revealed, even though the results have been nil so far. The tug-of-war between the fields of media law and business-commercial-economic law where the attraction of business-economic interests is very strong in determining the policy direction for the revision of the law.

Fourth, Nainggolan (2018, p. 781) concludes that the audience market and advertising revenue for the national television industry are still dominated by three media business giants, namely Global Mediacom Group, EMTEK, and Visi Media Asia. The trend is that the economic performance of the television corporate group is experiencing a general economic slowdown.

Fifth, Harjessi and Huseini (2019, p. 138) conducted research whose results summarized the road map for implementing digital broadcasting that has been carried out in Indonesia from 2008 to 2019. This research is interesting because it can photograph the implementation of digital broadcasting policies with various dynamics and obstacles that confront it.

Sixth, Budiman (2020, p. 107) in his research reveals that the struggle to revise Law Number 32/2002 concerning Broadcasting has actually been carried out at the level of the People's Representative Council since the council period continued in 2014-2019, and is now till 2019-2024. Although the results are still nil, the tug-of-war between the government, the People's Representative Council, and industry in revising Law Number 32/2002 concerning Broadcasting has become a serious problem that progress on the revision of the regulation is stagnant.

Seventh, Hutabarat (2014, p. 493) emphasized in his research that some digital broadcasting business models can be adopted and developed in Indonesia, by learning from digital broadcasting business practices abroad. The study was carried out by comparing it with the practice of implementing digital broadcasting business models in the following countries: England, France, Australia, Japan, and Malaysia. From the countries above, it can be concluded that there are only three digital broadcasting business models. There is a unification between content providers and network providers; a separation between content providers and network operators; as well as a separation between content providers, network operators, and multiplexer operators. Of the three business models, the most relevant to be implemented in Indonesia is the second digital broadcasting business model-separating content providers and network providers so that each can focus on its business area, as well as gains in terms of efficiency.

Eighth, in Malaysia, broadcasting issues have decreased. Jamaluddin Aziz (2019) found that the word and meaning of broadcasting experienced a decline and a shift in meaning in debates in the Malaysian Parliament from 1959 to 2018. The word publishing experienced an increase. There is a shift in the meaning of broadcasting due to policy changes related to broadcasting convergence. Simply put, policyholders use the word broadcasting minimally.

Ninth, in Indonesia, digital broadcasting policy experienced a long debate in 2017-2018. Kalaloi (2020) explained the negative news in online media regarding the single MUX policy to influence policy in parliament. Interpreting a single MUX will only be detrimental to the industry

because there will be mass layoffs and the government's unpreparedness to handle TVRI's infrastructure.

Tenth, Supadiyanto's research (2021; 2022) shows that there have been various legal conflicts in the implementation of digital broadcasting in Indonesia starting from the preparation and implementation stages. The legal conflict occurred because, among other things, the Minister of Communication and Information of the Republic of Indonesia made a policy package containing Ministerial Regulations relating to the digital broadcasting business; Meanwhile, until now there has been no legal umbrella or main legal backbone above it, namely the Law that regulates digital broadcasting. Other cases, Law Number 32/2002 concerning Broadcasting; and then Law Number 11/2020 concerning Job Creation is too forced to become the legal umbrella/legal parent for the implementation of digital broadcasting, even though the law only regulates analog broadcasting. Even the broadcasting industry based on Internet technology, with the presence of streaming television and streaming radio, has not been regulated at all by existing laws, neither Law Number 32/2002 concerning Broadcasting, Law Number 40/1999 concern Press, nor Law Number 11/2020 concerning Job Creation.

From 10 previous research results above, it can be concluded that the legal map of digital broadcasting in Indonesia is still looking for an appropriate or relevant form or model from various countries abroad that have implemented digital broadcasting. The existence of media agglomeration/conglomeration can result in the grouping of digital broadcasting companies only in several conglomerates (tycoons). Along with that, regulations regarding digital broadcasting came into force, making public demands to continue to pay attention to issues of public protection and services so that they remain a priority. Many parties are concerned that the existence of a digital broadcasting policy will become a tool for capital owners, especially media entrepreneurs and those in power, to exercise hegemony in various matters. As a result, the public as an audience who is merely a connoisseur of various digital television station presences only becomes a capital object that is commercialized for their momentary interests. Studies on national broadcasting politics are still developing and not many researchers and academics have focused on this matter. As a result, studies around digital broadcasting has not been intensive. Understandably, this could happen due to the implementation of digital broadcasting which is still in its early stages since the beginning of 2022 so there are still not many studies regarding this matter.

RESEARCH METHODS

The paradigm of this research is qualitative. Data collection techniques were carried out utilizing observation of digital broadcasting business trends, interviews, and legal studies. The time for this research to take place is from January 2022 to February 2024. There is an argument for determining the time of this research so that researchers can accurately photograph various government policies in preparing and implementing digital broadcasting in Indonesia.

Primary data is in the form of interviews and observations on the digital broadcasting industry. Interview conducted with the President Director of RBTW Wahyu Sudarmawan on February 17, 2024. RBTW is a local television station in Indonesia, which collaborates with the Kompas Group.

Secondary data comes from the results of legal studies, especially normative-empirical law. Data is processed by drawing the essence of various data sources, and then extracting it. In the next stage, the processed data is then drawn into conclusions as a solution to the proposed research problems.

RESULTS AND INTERPRETATION

Analog Switch Off (ASO) and Policy on Digital Broadcasting Implementation in Indonesia

The Supreme Court granted a partial objection to the material review rights from the applicant for the Lombok Nuansa Televisi through its decision Number: 40 P/HUM/2022 as of July 28, 2022, having annulled Article 81 paragraph 1 Government Regulation Number 46/2021 concerning Post, Telecommunications and Broadcasting because it conflicts with higher statutory provisions, namely Article 33 paragraph 1 of the Law Number 32/2002 concerning Broadcasting as amended by Article 72 paragraph 3 of the Law Number 11/2020 concerning Job Creation (Mahkamah Agung Republik Indonesia, 2022).

The article that was canceled (Article 81 paragraph 1) reads: Public Broadcasting Institutions, Private Broadcasting Institutions, and Community Broadcasting Institutions provide broadcast program services by renting multiplexing slots to multiplexing operators. The legal consequence is that the process of leasing MUX slots for digital broadcasting television channels should be temporarily stopped until there is comprehensive and final legal certainty. However, the government through the Ministry of Communication and Information continues to implement the ASO policy and allows various broadcasting institutions that are not multiplexing operators to continue broadcasting, as a result of MUX leasing with multiplexing operators.

Based on the Ministry of Communication and Informatics of Republic of Indonesia (Kominfo, 2021), there are 728 analog television broadcasting institutions in Indonesia. Of the 514 regencies/cities, 293 regencies are still experiencing blank spots for analog television signals; while there are 221 regencies/cities that have been able to enjoy access to analog television signals properly. This means that the number of areas where residents cannot access analog television in Indonesia is much larger than the number of areas that are already well served. Of course, this issue is a crucial issue for fairness in accessing digital broadcasting. The state, in this case, the government, must be present immediately to address the problem of vacant access to broadcasting in 239 regions in Indonesia. One of the most progressive breakthroughs to address the void in broadcasting access above is through digital broadcasting and or penetration of Internet access.

What if the areas that are empty of broadcast access are in the form of wilderness, seaside, inland villages, and other land landscapes that are far from the hustle and bustle of people's activities? Of course, this is a special problem in determining national policies in the fields of broadcasting, press, informatics, infrastructure, and national development.

The birth of Law Number 11/2020 concerning Job Creation is a new round for the implementation of digital broadcasting policies, and the fact is that currently digital broadcasting has been carried out in stages and the analog broadcasting round ended on November 2, 2022. Despite this fact, until December 2, 2022, there are still many regions that have not been able to fully implement digital broadcasting due to many problems occurring.

If examined, the national policy in the field of digital broadcasting has been opened by the government since 2008, and at that time it will be implemented in 2013. However, this plan could not go according to target. This was hampered due to regulatory conflicts, in which many regulations issued by the Ministry of Communication and Informatics were sued and canceled by the State Administrative Court and the Supreme Court in 2012, 2014, and 2015. Researchers conducted legal studies regarding the lawsuits above in Supadiyanto (2021).

Furthermore, the implementation plan for digital broadcasting changed again. At that time, it was shifted to be implemented in 2018, even though the results were also postponed. It is only in 2022 that digital broadcasting will be carried out in stages, even though in practice there are still many obstacles that occur. If remapped, there are 3 levels of problems in the implementation of digital broadcasting. First, the problem of several regulations not being synchronized in the world of analog and digital broadcasting. Second, problems in the availability and readiness of infrastructure and management of MUX stages. This second problem is the most complex because there is a tremendous tug-of-war between media entrepreneurs to gain access rights to this MUX so that it culminates in never being completed or even deadlocked for an agreement or even a compromise to be made on this matter. As a result of the climax, the fate of the revision of Law Number 32/2002 concerning Broadcasting has become a crucial problem until now.

Third, the problem of culture or the culture of the people who are not ready to use digital broadcasting technology. Another problem, there is a very striking difference in understanding and perception of digital broadcasting. This non-uniform perception creates problems at the top, middle, and lower levels (Commissioners of Indonesian Broadcasting Commission of NTB Regional, personal communication, July 21, 2022). The most crucial issues in the context of digital broadcasting include legal aspects; aspect of human resources; infrastructure aspects; financial aspects, and intracultural aspects.

From a legal perspective, it is considered that there are still several regulations that regulate digital broadcasting that are out of sync and do not specifically regulate digital broadcasting. From the human resources aspect, it was found that there are still many media workers who do not understand much about the digital broadcasting industry.

Likewise, the preparation of human resources who have competence and skills in digital broadcasting is still not optimally available. From the aspect of infrastructure, the availability of technology and digital broadcasting equipment at this time is not evenly distributed. The socialization of digital broadcasting programs has not been able to reach the grassroots.

Until now the issue of revising Law Number 32/2002 concerning Broadcasting is also still on the agenda which has not been realized. Even though the time is very urgent for it to be realized immediately so that digital broadcasting issues can be regulated through laws that specifically regulate this matter. So far, the problem of digital broadcasting is still addressed in Law Number 11/2020 concerning Job Creation in certain articles.

History regarding the revision of the law has been carried out since 2008 until now, but there has been no result. Revision of Law Number 32/2002 concerning Broadcasting, however, experienced extraordinary dynamics. The agenda for the revision of Law Number 32/2002 concerning Broadcasting has been fought up to the level of the People's Representative Council

as a result of the 2009, 2014, and 2019 elections. The fate of the revision of Law Number 32/2002 concerning Broadcasting during the above period, until now is not clear.

Currently, the agenda for revising the law has entered the legislative body level and is included in the national legislative program. The General Election on February 14, 2024, just waiting for the results to be determined; it appears that the public's hopes for revising the law are getting smaller. The researcher has a hypothesis that very little revision of Law Number 32/2002 concerning Broadcasting can be carried out until 2024. Finally, the public can only hope for the House of Representatives for the results of the General Election.

If we look at the profiles of the Minister of Communication and Informatics come from various backgrounds, some come from academics, politicians, as well as professionals, as well as retired military officers. Because the ministerial position depends on the prerogative of the ruler or the president, the position of Minister of Communication and Informatics is also very strong with political interests. As a result, various policies that apply within the Ministry of Communication and Informatics are very sensitive and risky toward various implications of pragmatic-political interests. Including the very long tug-of-war related to the fate of the revision of Law Number 32/2002 concerning Broadcasting which has not made any progress at all since 2010 until now. The General Election 2024 will produce a new government structure; a new president/vice president, and new legislative members; but they cannot guarantee that the revision of Law Number 32/2002 concerning Broadcasting can be realized.

Currently, digital broadcasting has been carried out in stages from Sabang to Merauke. According to the Broadcasting Director of the Ministry of Communication and Informatics Geryantika Kurnia, revealed that Indonesia has 225 broadcast areas, of which 132 broadcast areas have received digital terrestrial television broadcasts. 103 regions are non-terrestrial or do not receive analog terrestrial television broadcasts; then the area is forced to directly receive digital broadcasts and 29 broadcast areas broadcast with digital terrestrial. This means that as of December 2, 2022, there are still 93 broadcasting areas in Indonesia that are still broadcasting analog. Indonesia currently has 696 television stations; of which 580 television stations broadcast simultaneously between analog and digital (simulcast); while 116 local television stations, and those owned by the local government and the community, still broadcast analog (Andarningtyas, 2022).

Based on the International Telecommunication Union (ITU), out of 192 ITU member countries, 95 countries have implemented ASO nationally (including Indonesia); 71 countries are in the process of migrating to digital television, and 20 countries are in ASO planning; while 6 countries the information is not clear. In 2017, 112 countries in the world have migrated to digital broadcasting. These countries include the United States (ASO 2009), Japan (2011); South Korea, China, and England (2012); Brunei Darussalam (2014); Malaysia, Singapore, Thailand, and the Philippines (2015) (Indonesian Digital Television Broadcast Association, 2017).

Problems arose when the Ministry of Communication and Informatics had already implemented ASO up to three stages, analog television broadcasts had been completely turned off and the public could not catch them; but STB has not been circulated or can be accessed evenly, especially among poor families and the general public; of course, this will become a new problem again, as happened in various regions.

The problem grew even more, given the Constitutional Court decision Number: 91/PUU-XVIII/2020 as of November 25, 2021, which determined that the formation of Law Number 11/2020 concerning Job Creation was declared formally flawed and contrary to the Constitution of the Republic of Indonesia of 1945 and does not have conditionally binding legal force as long as it is not interpreted as "revisions have not been made within 2 years since the Constitutional Court decision was read on November 25, 2021" (Mahkamah Konstitusi Republik Indonesia, 2021).

Through this decision, the Constitutional Court ordered the President and the House of Representatives to immediately correct it no later than 2 years after the Constitutional Court's decision was pronounced; if it is not corrected within that time; then Law Number 11/2020 concerning Job Creation becomes permanently unconstitutional. However, in the end the Constitutional Court read out its decision on the formal review of Law Number 6/2023 concerning the Determination of Government Regulations instead of Law Number 2/2022 concerning Job Creation into the Job Creation Law through decision Number 54/PUU-XXI/2023. Thus, the Job Creation Law remains constitutionally valid.

Opportunities and Challenges of Communication-Based Higher Education in the Digital Broadcasting Stage in Indonesia

A new chapter in digital broadcasting is a new business opportunity that deserves to be explored more deeply. Various universities in Indonesia have a great chance to take advantage of this momentum to get the maximum profit. Given this, it is a new world in the field of digital broadcasting.

According to Wahyu Sudarmawan (personal communication, February 17, 2024), digital broadcast media business practitioner in Yogyakarta (Indonesia); considers that digital broadcasting technology is very profitable in business terms; because it creates a lot of efficiency. From a business governance perspective; related to digital broadcasting frequency signals, this is relatively more efficient when compared to analog broadcasting. Because the company has to pay rent of MUX of IDR 15 million to IDR 20 million per month in Yogyakarta. His experience in managing RBTv was by renting MUX owned by Indosiar (EMTEK Group). However, the impact is that the competition is getting fiercer; because the number of competing television stations has doubled from before. What is currently a threat is the presence of the metaverse, Google AdSense, YouTube, TikTok, social media, and applications based on internet technology or bandwidth; where it all comes down to global political economic forces.

In this regard, the world of higher education has a great opportunity to take advantage of this golden momentum. There are five opportunities that universities must take advantage of in tandem with the digital broadcasting era. First, they must be able to take advantage of this opportunity for academic development in the field of communication science at the Bachelor, Master, to Doctoral Study Program levels. Second, it must be able to empower students and lecturers to become experts and researchers in the field of digital broadcast media. About digital broadcasting, there are at least 6 domains that can be used as material for more intensive study (technology and infrastructure issues, content, business model, regulatory or legal issues, issues in practice or implementation, and implications or impacts); as well as issues regarding the

culture that surrounds it. Each of the research domains above will be studied further in this section of the discussion.

Third, they must be able to take advantage of the momentum of digital broadcasting to prepare cadre graduates who are ready to be employed as broadcast media workers at various digital broadcasting television stations. Fourth, one must be able to take advantage of digital broadcasting as a new business opportunity; where universities can own or establish digital broadcasting television stations by cooperating with existing companies or new companies.

Fifth, it must be able to take advantage of the momentum of digital broadcasting as part of higher education research politics so that it is more optimal in contributing to advancing national development. Universities in Indonesia, of which there are as many as 4,536 universities (PDDikti, 2022) can become a large consortium that can be utilized as business units capable of driving the national economic vortex. If you look closely, many universities abroad now even have their satellites.

Referring to data from the Union of Concerned Scientists (2022), many universities abroad already have satellites; to develop their knowledge and business. The data shows that currently there are 5,465 satellites in the world which are owned by various countries in the world, including various universities. These universities include: the National University of Defense Technology-China has 3 satellites; the University of Tokyo-Japan has 2 satellites; the University of Michigan-USA has 8 satellites, and Technical University Berlin-Germany has 12 satellites. National University of Singapore and Nanyang Technological University, each of which has its own 2 satellites. Indonesia has 8 satellites (BRISAT; Telkom 2; Telkom 3S, LAPAN has 3 satellites; Nusantara Satu; Merah Putih). Nihon University has 2 units, Tohoku University/Hokkaido University has 1 unit; SRM University has 1 unit; Noorul Islam University has 1 unit; Laboratory of Yonsei University has 1 unit; and so forth. So it's time for various universities in Indonesia that haven't been able to have a satellite; then the first step that can be encouraged is to have their television station.

The existence of the ASO 2022 policy and the enactment of digital broadcasting have become an entry point for various universities in Indonesia to realize this idea. There are many benefits, both material and non-material if various campuses in Indonesia have digital television stations.

First, universities can make broadcast media a medium for disseminating information and the latest research results to the world community. It is hoped that the research results owned by various tertiary institutions can be used optimally by various groups. Second, universities can establish digital broadcasting media or program content providers that can generate large financial returns. Third, universities can make digital broadcasting television stations as a forum for channeling the work of graduates and campus academics; so that it is useful in reducing the national unemployment rate.

The problem is that the national mass media industry is still controlled by a handful of media conglomerates. This results in a concentration of ownership and uniformity of information in various existing media so it has the potential to threaten the future of democracy in Indonesia. Recent research results that prove the existence of the above trends have been carried out by Lim (2012), Nugroho et al. (2012), Nainggolan (2018), and Supadiyanto (2015, 2018, 2019, 2021).

By encouraging various universities to become owners of various digital broadcasting television stations in Indonesia, where so far we believe universities have advantages in terms of high-quality human resources and have a more independent attitude in matters of choice or political ideology; is expected to be able to bring color to the broadcast media industry in the country.

There are two national political events in the form of the General Election 2024 (it's been done), and Regional Head Election on November 27, 2024. Of course, this is a golden moment that should be utilized by managers of digital broadcasting television stations to contribute to the success of this 5-year democratic party. Universities with all their academic excellence are expected to contribute to the management of the broadcast media industry so that it remains professional, independent, and credible.

DISCUSSION

The map of the main problems in the implementation of digital broadcasting in Indonesia still collides with many problems. The biggest problem lies in the parent regulations. Until now there has not been a single-parent regulation that specifically regulates digital broadcasting. Revision of Law Number 32/2002 concerning Broadcasting has so far produced no results. Several lawsuits were filed by parties (public, business actors, and organizations) against several regulations in the form of Laws, Government Regulations, and Ministerial Regulations related to digital broadcasting, both those issued by the President and the Minister of Communication and Informatics which occurred in 2012, 2014 and 2015, as well as 2021, 2022 both through the State Administrative Court, the Supreme Court and the Constitutional Court have proven that there are still various legal injustices and disharmony of legislation in digital broadcasting. This is what becomes the upstream root of all problems in the implementation of digital broadcasting in Indonesia that must be resolved first by the parties holding legislative-executive-judicial positions together with industry, academia, and non-governmental organizations.

Another problem that must be solved together is regarding the availability of STB for every wider community, both for poor, middle, and upper-class families. Poor families should get a guarantee from the state to get it for free; it turns out that until now there have been problems in terms of distribution and procurement.

Integrated Social Welfare Data from the Ministry of Social Affairs stated that on year 2022 there are 6,737,971 poor families in Indonesia; where to be targeted to get a free STB from the government. The source of funds for the purchase of millions of STB came from the State Budget and the Multiplexing organizing institution (Biro Humas Kementerian Koinfo, 2022).

Even though data from the Badan Pusat Statistik (2023), shows 9.5 percent of Indonesia's population is in the poor category or equivalent of 25.9 million people. The total population of Indonesia as of June 2022 reaches 275,773,800 people. There are 3 provinces with the highest number of poor people in Indonesia, achieved by East Java (4,181,290 people); West Java (4,070,980 people); Central Java (3,831,440 people). Assuming that the number of family heads in Indonesia is 87.83 million household heads; then the number of heads of families who are classified as poor is around 8.34 million families. Assuming that each household of the family consists of only 3 people. This means that by providing STB, of which only 6,737,971 pieces were distributed to poor households, it is clear that there are still 1.6 million poor households left who

cannot access them. That way, the proportion of distribution or the ability of the community to be able to own a STB, especially among poor families is still small. Meanwhile, analog broadcasting has already been turned off in most parts of Indonesia. His position is that poor families who don't have an STB really can't access television broadcasts. This is a common problem.

Regarding the MUX leases, where for the time being various multiplexing organizing institutions have full authority to determine various rental rates in each broadcasting area, the price is between IDR 15 million to 50 million rupiahs per month; of course, it is still quite burdensome, especially for local television station entrepreneurs who are not in the position of MUX organizers. This policy needs to be uniform according to the mutual agreement of television media entrepreneurs, both networked and non-networked or local.

According to the General Chairperson of the Indonesian Digital Broadcasting Television Association, Eris Munandar, currently, the rental price for MUX given to television players in Jakarta, Bogor, Depok, Tangerang, and Bekasi is around IDR 49 million/month, whereas in the provincial capital, MUX organizers charge rental rates at prices ranging from IDR 20 million to IDR 26 million per month, while outside the provincial capital the rental price is under IDR 20 million and below (Jatmiko, 2021). The Public Broadcasting Institute, the Television of the Republic of Indonesia, itself rents MUX to local television station owners for IDR 10 million to 46 million per month.

The idea is that the government must immediately issue regulations regarding MUX rental price policies nationally. The aim is to ensure legal certainty in the digital broadcasting business. Future research needs to be directed towards solutions to formulate digital broadcasting business models where Network and Non-Network Station Systems do not kill each other, while embedded broadcasting (metaverse, YouTube, TikTok, etc.) must have a strong legal basis.

CONCLUSION

There are two big conclusions. First, the digital broadcasting policy in Indonesia is not running smoothly because there are many obstacles. The implementation of digital broadcasting, which has been running for more than 1 year, has experienced several infrastructure problems; infracultural; human resources, and the size of the region in Indonesia. The availability of STB technology in society is still an obstacle; including the readiness of broadcasting institutions, especially local broadcasting institutions that do not yet have MUX holder status, is a problem in itself, especially after the Supreme Court cancelled Article 81 paragraph 1 of Government Regulation Number 46/2021 concerning Posts, Telecommunications, and Broadcasting. Perceptions regarding digital broadcasting at the central and regional levels still vary; trigger a variety of interpretations. These differences in interpretation can give rise to conflicts of interest and other conflicts.

Second, universities must be able to take advantage of the golden opportunities of digital broadcasting policy, namely: making it a means of disseminating the latest information and research results to the world community; universities can establish digital television companies and content providers that generate high financial returns so that the "MBKM Curriculum" can be realized well; as well as being a place to channel work for college graduates.

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