



PARTICIPATION OF INTERESTED ACTORS IN IMPLEMENTATION OF BROADCASTING DIGITALIZATION POLICY IN GORONTALO PROVINCE

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Abstract

The purpose of this research is to describe and analyze the participation of actors who are efficient and interested in implementing broadcasting digitization policies in Gorontalo Province. Implementation of this research using a qualitative approach. This type of research in the study was carried out using case studies. Case studies by some experts are said to be a research strategy. This research was conducted at KPID, Ministry of Communication and Informatics Gorontalo Province, KPI, and communication and information center. The results of the research show that the importance of actor participation in communication with fellow interested actors and beneficiaries based on the Gorontalo government program in providing Set Top Boxes is regulated in the central government's program plan itself.

Keywords: Remote sensing, Upwelling, chlorophyll a

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1. Introduction

The range of networks that has been read and studied from a networks perspective is enormous and there is currently a global explosion of research on networks policy and implementation. This can only provide a brief overview of some of the readings of research journals regarding network perspectives on policy formation and implementation.

The government through the Ministry of Communication and Information (Ministry of Communication and Informatics) has implemented a digital-based TV broadcast policy and stopped analog-based TV broadcasts. This will begin on November 2, 2022 at 24 WIB. The policy which is often referred to as Analog Switch Off (ASO) or migration to digital broadcasts is carried out in stages. On 3 November 2022 this policy will become effective for the Jakarta, Bogor,

Depok, Tangerang and Bekasi (Jabodetabek) areas.

The transition from analog to digital television broadcasting is a follow-up to Law number 11 of 2020 in the Telecommunications and Broadcasting Post (Postelsiar) sector. The Ministry of Communication and Informatics (Ministry of Communication and Informatics) oversees the implementation of this national strategic program from the infrastructure and human resources (HR) framework.

This TV broadcast migration is an implementation of Indonesia's commitment to world countries that are members of the International Telecommunication Union (ITU). Migration to digital broadcasting is a commitment agreed upon by ITU members at the 2006 Geneva Frequency Assignment Plants meeting, that June 17, 2015 is the deadline for world countries to migrate from analog to digital TV broadcasts. The ITU

member countries that have done this are the United States, Japan, South Korea, China, Brunei Darussalam, Singapore, Malaysia, Vietnam, Thailand and Myanmar. The existence of this agreement is the original intent of having an ASO regulation in Law Number 11 of 2020 concerning Job Creation (Ciptaker Law). Article 72 of the Ciptaker Law contains changes to several provisions of Law Number 32 of 2002 concerning Broadcasting (Broadcasting Law). One of the changes referred to in Article 72 of the Ciptaker Law is the addition of Article 60A of the Broadcasting Law which is the basis for legitimizing the migration of analogue to digital TV broadcasts. (1) Broadcasting operations are carried out by keeping abreast of technological developments, including the migration of broadcasting from analog technology to digital technology. (2) The migration of terrestrial television broadcasting from analog technology to digital technology as referred to in paragraph (1) and the termination of analog broadcasts (Analog Switch Off) shall be completed no later than 2 (two) years.

The steps taken by the government to migrate analog TV to digital TV, referring to these provisions, are of course appropriate. However, as a reflection, the Ciptaker Law is a law that is considered to be formally flawed. Based on the legal considerations of the Constitutional Court in decision number 91/PUU-XVIII/2020 it is stated that strategic policies that have wide-reaching impacts should not be carried out by using the Ciptaker Law as a reference.

That in order to avoid a bigger impact on the enactment of Law 11/2020 during the 2 (two) year grace period, the Court also stated that the implementation of Law 11/2020 related to matters that are strategic and have wide-reaching impacts should be suspended first, including not justifying forming new implementing regulations and it is also not justified for state administrators to make strategic policy decisions that can have broad impacts based on the formal norms of Law 11/2020. (<https://mh.uma.ac.id/peralihan-tv-analog-ke-tv-digital/>).

Even though it has various advantages and brings benefits, the implementation of digital broadcasting in Indonesia has so far been

hampered because there is no law-level regulation governing this matter. Law no.32/2002 concerning Broadcasting conceptually only regulates analog broadcasting. Through Law no.11/2020 concerning Job Creation, also known as the omnibus law, the government together with the People's Representative Council (DPR) made a limited revision of the broadcasting law to overcome regulatory obstacles in the broadcast digitization process. Through article 72 of Law no.11/2020, article 60A was added to Law no.32/2002, which states: "Broadcasting is carried out by keeping abreast of technological developments, including the migration of broadcasting from analog technology to digital technology." This is the legal basis for starting the broadcast migration process. Considering that Indonesia is one of the countries that has been late in implementing digital broadcasting, the implementation of broadcast digitization is also given a deadline. Termination of analog broadcasts (Analog Switch Off / ASO) must be completed no later than two years after the enactment of Law no.11/2020. In addition, it was also stated that further provisions regarding the migration of analog broadcasting to digital are regulated in government regulations.

Policy networks, this is heavily based on the political science tradition which focuses on which actors participate in decision making in policy networks and which actors have power and access to decision making, this research can be traced back to the famous discussion of power in the 60's and adopted in British research on communities and networks in the 80s and 90s. (Erik-Hans KlijnS. Cropper, M. Ebers, C. Huxham, P. Ring 2008).

Research on the delivery and implementation of inter-organizational policy services, in this study, starts from an inter-organizational perspective and focuses heavily on networks as a means of delivery and implementation. This explains that network building can and does lead to shared service delivery or policy implementation. (Erik-Hans KlijnS; 2008).

Network governance is more in keeping with the public administration tradition and places great emphasis on the complexity of decision-making to achieve policy outcomes (Klan et al., 2010). It focuses more on the networks that

exist around policy initiatives and implementation. It also deals with deliberative processes between actors, such as the possible outcomes and value of the conflicts at stake when actors try to reach workable solutions to policy problems (Erik-Hans KlijnS; 2008).

Policy networks link public policy with strategic contexts and network institutions of public, semi-public, and private actors participating in specific policy areas (Le Galès, 2001). This new concept combines insights from policy science, which focuses on the analysis of public policy processes, with ideas from political science and organizational theory about the distribution of power and dependency, organizational features, and organizational relationships. Policy networks can be found in almost every policy area (Mediansyah, 2017).

Policy networks are characterized by the actors that are part of the network and their relationships with each other (Sandström & Carlsson, 2008). Actors are those who are involved in a policy either from public or private organizations (Campbell, 2012). In public administration, there are 4 pillars that play an important role in governance, namely the government, the private sector, NGOs and the community. They are what are called policy network actors (Nur, 2019).

Policy Network in (Suwitri, 2018) as a network approach. The policy network is the actors, the relationships between them and their boundaries. Actors are those involved in a policy, both from public and private organizations. Relations between actors are served through communication, information, trust, and other policy sources. The boundaries of the policy network are not formal institutions but relevant functions and structures in a mutually beneficial relationship (Kenis & Schneider, 1991).

In policy networks, there are also several problems, namely, firstly, the government sometimes fails to align goals between network partners. Second, cultural differences make it difficult to align values, agree on goals and share knowledge. (Goldsmith, Eggers in Wasko, 2011).

The government in implementing policies requires a network of policies, one of which is the problems being faced by broadcast media

in Indonesia, namely the transition from analog to digitalization systems that are currently being experienced by broadcast media. Digitization aims to save frequency. This is very important because frequency is a limited natural resource for the telecommunication world. The spectrum used in television broadcasting has been allocated to several channels in the VHF and UHF bands. Along with spectrum requirements and technological developments, spectrum efficiency is an important aspect for optimal use.

In the broadcasting system transition process, the Indonesian Broadcasting Commission (KPI) as an Independent State Institution which is a form of community participation in the broadcasting sector, must be able to play a role in socializing the broadcasting migration agenda as mandated by Law no.11/2020. So that the general public knows about the concept of digital broadcasting including the impacts and benefits of the process. Equally important is raising public awareness to participate in the broadcasting technology transfer process. Because the frequency spectrum used, both for telecommunications and broadcasting, is a limited natural resource, therefore it must be utilized for the public interest. Communities need to participate in the entire broadcasting technology transfer process, by providing input in the formulation of technical regulations, supervising each stage of implementation, and providing notes as feedback in the broadcasting migration process (Ahmadi, 2019). The public needs to ensure that through the implementation of digital broadcasting, more and more areas of Indonesia will have access to receive FTA television broadcasts (Setiawan et al., 2021).

KPI must be with the public and be able to build communication with all stakeholders, so that through digital broadcasting broadcast democracy can be realized which is manifested in the diversity of content and diversity of ownership of broadcasters. So that the broadcasting system migration process is not merely a transfer of technology that is business and economic oriented, but can bring benefits to people in all regions of Indonesia.

Second, what is of concern to the Deputy Chairperson of the KPI Center for digitalization is that it must be able to solve

the problem of the uneven distribution of free to air broadcasts. Data from the Ministry of Communication and Informatics shows that only about 57% of cities are served. The fate of 43% of other cities must also be considered, including in Gorontalo Province which is an unserved part of carrying out broadcast digitization. Through the Commissioner of the Indonesian Broadcasting Commission (KPI) Mohammad Reza summarizing the statement of the Deputy Governor of Gorontalo H. Idris Rahim at the Gorontalo Governorate, said that in Gorontalo there are currently 13 analog TVs with three available Mux organizers, consisting of LPP TVRI and two private TVs. He explained, stopping analog broadcasts would allow for new broadcast or TV operators, as well as better content on digital TV.

Responding to this, Deputy Governor Idris Rahim asked the relevant agencies to prepare as early as possible the switch from analog to digital TV. Idris also instructed to immediately socialize it to the public because starting in March 2022, all analog TV broadcasts in Gorontalo will be stopped and shifted to digital TV. The purpose of this research is to describe and analyze the participation of actors who are efficient and interested in implementing broadcasting digitalization policies in Gorontalo Province.

2. Methods

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

This type of research in the study was carried out using case studies. Case studies by some experts are said to be a research strategy. Creswell (2017), that case studies are a type of research for qualitative research. Yin (2018) further stated that case studies have an important goal, which is to analyze data in detail.

This research was conducted at KPID, Ministry of Communication and Informatics

Gorontalo Province, KPI, and communication and information center. The selection of this location was carried out purposively in line with the growing trend of studies in the field of public administration, namely: KPID and Ministry of Communication and Informatics Gorontalo Province is one of the broadcasting media that has not implemented broadcast digitization and KPI and the center of communication and informatics are broadcast media that determine the regulations for implementing broadcast digitization.

The informants of this study are the Chairman of the Central KPI, Chairman of the Central Communication and Information Technology, Chairman of the Gorontalo KPID, Chairman of provincial, city/ regency communication and information technology, Public figures, Broadcasting observers

3. Results and Discussion

Participation of Stakeholder Actors in Implementation of Broadcasting Digitalization Policy in Gorontalo Province

Along with the declaration of digitalization, broadcasting currently has a legal umbrella, but its implementation is still confusing, where the role of each stakeholder involved has not been able to formulate regulations and socialize broadcast digitization. This has become a polemic for the Gorontalo KPID, where the success of policy implementation is greatly influenced by the relationships between organizations that work together and exchange resources. So that the public policy implementation network is a study that focuses on the utilization of resources jointly by stakeholders. The use of shared resources shows the efficiency and effectiveness of policy performance. In addition to the relationship between organizations, the forms of communication that are established within it will also influence the successful implementation of broadcast digitization regulations.

The participation of actors in the government program implementation network is the most important thing and must be considered, because their roles and functions are very influential in determining the success of the program in the ongoing implementation of the program (Briers & Chua, 2001). Actors who participate in policy programs have

interactions between two or more actors, not only that, in the process of achieving goals, it is a process that reflects the relationship between the actors involved, which creates demands and requests in the form of proposed activities. Judging from this process, it gives rise to various compromises and exchange of ideas. between the actors involved.

In this study, the implementation network for broadcasting digitization policies in the province of Gorontalo where in the process of implementation there is interaction between

many actors, giving rise to complexity in the public policy network.

Actor Participation is defined as the involvement of every citizen who has the right to make decisions, either directly or through intermediary institutions that represent their interests. In an organization, actor participation is urgently needed. Determination of government and private policies sets a policy narrative agenda which shows the literature on the difference between discourse and policy networks.

Table 1. Participation of interested actors

Stakeholders	Role
KPI Center	As an independent institution that is given the authority and mandate in Law No. 32 of 2022 regarding the process of applying for broadcasting licenses, including the issue of frequency
Gorontalo Provincial DPRD Commission 1	Participate in socialization in the use of Digital TV broadcasts and Stop analog broadcasting in Gorontalo province and also clarify for people who are entitled to free Set Top Box
Head of Communication and Information of Gorontalo Province	<ul style="list-style-type: none"> · As a leading sector in the implementation of Digital Tv programs · Person in Charge of running Digital Tv programs throughout Gorontalo Province · Monitoring in the distribution of free STB for underprivileged residents
Head of Communication and Information and Coding of Gorontalo City	<ul style="list-style-type: none"> · Provide data related to the number of poor people receiving Free STB · As an extension of the Ministry of Communication and Informatics of Gorontalo Province in providing free STB for the poor
Head of Communication and Information Gorontalo Regency	<ul style="list-style-type: none"> · Provide data and information related to the poor · As a monitoring of the course of free STB distribution
Chairman of KPID Gorontalo	<ul style="list-style-type: none"> · As Monitoring and evaluating in Digital TV programs in Gorontalo
Head of TVRI Station Gorontalo Province	<ul style="list-style-type: none"> · Synergizing Digital TV programs to the public · Assist in socializing the existence of Digital TV programs
Broadcaster	<ul style="list-style-type: none"> · As a Controlling Program for the distribution of free STB for the poor in Digital TV programs
Community	<ul style="list-style-type: none"> · As beneficiaries, the provision of Free STB for the poor responds well and also those who respond less well because the level of understanding is still minimal.

Source: Processed Based on 2022 Research Results

Based on the table above, it shows the importance of communication between interested actors and beneficiaries based on the Gorontalo government program in the

provision of Set Top Boxes, this is regulated in the central government program plan itself.

Analog switch off (ASO) or termination of analog broadcasts continues to be triggered. April 30, 2022, it has started in three broadcast areas covering eight districts. Next, ASO will gradually be held in other broadcast areas, including the Gorontalo Province area. One of the supports for ASO's success is the development of digital set top box (STB) decoders which are distributed free of charge to the poor. For Gorontalo, 48,334 units have been committed by five broadcasting institutions, namely MetroTV 5,893 units, RCTI 13,931 units, RTV 8,579 units, SCTV 14,046 units, and Trans TV 5,885 units.

In Gorontalo Province itself, intense socialization of ASO was carried out by the Gorontalo Province Regional Indonesian Broadcasting Commission (KPID) together with Commission I of the Gorontalo Provincial DPRD. Almost every day in the last two months, the DPRD together with the KPID have visited villages, met face-to-face with village communities, and socialized that currently, the government is migrating analogue television broadcasts to digital.

“It turns out that there are still many people who don't know what digital television broadcasting is. This is not a television show that can be accessed via the internet. It's free, just by using a UHF antenna and an additional set top box, for televisions that don't yet support digital broadcasts,” Chairman of Commission I DPRD Gorontalo Province, DR. AW Talib.

STB distribution for the poor, stakeholders in the framework of broadcasting digitization encourage this to be expedited. This is because most of the villages recorded on average have not received STB distribution so with digital broadcasts, the community does not need to be burdened with monthly dues, or using internet quota.

Commission I DPRD Gorontalo Province, together with the Gorontalo KPID and regional Ministry of Communication and Informatics, when the analog to digital migration was carried out intensely conducted outreach to the community as per Government Regulation Number 46 of 2021 concerning Post, Telecommunications and Broadcasting, the government assisted in providing set top boxes for poor households so they could

receive digital television broadcasts at the time of ASO.

In implementing the analog switch off (ASO) in the Gorontalo Province area, the government together with multiplexing broadcasting institutions prepared free set top boxes (STB) for poor households (RTM). Quoting the Ministry of Communication and Informatics press release, in February 2022, for Gorontalo there were 48,334 STB which would be distributed to the public. The STB will be distributed by Metrotv as many as 5,893 units, RCTI as many as 13,931 units, RTV as many as 8,579 units, SCTV as many as 14,046 units, and Trans TV as many as 5,885 units.

In this provision, the provision of set top boxes comes from the commitment of the multiplexing organizer and if the number is not sufficient, the Government can supplement it with financing from the state budget or other legal sources.

From this explanation it can be seen how the role of communication that occurs between individuals which lasts for a relatively long time will form a pattern. Communication builds relationships which are reciprocal relationships between one individual and another individual and also influence each other a relationship or relationship will exist if everyone can predict correctly. From the results of communication interviews formed relationships between individuals are called interpersonal relations, when formed, communication patterns also develop which are the result of the behavior applied by the participants. pattern which means a picture or pattern of social relations that remains in social interaction.

The ethics that are applied according to the applicable guidelines show the role of each party involved in the Digital TV Migration program and the Provision of Free STB for the poor. The Digital TV Migration Program is a program that has been identified as a new innovation finding that involves many stakeholders. Ministry of Communication and Informatics for Gorontalo Province as the leading sector in this program is also an extension of the Central Ministry of Communication and Informatics for the Digital TV Migration program by giving or

distributing free STBs to the poor in Gorontalo. Verification of assistance and determination of the final target to be assisted is also determined by City/District Ministry of Communication and Informatics. KPID Gorontalo, Broadcasting Observers, representatives of the heads of television stations in Gorontalo and the community who are involved and contribute to the running of the program. Institutional Cooperation Institutions outside the government to get involved basically have also often collaborated in previous programs. The involvement of other actors besides the government in the Digital TV Migration program builds a synergy of roles between each actor.

The results of the interviews concluded that the relationship and interaction between the Central KPI, Commission III DPRD Gorontalo Province, Provincial Communication and Information, down to the districts/cities and public broadcasting institutions and the beneficiaries of the STB have a good relationship, this is very important so that the program objectives are truly achieved with good communication. The results of the interviews also concluded that the role of the Executive and Legislative and provincial and district/city KPIDs has a big influence on being consistent and professional in administering the STB according to real data and with meetings or outreach conducted by interested actors able to increase public understanding of the government's goals in implement the analog TV migration program to digital TV so that there are no misunderstandings in the community in the future.

4. Conclusion

Actor Participation (Actor Participation) the importance of communication with fellow interested actors and beneficiaries based on the Gorontalo government program in the provision of Set Top Boxes, this is regulated in the central government's program plan itself. Government broadcasting digitization policy program so that communication and planning obtained by interested actors can be competent in evaluating government programs whose goal is for the public to enjoy quality broadcasts more and the involvement of other actors besides the government in the Digital TV Migration program builds synergy of roles

between each actor. This is in line with the theory explained by (Emerson, 2012) that collaboration that occurs between government and non-government actors will form multipartner governance which will structure the synergy of roles between each actor.

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