Lampiran Penjelasan SOLUSI Butir 3: Surat Keterangan Tugas Belajar

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adalah benar yang bersangkutan telah melaksanakan studi lanjut Program Doktoral (S3) pada *School of Communication* di Universiti Sains Malaysia *by Research* dengan biaya studi dari Universitas Mercu Buana. Adapun masa studi yang ditempuh adalah selama empat (4) tahun terhitung sejak 01 Maret 2015 s.d 09 September 2019.

Demikian surat keterangan ini dibuat untuk digunakan dengan sebagaimana mestinya.

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Pada tanggal : 27 September 2021

Wakil Rektor Pembelajaran, Ristek, dan Kemahasiswaan

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Lampiran Penjelasan KESIMPULAN Butir 3:
Dokumen lengkap pada Link Repository

MAPPING THE MEDIA CONVERGENCE TRENDS OF TELEVISION BROADCASTING MEDIA IN INDONESIA

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APPROVAL FORM OF INTERNATIONAL RESEARCH COLLABORATION

Title of Research : Mapping the Media Convergence Trends of Television Broadcasting Media in Indonesia

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IDENTITY AND GENERALINFORMATION

1. . Research Title: Mapping the Media Convergence Trends of Television
BroadcastingMedia in Indonesia

2. Researchers

No	Name	Position	Expertise	Institution	Allocated Time
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3. Research Object (type of materials): human and technology in digital platform.

4. Time/Period
   Starts   : month: January 2020
   Ends   : month: December 2020
5. The Proposed Budget to Directorate General of Research and
   DevelopmentUniversitas Mercu Buana   : Rp. 19.000.000,-
   UOW KDU College University : Rp.   1.000.000,-
6. Research Location: Jakarta

7. Research Partner:
   The UOW KDU University language center will be a partner in this research.
   The UOW KDU University language center will contribute to the preparation
   of reports and language proofreading.

8. The targeted findings:
   Contribute information that can provide material that is useful for scientific
   development in the field of communication science particularly about the media
   convergence in television station in Indonesia

9. The basic contribution to the field of study:
   It is expected that this research is able to provide input in establishing
   relationshipswith ICT and communication perspectives

10. The targeted journals:
    Bricolage Journal (Sinta
    3)

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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 the response of 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 financial (cost) where works become competent with the integration of related units in the processes of convergence.

Keywords: broadcasting, media convergence, Indonesian television and analog-digital.

PREFACE

Our praise and gratitude to Allah SWT Collaborative research between Universitas Mercu Buana and UOW KDU College University, Malaysia entitled " "Mapping the Media Convergence Trends of Television Broadcasting Media in Indonesia".

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.

Hopefully this research can be accepted by all parties and be useful for academic, social and practical.

Jakarta, 20 December 2019
Principal,

Rizki Briandana, M.Comn., Ph.D

CHAPTER I
INTRODUCTION

1.1. Research Background

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 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 et al., 2020).

Consequently, individuals now can make this cross space and time communication easier with technological advancement that is equipped with various digital platforms (Dwityas et al., 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 et al., 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 et al., 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 is 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 et al., 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 finalbroadcast 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. In the beginning of both television station, the library storage management system used the analogue equipment based on the broadcast content storage of the analog 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 savedin 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 can 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 analog 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 analogue system with migration in the media where possible outcomes could be achieved (Karjaluoto et al., 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 blockade 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 clearly 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 (Eilein Landers & Chan-Olmsted, 2004). It is able to 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 andGratifications theory" where media usage by audiences advance in line with media advancement (Jung & Walden, 2015).

1.2. Problem Statement

The research problem in this article is the convergence of media on television stations in Indonesia. This research analyzed the media convergence in the broadcastingsystem 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.

1.3. Outcome Target

The outcome target is a scientific journal that publishes internationally as a reference and information for future researchers to conduct research on the same topic.

Table 1: Achievement Target Plan

No	Output	Achievement Indicator
1	National Publication	No
2	Reputation National Publication	**Yes**
3	International Journal	No
4	Reputation International Publication	No

The achievement indicator in the external target is a publication in internationaljournal index by sinta 3 ristekbrin, the Bricolage Journal.