

Digital Domination: How LPP TVRI Bali Can Leverage Digital TV to Skyrocket Audience Engagement

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ABSTRACT

The development of information technology is changing the way consumers consume media content. Online-based services can be a threat and opportunity for conventional media players, including television media. To attract the attention of viewers, television broadcast media needs to have a marketing communications strategy that suits the needs of viewers. TVRI Bali as a public broadcasting institution focuses on local cultural broadcast programs and educational information programs, as well as being neutral amidst the speed of information dissemination. This research aims to identify the strategies carried out by TVRI Bali to increase its audience on digital television. This research uses Integrated Marketing Communication (IMC) theory and the concept of segmentation. Researchers use qualitative methods. Data was obtained through observation, interviews and documentation studies. The results of this research, TVRI Bali carries out integrated marketing communications activities to promote its event programs by implementing advertising, direct marketing, internet marketing, sales promotion, public relations, and personal selling to capture and maintain the audience market. TVRI Bali audience segmentation is carried out based on demographic, geographic and psychographic segmentation.

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1. Introduction

The development of technology with its presence Online services are changing the way consumers communicate and consume multimedia content. This change is a challenge for conventional media players, including television media. Television Republik Indonesia is the beginning of the history of television in Indonesia. Based on data from the tvri.go.id website, TVRI has 32 regional television stations supported by 361 transmission units, including 129 digital transmissions spread throughout Indonesia. Masduki (2007, p. 151) stated that the Public Broadcasting Institution or LPP must target the public to educate, enlighten and educate the public without seeking profit from broadcasting results. The Public Broadcasting Institution (LPP) is a hope for society because commercial broadcasting institutions have failed to become democratic actors and only serve the personal interests of certain groups.

Through the policy of migrating analog television to digital, it could become LPP TVRI's agenda to innovate and further develop. Digital television states that the picture and sound quality of digital television broadcasts is better than analog television broadcasts, because there are no longer shadowy images and noise in the sound. In the competitive television industry, LPP TVRI Bali needs to increase the number of viewers to maintain its existence. So, the right marketing communication strategy needs to be implemented in order to target the audience appropriately. Kotler and Keller

(2012, p. 498) say marketing communication strategies are tools used by companies to inform, persuade and remind, directly or indirectly, consumers about the products and services being sold.

As time goes by, the growth of television continues to develop, however, strategies to continue to maintain audience coverage are not being pushed too hard, so that quite a few local television stations are ultimately unable to survive in the midst of digitalization because they cannot compete with internet streaming media or other online media. Researchers are interested in studying the strategy of a local public television to survive and reach its target audience. Researchers used TVRI Bali as a research object because based on observations made, TVRI Bali has consistency in producing and broadcasting programs that are dominated by local wisdom content.

To determine the audience's needs and reactions to the product, the strategy implemented must be based on consumer market segmentation. Divide audiences into different groups based on their needs, characteristics, or behavior that require different products, such as required event programming. This division is known as audience segmentation. Broadcasting station managers need to know who their audience is and what their needs are to attract the attention of the audience or viewers to watch their television channels. So that broadcast media can compete effectively in the digital era by attracting audiences. It is natural that these television channels compete with each other to attract viewers, especially those in Bali. Apart from digital media management, this television channel also has to compete with other television screens to maintain its target market or audience. Morris (2008, p.178) states that broadcast media by large interest groups is natural or based on judgment.

In broadcast media business contests, the goal is to build mass quantity or mass distribution. Therefore, a different system is needed to pass market contests and increase the number of visitors. According to tvri.go.id, TVRI Bali currently broadcasts throughout Bali with a potential audience of 4.27 million people. One of TVRI Bali's strengths in attracting viewers is its existing programming. Most people consider LPP TVRI Bali as a television station that focuses on local content and lifestyle and entertainment that prioritizes Balinese cultural values. TVRI Bali indeed maintains this power by creating perceptions and showing how these perceptions can influence viewers in their decisions to continue watching TVRI Bali or following programming. Television stations need to develop marketing communication strategies that are used when marketing products in order to continue to exist, therefore researchers are interested in studying the problems that arise from this phenomenon.

Based on the problems above, researchers are interested in conducting research on the strategies carried out by TVRI Bali to increase its audience on digital television. Based on the researcher's view, this problem is quite interesting and needs to be researched considering that the presence of LPP TVRI Bali as a public television plays a role in fulfilling the information needs of the community so that it must be able to maintain its existence amidst the rapid competition between television stations in winning the hearts of their viewers. Apart from that, the migration from analog television to digital television carried out by TVRI Bali with a wider audience coverage must be able to market programs broadcast digitally with more interesting, varied and creative content. Researchers will use integrated marketing communication theory or Integrated Marketing Communication (IMC) in this research.

2. Method

This research was conducted at the LPP TVRI Bali Station Office. Jl Cokorda Agung Tresna, Sumerta Kelod, Kec. East Denpasar. Researchers use a qualitative approach to address the phenomenon to be researched and understand the communication strategies used by LPP TVRI Bali Station in marketing its programs to increase viewers on digital television. Meanwhile, the type of research used is a case study. According to Creswell in Wahyuningsih (2013, p. 3) states that a case study is an exploration of an entity or case from time to time through in-depth data collection involving various sources of information into a context. Data and information were collected by researchers through observation, interviews and documentation studies at LPP TVRI Bali Station in carrying out marketing communication strategies by determining informants who pay attention to the level of suitability between position or position and involvement in the marketing communication process. In this research, researchers want to examine what kind of marketing communication strategies are used by TVRI Bali to increase viewers on digital TV.

3. Results and Discussion

TVRI Bali Station, which now has the full name TVRI Bali Public Broadcasting Institution, is one of 30 regional TVRI Broadcasting Stations in Indonesia, founded on July 16 1978. As a Public Broadcasting Institution, TVRI Bali has duties and functions as a means of information, education and healthy entertainment and social control, as well as being able to become a medium for developing and preserving as well as documenting Balinese arts and culture. Marketing communication strategies are tools or media applied by companies to inform, persuade and remind consumers about the products being marketed, either directly or indirectly. Integrated marketing communication or IMC (Integrated Marketing Communication) is an effort to ensure that all marketing and promotional activities carried out by a company produce a consistent image for consumers (Morrisan, 2010, p. 9). TVRI Bali implemented a marketing communications strategy to capture the audience market, especially during the change from analog television to digital television.

LPP TVRI Bali Marketing Communication Strategy on digital television

TVRI Bali promotes the existence of its television channels and the programs it has with the main aim of informing, persuading, influencing and reminding them to watch the programs being broadcast and attracting clients' interest in buying or collaborating with TVRI Bali. The form of promotion contained in the promotion mix concept consists of six elements, namely. advertising, direct sales, interactive/internet marketing, sales promotions, public relations, and personal sales. This is in accordance with the concept of Integrated Marketing Communication (IMC) or promotional mix from George E. Belch & Michael A. Belch (2012, p. 17) which divides the promotional mix elements into these six elements. The forms of marketing communications carried out by TVRI Bali are as follows:

1. Advertising (Advertising)

TVRI Bali applies the advertising concept in its marketing communications strategy to promote its event programs. Kotler (2008, p. 86) stated that advertising is the right method to use in targeting targets or targets in large numbers and geographically dispersed. TVRI Bali carries out promotions on its own stations or channels, which is a quick and easy way to do it because it can be arranged according to the policies of the television station itself. Apart from promoting its own program, TVRI Bali also carries out promotions through social media and provides souvenirs containing the TVRI Bali logo as a form of branding for the company. The advertising reach, which is considered not yet wide enough, is not directly proportional to the broadcast coverage area, so the TVRI Bali promotion team focuses on advertising promotion activities on social media such as Instagram, Facebook, Twitter so that the promotion is carried out at all levels and groups who currently obtain various information through the media. social. TVRI Bali continues to pay attention to certain policies related to its position as a public broadcasting institution so that its programs can be widely known to the public by reaching viewers through promotional content on new media.

2. Direct Marketing (Direct Marketing)

TVRI Bali carries out direct marketing activities by contacting clients by telephone, sending letters to clients containing cooperation offers, and conducting marketing gatherings. Kotler & Armstrong (2014, p. 429) say that direct marketing is a direct relationship with individual consumers to achieve immediate response and customer loyalty. Direct marketing activities which usually send letters or contact via telephone are deemed insufficient in increasing sales so that TVRI Bali carries out marketing gathering activities which are considered to cover a wider range of clients. The Marketing Gathering carried out by TVRI Bali is a medium to increase brand awareness, promote, offer TVRI Bali's event programs to clients and potential clients, increase customer interaction, and reach more potential aspects. In direct marketing, promotional communication is carried out directly by appointing individual consumers with the aim that the message is answered by the consumer concerned.

3. Interactive / Internet Marketing

In carrying out sales activities that can reach all levels of society, TVRI Bali carries out interactive/internet marketing activities that can be accessed by the general public. Kalyanam and McIntyre in Ari Setiyaningrum (2015, p. 385) state that internet marketing is a form of electronic marketing that explains the use of websites to increase marketing efforts, especially promotions

carried out by companies. TVRI Bali's previous internet marketing activities were still not effective because promotions were only carried out via telephone, text running on TVRI Bali's screen, and use of the website was still not optimal. So that marketing activities via the internet do not provide positive results. TVRI Bali implements e-marketing by developing an integrated website and e-services that become a link between TVRI Bali and viewers and partners. In the integrated e-service, features are available that contain information about TVRI Bali, such as the TVRI Bali profile, TVRI Bali's program programs, the rate and flow of TVRI Bali collaboration, as well as a criticism and suggestion complaint service. Through these features, service to the public can produce a good level of satisfaction because prospective clients who want to collaborate do not need to come directly to the office, but can do it online.

4. Sales Promotion (Sales Promotion)

TVRI Bali carries out sales promotion activities by providing incentives and also prizes for TVRI Bali partners or viewers. According to Kotler & Keller (2016, p. 622), sales promotion is the main aspect of a marketing campaign which consists of a set of incentive needs, especially in a short period of time, and is designed to stimulate purchases of certain products or services more quickly. TVRI Bali offers advertising bonuses on each selected package and other prizes to collaborating partners. Apart from that, TVRI Bali also gave prizes to its loyal viewers. Through this method, it is hoped that cooperative relations can be closer and make partners return to using the TVRI Bali screen as a medium for collaboration. One of the ways used by TVRI Bali to promote its programs to increase the number of viewers is by giving gifts to TVRI Bali viewers, namely by distributing set top boxes and also typical TVRI souvenirs such as Modi dolls and others containing the TVRI Bali logo for free to viewers who loyally watch. program from TVRI Bali.

5. Public Relations (Public Relations)

Public relations or PR activities are carried out by TVRI Bali to shape public perception of broadcast media. Morissan (2010, p.30) emphasizes that in the world of broadcasting, public relations activities are activities aimed at promoting audiovisual media directly to the public or often called off-air promotion. In public relations activities, the TVRI Bali marketing team has provided good service to increase the trust of partners and viewers. This activity aims to maintain good relations with the public. Apart from that, TVRI Bali is also often involved in activities organized by the Bali Provincial government, the private sector and local MSMEs to get closer to the community so that TVRI Bali remains known to the public as a public television that broadcasts the latest activities and news in Bali, and remains with Its function is as local television that highlights Balinese cultural wisdom.

6. Personal Selling (Personal Selling)

TVRI Bali carries out personal selling activities that connect direct interactions between sellers and advertising buyers, both face to face and via telecommunications equipment such as telephone. According to Kotler & Keller (2012, p. 626), personal selling is direct interaction with one or more potential buyers to make presentations, answer questions and receive orders. Personal sales by TVRI Bali targets every person from the business development team to increase sales activities, where each account executive/AE is tasked with carrying out direct or face-to-face promotions by visiting clients or prospective clients so that purchasing actions occur and building emotional relationships with clients or prospective clients who can increase sales activity. TVRI Bali will visit partners from government and private agencies who in the near future will hold events or activities and later TVRI Bali's marketing will offer sales in the form of production or event coverage in the form of live broadcasts via the TVRI Bali channel or you can also do it live. TVRI Bali YouTube streaming, news in online media via the TVRI Bali website.

TVRI Bali Audience Segmentation

TVRI Bali divides viewers into groups that have the same needs and can respond equally to the programs presented. According to Morissan (2011, p. 178), market segmentation is the process of classifying viewers into boxes that are more homogeneous from the perspective of television viewers. TVRI Bali divides audience segmentation into three categories, namely demographic, geographic and psychographic.

1. Demographic Segmentation

Demographic segmentation separates audiences based on demographic characteristics such as age, education, type of work, religion, ethnicity, income level, and so on. Based on data from TVRI Bali sourced from Nielsen. TVRI Bali's demographic segmentation on digital television shows that men enjoy TVRI Bali shows more than women. Apart from that, the age group that watches TVRI the most is aged 50 years and over. Based on this data, it can be seen that the majority of TVRI Bali viewers come from the elderly. Based on occupation, the largest number of TVRI Bali viewers are entrepreneurs, then retirees, blue collar workers and finally housewives. Apart from that, based on Socio Economic Status (SES), TVRI Bali viewers are in the middle 1 and lower economic groups. Based on this demographic segmentation, the majority of TVRI Bali viewers come from various backgrounds and quite diverse levels of society.

2. Geographic Segmentation

Morissan (2011, p. 180) states that geographic segmentation differentiates audiences based on the geographical coverage/region where they live, such as in countries, provinces, districts and cities. Based on the data obtained, TVRI Bali's geographic segmentation covers the entire Bali region with a percentage of 80%, namely, Denpasar, Badung, Klungkung, Tabanan, Bangli, Gianyar, Jembrana, Karangasem. TVRI Bali is currently unable to reach Buleleng Regency due to the relatively heavy topography of the area.

3. Psychographic Segmentation

Psychographic Segmentation is segmentation that uses basic psychology and demographics to understand consumers. Morissan (2011, p. 180) states that psychographic segmentation identifies personal characteristics and attitudes that influence a person's lifestyle and behavior. Based on the data obtained, TVRI Bali viewers have a simple lifestyle because most TVRI Bali viewers come from the middle and lower middle class. Apart from that, psychographically, TVRI Bali viewers choose shows that highlight Balinese culture and local information that is educational and educational, as well as shows that do not contain sensitive or controversial issues.

4. Conclusion

Researchers studying TVRI Bali's marketing strategy found they use a mix of advertising, public relations, and online outreach to promote events and attract viewers. Their audience leans towards those 30 and over who enjoy local culture and educational content. While this strategy is slowly growing viewership, the researchers recommend further refinement by targeting more specific demographics and creating content that appeals to Gen Z, perhaps through collaborations with schools and universities. Additionally, they suggest keeping up with the latest marketing communication strategies and new media content to stay competitive.

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