

Kebijakan strategis market Nichers dalam transisi industri penyiaran televisi di Indonesia (Studi kasus pada Metro TV periode 2000-2008) = The strategic Policy of market Nichers in transit ion of broadcast television industry in Indonesia (The case study of Metro TV in period of 2000- 2008)

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Abstrak

Penelitian ini menjelaskan tentang strategi stasiun televisi dalam merespons pasar, Metodologi yang digunakan adalah kualitatif dengan pendekatan structure, conduct, performance. Data diperoleh melalui wawancara mendalam, observasi dan studi dokumentasi. Dalam penelitian ini ditemukan pemetaan struktur pasar industry penyiaran televisi yang berbentuk oligopoly dan adanya keterkaitan antara struktur, perilaku dan performa dari yang dilakukan objek penelitian. Peneliti menyarankan agar pelaku industry lebih responsif terhadap pasar. Pengenalan struktur pasar sangat menentukan strategi yang akan diambil dalam merespon pasar. Peneliti juga menyarankan adanya penelitian lanjutan mengenai pola persaingan antar pemain dalam pasar ataupun persaingan dalam relung yang sama.

.....This research explained about television station strategy in response the market. The method of this research use qualitative with approached of structure, conduct and performance. Data obtained through deep interview, observation and documentation study. In this research found cartography of market structure industry broadcast television with oligopoly form and also a connection between structure, conduct and performance from the object research. Researcher suggests that industry performer can be more responsive to the market. Introduction of market structure very determine the strategy that taken in response the market. Researcher also suggest that there should have an advanced research about competitive system between player on market or competitive on the same path.