# Analisa penentuan parameter teknologi multiple PLP DVB-T2 untuk TV berbayar terrestrial berdasarkan potensi pasar di Indonesia = Analysis of DVB-T2 multiple PLP technology parameter setting for terrestrial pay TV based on market potential in Indonesia

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Abstrak

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Kehadiran teknologi TV Digital DVB T2 di Indonesia dalam era migrasi penyiaran analog ke penyiaran digital telah membawa dampak perubahan ke arah positif dengan tersedianya 18 kanal frekuensi untuk penerimaan bebas free to air dan 6 kanal frekuensi yang disediakan untuk teknologi TV digital masa depan future used Jika melihat potensi pasar media penyiaran terestrial yang besar tersedianya 6 kanal frekuensi ini dapat digunakan sebagai penerimaan TV digital berbayar Pay TV terestrial dengan teknik Multiple PLP dimana dalam setiap kali pemancaran dapat ditransmisikan beragam program siaran content dengan beragam kualitas siaran Dengan melihat perbedaan persebaran penduduk sebagai potensi pasar TV digital berbayar Pay TV dan perbedaan kebutuhan penerimaan di setiap lokasi yang berbeda beda maka perlu dianalisa parameter parameter Multiple PLP DVB T2 yang dapat memberikan komposisi jumlah program siaran dengan kualitas optimum program siaran untuk setiap kanal frekuensi dan perlu dianalisa parameter parameter model difusi Bass untuk memperkirakan berapa besar potensi pasar TV digital berbayar terrestrial dengan beragam sebaran populasi di Indonesia Hasil analisa menunjukkan beragam konfigurasi parameter Multiple PLP dan waktu difusi yang dapat diterapkan di berbagai wilayah di Indonesia yang dapat dipilih sesuai dengan prioritas untuk kebutuhan kapasitas program siaran atau kebutuhan variasi penerimaan program siaran

<hr><b>ABSTRACT</b><br>

The presence of DVB T2 Digital TV technology in Indonesia in the era of analouge to digital broadcasting migration has brought positive changes with the availability of 18 radio frequency channels for free to air reception and 6 radio frequency channels for digital TV technology future used With a huge broadcasting media market potential the availability of 6 radio frequency channels could be utilized as Pay TV reception with Multiple PLP technique where in each of it rsquo s transmition could broadcast a number of contents with a range of quality By looking at the differences in the population distribution as a potential market for the Digital Pay TV and the differences in reception requirements at each different locations it is necessary to analyze the utilization of multiple PLP DVB T2 technique that can provide the composition of broadcasting contents with optimum quality in each radio frequency channel and to analyze Bass diffusion model parameters to forecast how much Digital Pay TV market potential with a diverse population distribution in Indonesia Result of the analysis shows that a variation of Multiple PLP parameters configuration and diffusion time which can be implemented in any Indonesia rsquo s area by choosing two priorities capacity or variation of receptions , The presence of DVB T2 Digital TV technology in Indonesia in the era of analouge to digital broadcasting migration has brought positive changes with the availability of 18 radio frequency channels for free to air reception and 6 radio frequency channels for digital TV technology future used With a huge broadcasting media market potential the availability of 6 radio frequency channels could

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