

Pengaruh konsentrasi kepemilikan terhadap harga iklan dan pendapatan industri televisi swasta nasional di Indonesia = The effect of ownership concentration on advertising rates and revenue at national private television companies in Indonesia

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Abstrak

Studi ini bertujuan untuk meneliti persaingan usaha dalam industri televisi swasta nasional, serta menginvestigasi pengaruh konsentrasi kepemilikan serta karakteristik industri televisi terhadap harga iklan dan pendapatan iklan pada industri televisi swasta nasional tidak berbayar.

Penelitian ini menggunakan metode SCP dan persamaan simultan, menemukan bahwa struktur pasar Industri televisi swasta nasional bercorak Oligopoli ketat serta faktor teknologi memiliki dan jumlah pemirsa mempengaruhi keuntungan dan harga iklan sebuah industri siaran televisi swasta nasional.

.....This study aims to examine competition in the national private television industry, as well as to investigate the effect of concentration of ownership and industrial characteristics on the price of television advertising and advertising revenues at the national private television industry free to air.

This study uses SCP and simultaneous equations finds that the market structure of the industry national private television patterned tight oligopoly and technological factors affecting the audience has and the amount of profit and price advertising a national private television broadcasting industry.