

Analisis strategi konten industri pertelevisian (NET sebagai market challenger dan Trans TV sebagai market leader) = Content strategy of the market challenger against the market leader in Indonesian Television industries (case study in NET towards Trans TV) / Andica Giovanni

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Deskripsi Lengkap: <https://lib.ui.ac.id/detail?id=20388814&lokasi=lokal>

Abstrak

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Tesis ini membahas content strategy market challenger dalam menghadapi market leader industry televisi, dengan studi kasus pada NET terhadap Trans TV. Penelitian ini adalah penelitian kualitatif dengan menggunakan desain deskriptif. Temuan dianalisis dengan menggunakan kerangka analisis Industrial Organization Model yang membahas market structure, conduct dan performance. Hasil temuan menunjukkan bahwa kondisi market structure yang oligopoli mempengaruhi conduct Trans TV sebagai market leader dan NET sebagai market challenger dalam memperebutkan target audience yang sama. Sebagai market challenger NET melakukan strategi frontal attack terhadap Trans TV dengan content strategy yang berbeda. Performance content strategy tersebut ditunjukkan melalui rating, share dan penerimaan iklan

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This thesis deals with the content strategy of the market challenger against the market leader of television industry, with case study in NET towards Trans TV. This research is a qualitative study using descriptive analysis design. The findings were analyzed by using the Industrial Organization Model of analytical framework that explores the market structure, conduct and performance. The analysis shows that the condition of an oligopoly market structure influences the conduct of Trans TV as the Market leader and NET as the market challenger in competing the same target audience and advertising. As the market challenger NET conducts a frontal attack strategy against Trans TV with a different content strategy. The performances of the content strategies can be shown in rating, share and advertising revenue.