

Studi ekonomi media televisi lokal (studi kasus pada JTV Surabaya) =
Media economics on local television (case study on JTV Surabaya)

Mazaya Rizy Safira, author

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Abstrak

ABSTRAK

Penelitian ini bertujuan untuk menganalisis bagaimana eksistensi televisi lokal di Indonesia dalam hal ini JTV Surabaya melalui Model Organisasi Industri pada media. Model Organisasi Industri digunakan untuk memahami hubungan antara struktur pasar, perilaku, dan performa sebuah industri. Penelitian ini menggunakan paradigma konstruktivisme melalui pendekatan kualitatif deskriptif dengan desain penelitian studi kasus. Data dikumpulkan melalui wawancara dengan pekerja media dan studi dokumen dari lembaga rating. Hasil penelitian menunjukkan bahwa untuk dapat bertahan di tengah struktur pasar televisi yang oligopoli dan persaingan antar pemilik media, diperlukan strategi, seperti diferensiasi produk, riset program dan penentuan target khalayak.

ABSTRACT

This study aims to analyze the existence of local television in Indonesia, in this case JTV Surabaya with The Industrial Organization Model. The Industrial Organization Model was used to understand the relation, specifically on market conduct, and performance, specifically in media industry. This study used post-positivism through descriptive qualitative approach with case study research design. Data were collected through interviews with media workers and study documents from the rating agencies. The results showed that in order to survive in the middle of the television market structure of oligopoly and competition among media owners and concentration, a strategy was needed to be done, such as product differentiation, research programs and determining the target audience.