

Analisis pengaruh variabel horizontal integration dan teknologi digital terhadap industri televisi di Indonesia = Analysis of integration horizontal and digital technology variables to the television industry in Indonesia

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Abstrak

Selama 2010-2014 industri televisi didominasi 10 televisi swasta nasional dengan pendapatan iklan Rp 64 triliun. Untuk memperoleh pendapatan lebih besar, televisi dominan pun melakukan akuisisi terhadap pesaing (integrasi horisontal). Selain itu, adanya peralihan teknologi analog ke digital pada 2018, membuat televisi mulai melakukan perubahan. Kualitas siaran yang lebih baik dengan teknologi digital membuat industri ini berbenah untuk menarik minat penonton dan pengiklan.

Tujuan akhirnya stasiun televisi yang berintegrasi horisontal dan memulai transformasi teknologi akan meraih pendapatan lebih tinggi. Dengan analisis deskriptif pendekatan SCP dan metode ekonometri didapatkan hasil berupa integrasi horizontal dan teknologi digital memiliki pengaruh positif terhadap kinerja industri televisi.

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During the 2010 to 2014 television industry dominated by 10 national television with IDR 64 trillion of total advertising revenue. To earn a higher income, the dominant television was the acquisition of competitors (horizontal integration). In addition, the transition analog to digital technology in 2018, making the television began to make changes. Better-broadcast quality with digital technology makes this industry to clean up to attract viewers and advertisers.

The end goal of television that integrate horizontal and begin the transformation technology will achieve higher incomes. SCP approach with descriptive analysis and econometric methods is obtained in the form of horizontal integration and digital technology has a positive effect on the performance of the television industry.