

## Strategi inews sebagai stasiun televisi berita menghadapi persaingan industri media di Indonesia = Strategy of inews as news TV amidst media industry competition in Indonesia

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### Abstrak

Meningkatnya angka stasiun televisi berita di Indonesia membuat persaingan di industri ini semakin kompleks. Perkembangan teknologi serta kemungkinan pendapatan yang dijanjikan industri ini sangat menggiurkan pelaku usaha, namun disisi lain meningkatkan angka pesaing hanya akan membuat pangsa pemirsa stasiun televisi semakin berkurang terutama bagi stasiun televisi berita yang memang pangsa pemirsanya sudah terbatas oleh kriteria tertentu. Namun, walau dengan kondisi ini iNews memilih untuk memulai mengudara menantang pesaing-pesainnya di tengah kepopuleritasan Metro TV dan TV One yang sedang memuncak. Oleh karena itu, untuk dapat bersaing dengan kompetitornya, iNews perlu meningkatkan konten yang dimilikinya untuk meningkatkan pangsa pasar yang tentunya akan merangsang jumlah pemasangan iklan oleh <em>advertiser. Penelitian ini menganalisis lingkungan internal dan eksternal dengan menggunakan analisis SWOT iNews untuk dapat membantu dalam peningkatan konten iNews sebagai televisi berita. Dari hasil penelitian, iNews memiliki kekuatan (competitive advantage) untuk sistem integrasinya dimana iNews dapat bertukar sumber daya dengan RCTI, GTV, dan MNC TV. Dengan sistem terpadu ini, iNews menjadi kaya akan materi berita yang juga diikuti dengan sumber daya manusia terpadu yang mumpuni untuk menciptakan konten-konten seperti tayangan forum diskusi yang merupakan jenis tayangan yang digemari pemirsa.

.....Growing number of news TV in Indonesia has led to complex competition among media industry in the country. Technology development as well as potential high revenue indeed triggers industry players to enter the field, however the more industry players start entering the field it would also lessen the number of the industry market share. Moreover, the fact that news TV has a segmented audience makes the share for specifically this business even lesser. The intense competition this business offers seems to not stopping iNews from airing as news TV. As we have known even before iNews start airing, the industry already has Metro TV and TV One who are considered to have a strong market and popularity as news TV in Indonesia. Thus, in order to be able to survive and win the competition, iNews should start improving their programs content with expectation it could increase the number of audience that would also trigger the increase of advertisings in iNews from advertisers. It was previously said by Nielsen that most of TV station revenue is contributed by advertising revenue. Through this thesis, writer was analyzing iNews internal and external environment using SWOT analysis to help finding out whether iNews has unique strength that cant be easily copied by its competitors to improve its programs content and win the market. The analysis found out that iNews has applied a system called integration system which allows iNews to exchange resource with RCTI, GTV, and MNC TV. By exploiting the application of this system, it would help iNews in creating innovative and attractive programs such as a program which adopts the concept of open discussion in which this type of program has attract quite a big number of audience.