

Analisis Strategi Multiplatform pada Industri Pertelevisian Indonesia (Studi Kasus NET.) = Analysis of Multiplatform Strategies in The Indonesian Television Industry (Case Study NET.).

Marlia Yossie, author

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Abstrak

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Penelitian ini menganalisis kasus evaluasi atas strategi televisi multiplatform yang dijalankan oleh NET. menggunakan teori Industrial Organization dengan model analisa Market Structure, Conduct dan Performance. Perangkat ini membedah bagaimana aplikasi strategi multiplatform dijalankan oleh NET. Strategi multiplatform semula dilakukan untuk mengadaptasi perubahan cara masyarakat dalam mengonsumsi media, namun akhirnya tak lagi dioptimalkan karena krisis keuangan yang melanda NET. Hasil temuan menunjukkan bahwa dalam menganalisis struktur pasar multiplatform, selain struktur pasar televisi juga semestinya mempertimbangkan struktur pasar digital. Hal ini disebabkan strategi multiplatform melibatkan distribusi produk melalui pasar televisi dan pasar digital. Implikasinya produk yang dihasilkan juga harus menyesuaikan dengan kompetitor dan tipe khalayak dari dua pasar yang berbeda.

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ABSTRACT

This study analyzes the case evaluation of a multiplatform television strategy run by NET. using Industrial Organization theory with Market Structure, Conduct and Performance analysis models. This tool dissects how multiplatform strategy applications are run by NET. The multiplatform strategy was initially carried out to adapt the changes in the way people consume media, but ultimately it was no longer optimized due to the financial crisis that hit NET. The findings show that in analyzing the multiplatform market structure, besides the television market structure it should also consider the structure of the digital market. This is due to the multiplatform strategy involving the distribution of products through the television market and digital market. The implication is that the resulting product must also adapt to competitors and the type of audience from two different markets.