

Kontestasi Kepentingan Dalam Migrasi Digital Televisi Di Indonesia : Kajian tentang Pertarungan Pemerintah, Industri, dan Masyarakat dalam Pengelolaan Multiplexing Periode 2011-2022 = Contestation Of Interests On Television Digital Migration In Indonesia : A Study of the Conflict between Government, Industry, and Society in Multiplexing Management Period 2011-2022

Feni Fasta, author

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Abstrak

Proses migrasi digital televisi di Indonesia telah berlangsung sejak tahun 2007. Selama lebih dari satu dekade, tenggat waktu analogue switch off/ASO di Indonesia terus mundur meskipun International Telecommunication Union (ITU) melalui The Geneva 2006 Frequency Plan (GE06) Agreement telah memberikan target bagi negara-negara di dunia untuk melakukan migrasi dari analog ke digital (analogue switch off/ASO) paling lambat pada tahun 2015. Pada tahun 2022, dengan dasar hukum UU No. 11 Tahun 2020 tentang Cipta Kerja, pemerintah memutuskan bahwa pada November 2022 Indonesia akan melaksanakan ASO. Penelitian ini bertujuan untuk mengkaji kontestasi terkait proses digitalisasi penyiaran televisi. Tanpa dilandasi oleh UU Penyiaran yang harusnya menjadi dasar hukum kebijakan penyiaran di Indonesia, ASO di Indonesia menghadapi berbagai permasalahan mendasar, seperti pengaturan multiplexing, pembagian set top box (STB), dan pengelolaan digital dividend. Penelitian ini menemukan bahwa di dalam pelaksanaan digitalisasi penyiaran, pemain besar industri pertelevisian adalah pihak yang paling diuntungkan. Sementara industri pertelevisian skala kecil terhimpit dan termarginalkan. Selain menguntungkan konglomerat media, proses digitalisasi di Indonesia juga semakin menghilangkan peran representasi masyarakat sipil, seperti akademisi, dan organisasi profesi penyiaran lainnya. Melalui Kementerian Kominfo, pemerintah mengambil seluruh wewenang dalam proses digitalisasi penyiaran televisi.

.....The process of television digital migration in Indonesia has been going on since 2007. For more than a decade, the analogue switch off/AS deadline in Indonesia continues to fall back even though the International Telecommunication Union (ITU) through the Geneva 2006 Frequency Plan (GE06) Agreement has provided targets for countries in the world to migrate from analogue switch off/ASO no later than 2015. In 2022, with the legal basis of Law No. 11 of 2020 regarding job creation, the government decided that in November 2022 Indonesia would implement ASO. This research aims to examine the contestation related to the process of digitalization of television broadcasting. Without being based on the Broadcasting Law, which should be the legal basis of broadcasting policy in Indonesia, ASO in Indonesia faces various fundamental problems, such as regulating multiplexing, distributing Set Top Boxes (STB), and managing digital dividend. This study found that in the implementation of digitalization of broadcasting, the big players of the television industry are the most beneficial parties. Meanwhile, the small-scale television industry is squeezed and marginalized. Beside of benefiting media conglomerates, the digitalization process in Indonesia is also increasingly eliminating the role of civil society representatives, such as academics, and other broadcasting professional organizations. Through the Ministry of Communication and Information, the government takes all authority in the process of digitalizing television broadcasting.