

## Socialization of Analog to Digital TV Broadcast Migration as a Broadcasting Innovation in Gorontalo City based on Diffusion-Innovation Perspective

Abd. Djalil W. Hadjinggo, Andi Subhan, Cahyadi Saputra Akasse, Dwi Ratnasari

<sup>1,2,3,4</sup>Ilmu Komunikasi, Fakultas Ilmu Sosial dan Ilmu Politik, Universitas Ichsan Gorontalo

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### Abstract

*In this research, socialization is important in analog TV to digital TV broadcast migration under the government's policy in regulating TV broadcasting. This research aims to find out the socialization of analog TV to digital TV broadcast migration as a broadcasting innovation in Gorontalo City from the perspective of diffusion of innovation. It employs a qualitative method. The informants taken are from three institutions related to the analog TV to digital TV broadcast migration and the public as additional informants. The data collection techniques are through observation, structured interviews, and documentation. The data analyzed are through collection, condensation, presentation, and conclusion drawing. The results of this research indicate that the socialization implemented is through five aspects of diffusion of innovation theory, namely relative advantage (digital TV is certainly superior), suitability (TV migration has been in process and known by the public), complexity (the public is considered to understand the application of digital TV), trialability (suitable to be applied in Gorontalo city area and areas without Blank Spot) and visibility (the application of analog to digital TV migration is as expected by the government and has positive value for the community). Those five aspects are seen in the socialization of analog TV to digital TV broadcast migration as a broadcasting innovation in Gorontalo City.*

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### Abstrak

Dalam penelitian ini, sosialisasi merupakan hal penting dalam migrasi siaran TV analog ke TV digital. Hal itu dilandasi dengan adanya kebijakan pemerintah dalam pengaturan siaran TV. Penelitian ini bertujuan untuk mengetahui sosialisasi migrasi siaran TV analog ke TV digital sebagai inovasi penyiaran di Kota Gorontalo dalam perspektif difusi-inovasi. Penelitian ini menggunakan metode kualitatif. Informan berasal dari tiga lembaga utama yang berkaitan dengan migrasi siaran TV analog ke TV digital dan masyarakat sebagai informan tambahan. Teknik pengumpulan data melalui observasi, wawancara terstruktur, dan dokumentasi. Penelitian ini menggunakan pengumpulan data, kondensasi data, penyajian data, dan penarikan kesimpulan. Hasil penelitian ini menunjukkan bahwa sosialisasi yang digunakan adalah melalui lima aspek teori difusi-inovasi yang terdiri dari keunggulan relatif (TV digital dipastikan lebih unggul), kesesuaian (migrasi TV telah berproses dan diketahui oleh masyarakat), kerumitan (masyarakat dianggap memahami penerapan TV digital), ketercobaan (cocok diterapkan di wilayah kota Gorontalo dan daerah tanpa *Blank Spot*) dan keterlihatan (penerapan migrasi TV analog ke digital sesuai yang diharapkan pemerintah dan bernilai positif bagi masyarakat). Kelima aspek itu tampak dalam sosialisasi migrasi siaran TV analog ke TV digital sebagai inovasi penyiaran di Kota Gorontalo.

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### Corresponding Author:

Andi Subhan

Universitas Ichsan Gorontalo

Email: [andisubhan.ap@gmail.com](mailto:andisubhan.ap@gmail.com)

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## 1. INTRODUCTION

Technically digital TV is divided into two parts, namely first, satellite digital TV with channel widths generally between 27 and 36 Mhz due to the need to use frequency modulation for the transmission of an analog TV program (band width 6-8 Mhz related to the sound carrier). The second is cable digital TV or territorial networks, the channel width changes from 6 (USA) to 7 or 8 Mhz (Europe) due to the use of AM with a side band, a side for video, 1 or more audio carriers.

In the analog era, the provision of infrastructure and broadcast programs was carried out by one broadcasting institution to broadcast one broadcast program. In the digital era, the provision of infrastructure by one broadcasting institution can include 12 broadcast programs. Thus, in the digital era, Broadcasting Program Organizing Institutions (LP3S), in distributing their broadcast programs, do not need to build/own their own infrastructure. Multiplexing is a term used to refer to a process in which multiple message signals are analog. The government has determined that each region has six

LP3Ms, namely TVRI as a Government Broadcasting Institution (LPP) and five as Private Broadcasting Institutions (LPS).

Since the end of 2012, digital TV infrastructure has begun to be built and operated by private multiplexing operators in Java and the Riau Islands. Broadcast content in digital format can now be enjoyed by people in this region. In 2013, the regions of Aceh, North Sumatra, East Kalimantan and South Kalimantan began developing digital TV network infrastructure by multiplexing operators.

In 2014 the government began to open business opportunities for broadcast content organizers who would fill broadcast slots for multiplexing operators in Indonesia. Apart from that, selection of additional multiplexing operators was carried out again for two additional operators for the Jabodetabek area and multiplexing operators for service areas in 15 other provinces on the islands of Sumatra, Kalimantan, Bali, Nusa Tenggara and Sulawesi (<https://tvdigital.kominfo.go.id>).

The implementation of digital TV is carried out in stages according to the plan for implementing the simulcast period. The simulcast period is the broadcast of television broadcasts simultaneously between analog television broadcasts and digital television broadcasts with the aim of broadcast migration to Analog-Switch-Off (ASO). This period started in 2012 and ended in 2018. Starting in 2018, analog broadcasts will be turned off. Nugroho R., Ruliyanto, Nugroho, ER (2022) stated that the television industry in Indonesia is currently in a transition period from analog broadcasts to digital broadcasts. Without having to buy a new TV set, people can enjoy digital format broadcast content by adding a converter device called a Set Top Box (STB) to their old TV set. Set Top Box is a digital broadcast receiver whose function is to convert and compile digital signals so that they can be received on analog TV sets.

Arsyad Nurizar (2020) stated that information on the transition to digital broadcasting is important as a form of preparation for entering the era of society 5.0. Where internet access is where internet access has an important role in the development of science and technological innovation. This statement certainly illustrates the need for technological innovation in the broadcasting context. Digital TV broadcasting image and sound quality is far superior to analog broadcasts, the transmission process from analog to digital leads to the cessation of analog broadcasts. It has been carried out in total in many countries, including the United States on June 12 2009, Japan on July 24 2011, Canada on August 31 2011, England and Ireland on October 24 2012, and Australia in 2013.

Several developing countries, including India, are also participating in the broadcast migration process. Stated by Tiwari, M., et al. (2015) that Indian television is still tuned to analog channels and digital TV has not yet penetrated into society in both rural and semi-urban areas despite the reasons behind the requirement for rapid change from analog TV to digital TV for better development and greater benefits Good. This shows that there is a process needed for implementation, namely socialization. Nigeria on the African continent is also preparing to face residual migration as safe as what Indonesia is currently experiencing. This can be seen from the findings of Ngozi, OB and Nzan-Ayang MA (2023) by looking at regulatory issues and political will in the process (including socialization) and implementation of broadcast migration to digital. In its implementation, challenges may arise. Ihechu, IP and Uche, U. (2012) hint at this by saying that in the process, the benefits of digitalization are outlined and then weighed against the challenges of actualizing digitalization. As a result, suggestions are made to avoid or reduce the impact of discovered challenges. It is concluded that careful implementation of the established policies in conjunction with the suggested solutions, will make the digitalization process a success.

The ASO migration process depends on the support of all stakeholders. Public awareness of wanting to buy their own STB to switch from analog TV broadcasts to digital TV broadcasts is very important. Meanwhile, in Gorontalo City, there are still many people who don't know what digital TV is. Most people in Gorontalo City still use analog TV and there are also people who use cable digital TV. This is in line with what was stated by However, in accordance with the government's advice to implement ASO, the public has not paid attention to this matter. Basically, digital TV can

be obtained if you use a digital receiver-based TV. The risk that the public accepts if they do not use a digital receiver and STB-based TV is that the public will not be able to receive sound and images on analog-based television sets. Therefore, it is very important for the public, especially Gorontalo City, to know what the migration of analog TV broadcasts to digital TV is and the advantages of using it.

The use of print and electronic media, for mass communication to communicate with a large number of anonymous and diverse individuals in various locations to institutions or institutionalized dispersed people. Media cannot exist without advances in communication technology as a whole. Television in particular is growing more rapidly than print media in general. Because of their fundamentally different characteristics, both media are necessary for effective mass communication (Mulyana, D., 2015: 83).

Because communication media are very easy to find and use, information conveyed through mass communication will quickly spread to the wider community. In this way, everyday people can quickly get information from this mass media. Another characteristic of mass communication media is that it is synchronous, meaning that information will be disseminated simultaneously to the general public and society as a whole. Because the delivery is done once with the main aim of the general audience, the communicator does not need to send it multiple times so that the message can be conveyed simultaneously easily and quickly.

Television is an extraordinary work. The culture of nations and countries can be changed gradually or radically by its presence. Users feel more comfortable when there is a television nearby. After more than 50 years of broadcasting, we find that the current transmission system fails to meet the needs of all parties. Analog technology is used in transmission systems. It is considered out of date. However, in recent years, the use of cable or satellite channels has resulted in improvements in the quality of analog television broadcasts, so that television images appear clearer. However, it was proven that the results were still below standard. In 1998, this was proven. Television transmitter entrepreneurs face the challenge of continuing to improve the image quality of television broadcasts. After that, a debate arose to completely switch from analog to digital technology. Considering the long history of the Indonesian television industry since 1962, several significant technological advances have occurred to date.

Innovation is everything about ideas, methods or objects that are perceived by someone as something new. "New" here is not merely a measure of time since the discovery or use of the intended innovation (Panuju, R., 2000: 36)

Broadcasting is essentially one of the basic skills of humans when they are in a position of not being able to create and use messages effectively to communicate. Broadcasting in this context is a tool to boost the capacity and effectiveness of mass communication (Mufid, M., 2010: 19)

The diffusion of innovation theory developed by Everett M. Rogers (1983) is widely known as a theory that discusses decisions. Through the book *Diffusion of Innovation*, he provides the concept of diffusion of innovation and the speed at which a social system accepts new ideas offered by an innovation. Diffusion of innovation is the process of an innovation being communicated through certain channels over time among members of a social system. Rogers (1993) in his book said, diffusion is the process carried out by an innovation to become known and spread in society. A social system will be delivered through certain channels over time via communication messages. A process in communication can create and share information with each other to achieve common goals.

At the beginning of its development, the diffusion-of-innovation theory emphasized the role of leaders' opinions in influencing people's attitudes and behavior. This means that the mass media has a strong influence in spreading new discoveries, which are then passed on by community leaders. However, innovation diffusion can also directly reach the audience. According to Rogers and Shoemaker (Nurudin, 2007) diffusion is the process by which discoveries are spread to people who are members of a social system.

There are three main concepts that Roger discusses in Diffusion of Innovation, namely innovation, diffusion and adoption. Innovation is an idea, practice or object that is perceived as something new by an individual. Meanwhile, diffusion is the process of communicating an innovation through certain communication channels within a certain time to members of the social system. Adoption will occur when individuals fully use an innovation into practice as the best choice (Rogers, 1983).

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In the context of diffusion-of-innovation towards adoption Rogers (1983) offers characteristics that can help reduce uncertainty about innovation, thereby influencing a person's level of adoption of a new product. These innovation characteristic factors can influence individuals or social systems on the level of adoption or the relative speed at which an innovation is adopted by members of the social system.

Rogers (1983) identified five characteristics of the diffusion-of-innovation theory, namely:

1. Relative Advantage, that is, the degree or level of innovation considered superior to previous innovation ideas.
2. Compatibility, the extent to which an innovation is perceived to be based on existing principles, previous knowledge, and the requirements of potential adopters.
3. Complexity, namely the extent to which an innovation is considered difficult to understand or put into practice is known as its complexity.
4. Trialability, the extent to which new technology can be tested in a limited capacity.
5. Observability is the extent to which other people can see an innovation.

## **2. RESEARCH METHOD**

In this research, the author focuses on understanding the socialization of the migration of analog TV broadcasts to digital TV as a broadcast innovation in Gorontalo City from a diffusion-innovation perspective. In this research, the researcher chose the Gorontalo City Communication and Information Service, Gorontalo City KPID and the Gorontalo Radio Frequency Spectrum Monitoring Center. The author carried out research activities for  $\pm$  2 months, namely May – June 2023.

Researchers will conduct research through an approach using qualitative descriptive analysis. According to Sugiyono (2013: 18), qualitative research methods are methods used to research the conditions of natural objects, where the researcher is the key instrument. As for communication science, there are experts who explain research methods, such as Kriyantono (2014: 18), stating that qualitative research is research or research that aims to explain phenomena in as much depth as possible. This is emphasized more on the depth of quality rather than the quantity of data.

The informants used in this research were selected using a sampling approach in quantitative research, namely purposive sampling. According to Sugiyono (2013), purposive sampling is a technique for sampling data sources with certain considerations. This consideration, for example the person who is considered to know and understand the most about what we expect or maybe he is the authority, will make it easier for the researcher to explore the object or situation being studied. The informants interviewed came from three main institutions related to TV Broadcast Migration, namely the Gorontalo City KPID, 1 informant, the Gorontalo City Communication and Information Service, 1 informant, and the Gorontalo City Radio Frequency Spectrum Monitoring Center, 1 informant.

In terms of novelty, this research seeks to identify, categorize and outline several dimensions of the diffusion of innovation theory by analyzing the socialization of the migration of analog TV

broadcasts to digital TV broadcasts. The strong confirmation of this research is the socialization process. In this process, expectations in research can reveal the acceptance, adaptation and adoption of new communication technology in society. The findings can be used as recommendations for policy makers in carrying out broadcast migration outreach in other regions. The urgency of broadcast migration is something that cannot be avoided in the era of advanced technology. It is hoped that the technology will be accepted by the user community. This means that broadcast migration ensures that the switch from analog to digital broadcasting is very helpful because it is more efficient and reliable (Abdullah, AS al-Din, 2016). Dissemination of information in the form of socialization can support the successful diffusion of the expected innovation.

### 3. RESEARCH RESULTS AND DISCUSSION

#### 3.1. Research result

The Gorontalo City Information and Coding Communication Service as a regional work unit in charge of disseminating information, developing and utilizing Information and Communication Technology (ICT), as well as controlling postal and telecommunications services is required to be able to provide services to the public in a transparent and accountable manner in the field of communication and information technology. .

With this service, efforts to distribute information and fulfill the public's right to information can be carried out. In this case, it is hoped that society will be more empowered in obtaining and utilizing information which in turn can improve welfare. Meanwhile, for government officials, the realization of complete e-government implementation is the expected vision and mission. With this hope, the Gorontalo City government formed the Gorontalo City Communication, Informatics and Cryptography Service with the Gorontalo Mayor's regulation Number 41 of 2016 concerning the position of the organizational structure of tasks and functions as well as work procedures for the Gorontalo City Communications, Information and Cryptography Service.

Meanwhile, the understanding of the migration of analog TV broadcasts to digital TV is obtained from the results of the interview with AK as follows.

*"This is the migration of analog TV to digital, which as we all know is a national program, not a program from each region. Overall, this is a national intention, it reaches the regional level. Why the analogue was migrated to digital is because firstly, in terms of image quality, it makes the government provide more information. "The point here is to disseminate information that can be accepted by the public with the best quality." (Interview, July 24, 2023).*

So based on the interview above, the migration of analog TV broadcasts to digital TV is a government program whose socialization is assisted by each region to disseminate information to the public. For parties who play a role and are involved in the process of implementing the socialization of the migration of analog TV broadcasts to digital TV in Gorontalo City, the results of the interview with AK are as follows.

*"The role of the government, especially those of us at KOMINFO, actually, there are several parties who play a role here, including the KPI (Indonesian Broadcasting Commission) in the regions as well as the KPID (Regional Indonesian Broadcasting Commission) which plays a role and also works together with us. KOMINFO in each district." (Interview, July 24, 2023)*

Based on the interview above, it can be seen that the government plays a big role in socializing this and is also assisted by KOMINFO, KPI, and KPID. Furthermore, AZ added in the interview as follows.

*"So actually there are many people who play a role, not only from KOMINFO, KPI, and KPID, from stakeholders who are also broadcast organizers who are related to being broadcast organizers." (Interview, July 31, 2023)*

Migration of analog TV broadcasts to digital TV in Gorontalo City, analyzed based on the diffusion-innovation theory. So, from the diffusion-of-innovation theory, there are five aspects described, namely Relative Advantage, Suitability, Complexity, Testability and Visibility. For the systematic preparation of research results, the results of interviews with informants were described based on categories from the description of the diffusion-innovation theory.

### 1. Relative Advantage

The migration of analog TV broadcasts to digital TV has advantages according to the results of the interview from AK which is quoted as follows.

*"That, in terms of image quality, it is better, the digital one is even better than the analog one. "Maybe in terms of image quality or sound, digital is superior." (Interview, July 24, 2023)*

AZ expressed the same thing in his interview, namely:

*"If the problem is superior, it's like I said earlier. "If you excel, you will definitely excel with this digital technology, yes, the picture will definitely be clean, the sound will be clear and the technology will be sophisticated." (Interview, July 30, 2023)*

This was confirmed by SS. In his interview, he said that:

*"Very superior. I explained earlier the advantages or benefits that we get. "From the quality of the broadcast, we already talked about that by using broadcast digitization we get cleaner picture quality and clearer sound and the technology is more sophisticated." (Interview, July 27, 2023).*

Based on the interview above, this digital TV is very superior in terms of picture and sound quality which is supported by sophisticated digitalization technology. This really helps people when switching to digital TV broadcasts. Based on information from one of the users migrating from analog TV to digital TV, obtained from interviews with YM as a member of the community. This statement is in accordance with the results of the interview quoted as follows.

*"The outreach carried out to the community really helped us. Ordinary people who don't know how digital TV broadcasts are, will finally be helped. We, the people who don't know about analog TV, have to use a set to box so that it produces clear picture and sound quality. The point is, the community is really helped." (Interview, July 31, 2023).*

Likewise, NY as a society has not yet switched to digital TV broadcasts. In his interview, he said that:

*"The socialization is good and there are lots of people interested. "People want to change their analog TV to digital TV because in this day and age, analog TV is already difficult, there is not enough interest and the picture quality (of digital TV) is good, very clear." (Interview, July 31, 2023)*

Based on the interview above, Gorontalo City residents who use analog TV are very rare to find and many have migrated to digital TV broadcasts because of the superior picture quality.

### 2. Suitability

For the process of implementing the socialization of the migration of analog to digital TV broadcasts, it was obtained from the results of an interview with AK which is quoted as follows:

*"Yes, so actually this year we are going to socialize this at the government level, especially at KOMINFO, through the media, through the dissemination of information, be it print media, electronic media, or media which we often known as TikTok, Instagram media. social. Like that." (Interview, July 24, 2023)*

Based on the interview above, it can be seen that print media and electronic media can be used as media for disseminating information to the public. AZ added this in his interview as follows.

*"Especially at last year's monitoring location, we carried out socialization. "So, the outreach regarding this analog switch to the public, our users have already socialized it, the socialization will be carried out on private TV and national TV" (Interview, 30 July 2023)*

Based on the interview above, the socialization process has been carried out so that people just have to migrate broadcasts from analog to digital. This is different from SS, which carries out this outreach using the media and is carried out directly to the community. In his interview, he said that:

*"In the process of implementing this socialization, including us from KPID, we have carried out this socialization. "What is it called? It has been carried out since last year in the community together with related stakeholders using the media or directly to the community, maybe that's it." (Interview, July 27, 2023)*

Then it was confirmed again by SS in the following interview.

*"We also use broadcasting media, be it radio, television, those are the media we use to socialize." (Interview, 27 July 2023)*

In other words, socializing immigration from analog TV to digital TV can more easily reach the public, plus in the socialization process, the relevant parties meet directly with members of the community who will migrate analog TV broadcasts to digital so that the public is able to receive clear information regarding that matter. Additionally, information is shared through various media. Meanwhile, among the public, information was obtained from interviews with YM who had switched to digital TV broadcasts. In his interview, he said that:

*"Yes, socialization through sub-districts. So (we) received an invitation through the sub-district to attend the socialization from the government. "Those who attended the socialization included the local government, village officials and broadcasting institutions." (Interview, July 31, 2023)*

This is different with NY as a society that has not yet migrated broadcasts. In his interview, he said that:

*"I did not follow the socialization carried out by the government. I only saw it on television and on social media." (Interview, July 31, 2023)*

This proves that the suitability of information from the government to the public can be done using several media. Apart from direct outreach carried out by the government, the use of media, both television and social media, has become efficient for the public in finding out about the analog TV broadcast migration program to digital TV.

### **3. Hassle**

Regarding this complexity, AZ has provided an explanation in the interview as follows. *"How do we distribute the signal, so before it is broadcast, it is first processed digitally. "So why are the signals processed so that they have to be encoded first before they are overlaid onto the signal." (Interview July 31, 2023)*

This was added by Safrin Saifi in an interview as follows:

*"Oh yes, so actually digital migration is a central government program which has been regulated in Law Number 32 of 2002 concerning Broadcasting which was amended by the Job Creation Law, especially in the fields of telecommunications, information and broadcasting. "That explains that digital migration is a program to move analog television to digital." (Interview, July 27, 2023).*

Based on the interview above, broadcast migration has been regulated in Law Number 32 of 2002 so that regional governments, which in this case are involved in socializing immigration from analog TV to digital TV, have a clear basis for implementing this program in their respective regions. Meanwhile, for the community, informant YM provided an explanation through the following interview.

*"As far as I know, analog TV broadcasts are still grainy. "Digital TV is a broadcast with a bright, clear picture and clear and clear sound." (Interview, July 31, 2023)*

This is different from NY as a society that has not yet switched to digital TV broadcasting. He said that analog TV is the old TV and digital TV is the current model of TV. In his interview, he said that:

*"Yes, I know that analog TV is the old model of TV. "If it's digital TV, that's the case with the current model of TV." (Interview, July 31, 2023)*

Based on the results of the interview above, it can be seen that people only know the differences in TV models. However, because this is a program from the government, the public must accept it.

#### 4. Experimentation

For problems related to this experiment, researchers tried to ask whether the migration of analog TV broadcasts to digital TV was suitable for application to the people of Gorontalo City? From the results of the interview with AK, the following statement was quoted.

*"Yes, it is suitable to be implemented. Indeed, there are several areas with blank spots, thank God for Gorontalo City, they were not caught in blank spots. Because only in remote areas. In Pohuwato or Boalemo Regency, there are still areas that are categorized as unable to absorb digital broadcasts. For Gorontalo City, thank God not." (Interview, July 31, 2023)*

Likewise with AZ, broadcast migration is suitable for the people of Gorontalo City. In his interview, he confirmed that:

*"But the point is, if it fits, it fits. "Actually, we in Indonesia are experiencing delays in implementing digital TV, but the point is that we in Indonesia are late." (Interview dated July 31, 2023)*

Based on the interview above, Indonesia is one of the countries in Southeast Asia that is experiencing delays in implementing the migration of analogue to digital TV broadcasts. As with SS, he said that the people of Gorontalo City must accept the migration of analog TV broadcasts to digital. In his interview, he said that:

*"It's not that it's no longer suitable, but whether we like it or not, we accept it. Because if you look at the development trends in the digital world today, other countries have gone quite far. "It was 3 years ago that America and other European countries and neighboring countries, such as Singapore, Malaysia, completed their move to broadcast digitalization one year ago." (Interview, July 31, 2023).*

Next, this trial stage continues with whether the people of Gorontalo City can accept the socialization of the migration of analogue to digital TV broadcasts?

In this case, AK and SS both gave the same opinion. Meanwhile, AZ gave a different opinion. AK said that people accepted the migration of analog TV broadcasts to digital TV. In his interview, he explained that:

*"Yes. "So, there are people who accept it, there are also people who haven't switched because they still don't have the money to buy this STB device." (Interview, July 24, 2023)*

Based on the interview above, people accept it, but there are some people who have not switched to digital broadcasting because of their economic situation. In contrast to that, AZ said that the people of Gorontalo City were divided into two, namely 50% who accepted and



50% rejected. For people who refuse, there is no effect on implementing broadcast migration. In his interview, he said that:

*"If it's a matter of refusing or accepting, it's like it's 50:50, so if the person refuses, I don't think it will have much of an effect because up to now, the people of Gorontalo, especially in the city, mostly use cable TV. Even then, there is no terrestrial TV broadcast that is analog in Gorontalo itself. The most available are Trans TV, Trans 7, TVOne but now almost with ASO (Analog-Switch-Off) I think maybe this August it will be full. "Like it or not, ASO has had to switch to digital because yesterday the problem was probably still around, the problem was that the STB had not yet distributed it." (Interview, July 31, 2023)*

Based on the results of the interview above, when ASO will be carried out, the people of Gorontalo City must accept the government's program regarding the migration of analog TV broadcasts to digital. This differs from SS's opinion, that the community is very accepting of government programs. The following is an excerpt from the interview.

*"We did socialization, they were very accepting. Because, we must have stepped into the era of digitalization. In different times, developments in this era must be immediately supported by changes in mindset, changes in thoughts, changes in attitudes and so on, but basically society accepts it. It's just that we need more intense socialization right down to the end." (Interview, July 27, 2023)*

Based on the results of the interview above, the people of Gorontalo City really accept government programs and socialization must be carried out more frequently because the people of Gorontalo City have better broadcasting rights in the future.

For informants who have migrated to digital TV broadcasts, YM, as a person who has made the switch, revealed that he is one of the people who has used digital TV broadcasts. From the results of the interview, it is quoted as follows.

*"Yes, I have used digital TV broadcasts. The result is a brighter picture, clearer picture and clearer sound." (Interview, July 31, 2023)*

Based on the interview above, people are happy and satisfied with the quality of the images and sound produced by digital TV broadcasts. This is different from NY as a society that has not yet switched, he said that he migrated because he did not have the money to buy equipment. In his interview he said that:

*"I haven't used analog TV because I can't afford the equipment." (Interview, July 31, 2023)*

These are some statements from informants in relation to the problem of testing broadcast digitalization technology.

## 5. Visibility

The most important thing about migrating analog TV to digital TV is the evaluation results of this socialization. In accordance with the interview with AK, he gave the following statement.

*"In this era of digitalization, if we want to look at or review the effects and uses of digital, there are two positive sides and a negative side. "Why is digital better than analog, because digital is even possible for us to access the internet via STB." (Interview, July 24, 2023)*

Based on the results of the interview above, digital TV has positive and negative effects on society. This differs from AZ's opinion, in that he cannot yet say what the effects will be because Gorontalo City will only migrate analog TV broadcasts to digital TV in August this year. The following is an excerpt from the interview:

*"Especially for the City of Gorontalo, we cannot talk at length about the evaluation of the socialization of broadcast migration because in the City of Gorontalo itself the plan is later. Gorontalo City is already full ASO in August. Because for the time being, the institution still has an STB policy that has not been distributed in its entirety to the community. So there are simulkes so the digital ones are radiating but the analog ones are still radiating.*

*"So the plan is for Gorontalo Province, on August 12 we will have full ASO." (Interview, July 31, 2023)*

Based on the results of the interview above, Gorontalo City will implement a comprehensive migration of analog TV broadcasts to digital TV for the people of Gorontalo City on August 12 2023. This, in contrast to Safrin Saifi, said that the effect would be very positive. In his interview, he said that:

*"Alhamdulillah, the impact or effects we have in society are very positive. "It's just that we have to do it intensely, continuously without getting bored and must remain patient in conveying it, including that we hope that broadcasting institutions will be even more intense in terms of using public service advertisements to socialize about the digitalization of broadcasting." (Interview, July 27, 2023).*

Meanwhile, for the community, according to informants who have migrated to digital TV broadcasts, the results of interviews with YM are quoted as follows.

*"Be interested. "The problem is that the image results are good from what was previously a blurry image, this unclear sound can now become a clear image and clear sound, and you can watch 20 broadcasts." (Interview, July 31, 2023)*

Based on the results of the interview above, it was found that the public is very interested in migrating analog TV broadcasts to digital TV, in terms of broadcasts they have already received 20 broadcasts which can be watched with better picture and sound quality than analog TV. Likewise, NY as a society that has not yet switched, he said that he was very interested, but he just didn't have the money to buy the equipment. The results of the interview are as follows.

*"Yes, I'm interested because digital TV has a lot of broadcasts that you (want) to get. It's just that I don't have the costs yet." (Interview, July 31, 2023)*

To find out the advantages and disadvantages of analog TV broadcasts and digital TV, the following is an excerpt from an interview with AK.

*"Yes, as I explained earlier, in terms of image and sound quality it is different. In terms of the impact from the positive side, it has been described earlier that in terms of quality alone it is different, only the negative impact is of course the government will not remain silent, especially those of us in the Ministry of Communication and Information, of course we will look at and review which sites can be accessed by the public by blocking them. untrustworthy sites which will be detrimental to society." (Interview, July 24, 2023)*

Based on the results of the interview above, the government's actions in blocking dangerous sites can cause inconvenience for the public in enjoying digital TV broadcasts. The following advantages and disadvantages were added by AZ in the interview as follows.

*"If that's the advantage, people can get more channels. As for the drawback itself, I think the drawback is digital technology, so it either only gets a signal or doesn't get a signal. So actually, if the signal is weak, the TV is completely blank. That's probably the downside." (Interview, July 31, 2023)*

Meanwhile, SS emphasized that the advantages in terms of picture and sound were different and the disadvantage was damage to the STB. In his interview, he emphasized that:

*"I think if you look at the advantages of digital TV, the picture is clean and the sound is clear. If there is a shortage, the STB equipment will be damaged." (Interview, July 27, 2023).*

In other words, the migration of analog TV to digital TV must still receive extra attention from various related parties to analyze the positive and negative impacts of the presence of technology so that people are enthusiastic about accepting this regulation.

### **3.2. Analysis (Discussion)**

Based on data obtained from research results, it was found that the migration of analog TV broadcasts to digital TV was highly accepted by the people of Gorontalo City. After studying research related to the migration of analog TV broadcasts to digital TV, the migration of analog TV broadcasts to digital TV in Gorontalo City applies five aspects, namely relative advantage, suitability, complexity, trial and error, and visibility.

The first aspect in the diffusion-of-innovation theory is relative advantage. Relative advantage is the degree or level of innovation considered superior to previous innovation ideas. Basically, digital TV has definite advantages compared to analog TV, namely picture quality, cleaner and clearer sound compared to analog TV so that people get many benefits even though people are required to use the help of an STB device. This corresponds to relative advantage, which is the degree or level of innovation that is considered superior to previous innovation ideas.

The second aspect in the diffusion-innovation theory is conformity. Suitability, namely the extent to which an innovation is perceived to be based on existing principles, previous knowledge and the requirements of potential adopters. Basically, the migration of analog TV broadcasts to digital TV has been carried out and the public is aware of the government program regarding the migration of analog TV broadcasts to digital TV. So in this case, all parties involved continue to make efforts to ensure that the program runs. In providing information regarding government programs regarding the migration of digital TV broadcasts to analog TV in the process of disseminating information using print, electronic and social media. This is because it is in accordance with the perceived compatibility of an innovation with existing principles.

The third aspect of the diffusion-of-innovation theory is complexity. Complexity, namely the extent to which an innovation is considered difficult to understand, is known as its complexity. Basically, the migration of analog TV broadcasts to digital TV has been understood by the people of Gorontalo City. The migration of analog TV broadcasts to digital TV is a program from the government and the public already understands and does not find it difficult to understand the migration of analog TV broadcasts to digital TV. It is also very clear that there is no hassle in introducing government programs.

The fourth aspect in the diffusion-of-innovation theory is trialability. Trialability, namely the extent to which new technology can be tested in a limited capacity. Basically, this broadcast migration is suitable for implementation and the people of Gorontalo City accept it, while for people outside Gorontalo City it is not yet suitable for implementation because they are still in areas experiencing blank spots.

The fifth aspect of the diffusion-of-innovation theory is visibility. Visibility, namely the extent to which other people can see an innovation. Basically, the innovation regarding the migration of analog TV broadcasts to digital TV is very much in line with what the government hopes for. In the process, it creates positive things for the people of Gorontalo City. Adriyun Katili and Safrin Saifi said that the effects of implementing government programs to the people of Gorontalo City had a positive effect on the government and society. Because people are happy with the results of digital TV broadcasts. This is because in accordance with the visibility to which other people see this innovation, people feel enthusiastic about migrating because the picture and sound produced from digital TV broadcasts are better than analog TV broadcasts. This is related to visibility to the extent to which other people can see an innovation.

Apart from the five aspects of innovation-diffusion in this research, in relation to the process (socialization) in migrating analog TV broadcasts to digital TV, the research results show that there are still obstacles encountered. Of course, related parties and the community still need time to achieve success in its implementation. This is in line with Oyedokun, DM, Archibong, MW, Ajayi, MP, (2022) who stated that a successful analog to digital migration may not be achieved on time. Various challenges in the implementation process, including socialization, mean that digitalization cannot run perfectly. It was also stated by Sutu, RM (2013) several years earlier

that in the European context, Romania was involved in a transition process from analog television to digital terrestrial television which was initially planned for completion in 2012 and postponed until 2015. This means the process and socialization It takes a long time to achieve the target. Meanwhile, one of the technologically advanced countries, namely South Korea, also still has quite significant problems. Yoon, H. (2014) provides an overview of the lessons from South Korea's digital transition that South Korea's digital transition is a partial success and that there is still a need for a centralized center that collaborates between the government, broadcasting institutions and television producers to communicate more effectively and increase public awareness. to overcome remaining challenges.

This fact shows that problem-solving the problem of migrating analog TV broadcasts to digital TV is still a challenge in parts of the world, including in developed countries such as South Korea in East Asia, Romania in Eastern Europe, and India in South Asia. The dissemination of information in the form of socialization and other formats needs to be optimized and adapted to individual needs and urgency. This can be seen further from the problems faced by each country, especially those related to time (deadlines). Sam, A. and Otim, JS (2011) explained in their research that there needs to be action taken by broadcasting institutions and various government institutions including regulators to support this transition. Furthermore, the two recommended several further actions to the government and consumers to further improve Uganda's chances of meeting the deadline. In facing the given deadline, more advanced steps are needed in terms of socialization, in addition to improving other aspects.

Based on this description, Gorontalo City is one of the cities in Indonesia that needs to prioritize fulfilling various aspects towards the success of broadcast migration within the predetermined deadlines. Through a description of the innovation-diffusion side, various problems and solutions are revealed in relation to broadcasting migration to digital. Of course, it is predicted that broadcast migration will leave many further problems in its implementation. Hart, JA (2010) once indicated this by saying that all digital transitions are difficult, but the transition in the United States was ultimately successful, even though there were a number of decisions and policies that made life confusing and too complicated for all parties. The city of Gorontalo must be able to respond to this if it occurs in the process (socialization) and implementation.

The most important of all broadcast migration issues is the diffusion of innovation by considering the dissemination of information so that it can be well adopted by users, especially in Gorontalo City.

#### **4. CONCLUSION**

In studying the migration of analog TV to digital TV in Gorontalo City, the diffusion of innovation theory is used, where the first aspect is relative advantage, namely that digital TV has clear advantages compared to analog TV. The second aspect in the diffusion-innovation theory is suitability, namely the migration of analog TV broadcasts to digital TV has been carried out and the public is already aware of the government program. The third aspect is the complexity in which the migration of analog TV broadcasts to digital TV has been understood by the people of Gorontalo City. The fourth aspect is trialability, namely the extent to which new technology can be tested in a limited capacity. Basically, this broadcast migration is suitable for implementation and the people of Gorontalo City accept it, while for people outside Gorontalo City it is not yet suitable for implementation because they are still in areas experiencing blank spots. Finally, the fifth aspect is visibility, namely the innovation regarding the migration of analog TV broadcasts to digital TV is very much in line with what the government hopes, resulting in positive things for the people of Gorontalo City.

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