

CHAPTER I

INTRODUCTION

1.1 Background

Communication through the mass media is communication made through media such as newspapers, radio, television, magazines, movies, and the internet. Today we can see many characteristics of the media. Mass media is needed because it can convey information quickly to many people. Business media is an indirect business or in other words must be done through mass media. Indirect means that there is no interaction between the information source and the recipient of the information. Being open means that messages addressed to audiences are broad. Meanwhile, in terms of communication psychology, mass communication also has several other characteristics such as information flow control, feedback, sensory stimulation tools, and the proportion of content and relationship elements (Suresh, 2003).

Mass media according to experts can be divided into two kinds of conventional mass media and modern mass media. Conventional mass media generally refers to printed mass media (newspapers and magazines) and modern electronic mass media (radio, television and film). Meanwhile, the meaning of modern mass media is the internet that includes youtube and other social media. Not infrequently conventional mass media theory is often referred to as the era of the first media while modern mass media refers to the media of the second era (Taylor, 2003).

The history of mass media began with the discovery of print media and continued to evolve during the 20th century to the present day. The development of mass media reached its peak in the 20th century to be known as the age of mass communication. Entering the 21st century, mass media began using the internet to spread the news and information to a wider audience. The history of mass media in Indonesia began during the Dutch colonial period and experienced significant developments after the beginning of the reform era in the late 1990s (Curran, 2002). Mass media in Indonesia consists of various types of communication media such as television, radio, movies, newspapers, magazines, and the internet. In Indonesia every communication media has its own history.

Along with the history of the development of communications technology that is now entering the digital era various mass media in Indonesia also began to utilize the existence of the internet as a medium of communication. The Internet is used to convey the type of information and type of news to a wider audience. By using the internet, many people have

created social media accounts to facilitate communication with people in different parts of the world. Apart from being a medium of communication, social media can also be used as a news portal so that it can be an option other than using television and radio to provide information to audiences. At the moment there are two most popular mass media used by audiences namely television and internet (Dyah Ayu, 2013).

1.1.1 Television

The history of television in Indonesia began in 1962 which was marked by the broadcast of the Republic of Indonesia on 17 August 1962 at the Merdeka Palace. Further broadcast also the opening ceremony of the Asian Games IV on 24 August 1962 in Gelora Bung Karno, Jakarta by Televisi Republik Indonesia. (TVRI). Since then, TVRI began broadcasting regularly and expanding its wings throughout Indonesia after the launch of Palapa A1 Satellite (TVRI, 2018).

The existence of Televisi Republik Indonesia (TVRI) is regulated by the government through the Directorate General of Radio, Television and Film. Before the reform era, electronic mass media such as radio and television were controlled by the government. Private television RCTI began broadcasting in limited in 1989 (RCTI, 2018). By the end of the 20th century the emerging communications technology has led to the growth of broadcasts and the number of private televisions began to grow. Most of Indonesia is now accessible by broadcast television (Kemenkominfo, 2013).

In Indonesia there are currently several national television stations. Not to mention there are also local television stations in each provincial city and cable television broadcasts sufficient to describe the dynamics of the national television industry. The number of television stations in Indonesia is due to want to profit financially from advertising cakes that are increasingly increasing in value every year. The MNC Group controls MNC (formerly TPI), Global TV and RCTI (MNC Group, 2018). Transcorp group has Trans TV and Trans 7, and CNN Indonesia (Trans Corp 2018). Then there is the Bakrie Group controlled the ANTV group and TV One (Viva Group, 2018). While TVRI is a TV station that has broadcasting permit from the Indonesian government.

Almost all television stations are aired 24 hours a day and they have many programs that run even often played back. This causes each television station to race to get a high rating. The higher rating of television broadcasts according to AC Nielsen has a high bargaining position in the presence of sponsors to display advertisements so that television stations benefit financially from advertisements that are broadcast (Junarto, 2007). In the

beginning of year 1990 there is a TV programming series that produces very high rating figures called "Si Doel Anak Sekolahan". The Si Doel Kids School Program rankings can be very high and watched up to 70 percent of Indonesians (Arief and Heychael, 2017).

Due to the tight competition in the television industry today, if three episodes or at least up to six episodes just do not have a good rating then the program will go straight into the box or replaced the new program. To achieve the desired success like Si Doel Anak Sekolaham, there is a lot of work to be done by all the television crew. A good program is also determined by the time of delivery, program promotion, guest stars, and most importantly the program material itself. U (Permadi, 2012).

Quite challenging indeed to work in television stations because it must always be ready to compete with new ideas and presentations. The production division is the people who are busy thinking about the presentation of the program. The marketing division is busy selling ad slots if the event is a successful program. Successful events will be filled more often by advertisements and will decrease the duration of the program but if the event is not successful then the ad slot will be filled by other program promos. Ultimately for the creative world of television is an endless competition. for many steel-minded office jobs that ultimately did choose early retirement. Natural selection of ordinary (Setyobudi, 2014).

1.1.2 Internet

The internet began to enter Indonesia in the mid-1990s. Based on data published by the Indonesian Internet Service Providers Association (APJII), the number of internet users in Indonesia reaches 201.7 million users. In the past two years, the number of internet users in Indonesia increased to 132.7 million users from the number of users in 2014 which only reached 88.1 million users. Of this amount, 47.6 percent or equivalent to 63.1 million internet users use a smartphone as a device to access the internet (Association of Internet Service Providers Indonesia, 2016).

Meanwhile, the most popular type of content most online shopping is 82.2 million or 62 percent. In addition, social media sites are also a frequently visited site with a total of 71.6 million users or up 54 percent. The high interest of internet users in visiting social media and searching for products used make some radio and television stations also began to use the internet in the method of disseminating information as it is now in order to keep up with the times in the digital era (Rumyeni, 2016).

Currently, several radio stations and television stations in Indonesia choose to broadcast the program directly through the internet. The presence of the Internet also has its

own impact for the press publishing business. The development of communications technology that the press publishing business caused the form of newspapers to be digital and accessible via the internet. Some of the latest press publishing businesses have sprung up with the advent of internet technology. Advertisers also prefer to promote their products through digital media. This results in reduced revenue from conventional newspapers. Some conventional press publishing businesses even went bankrupt. This is not only happening in Indonesia, but it also happens in many countries in the world. Inevitably, all mass media industries must be ready to transform into the digital era (Widiartanto, 2016).

Journalism activities conducted by the media television, radio, and print media is now equipped with online journalistic activities. Utilization of the Internet in various activities journalism information is expected to be accessible more quickly and can reach a much wider audience. Now, anyone can pass information to the public. However, what is still a debate is the absence of a code of ethics for citizens who run this journalistic activity. This is evidenced by the abundance of news or invalid information and untruthful lies. Of course it will be very different from journalistic activities conducted by professionals because they are equipped with knowledge and are bound by the code of conduct in performing their duties (Yunita, 2017).

1.2 Company Profile

Trans Corp is the holding company of the media, lifestyle and entertainment businesses in the group. Under its wings, Trans Corp manages TV stations, high-end branded boutiques, food and beverages, theme parks, malls, and travel agencies. CT Corp is a rapidly growing, diversified Indonesian-based holding company that is active in several industries. The group is divided into three main business holding operations concentrating in Financial Services, Media, Lifestyle & Entertainment, and Natural Resources. The group has established strongly-positioned companies in the consumer market, such as: Bank Mega, Bank Mega Syariah, Mega Life, Trans TV, Trans 7, Trans Fashion, and Transmart.

The group was founded in 1987 by the chairman and principal shareholder Mr. Chairul Tanjung under the name of Para Group. The business started originally in the manufacturing of footwear for export and roof tiles for the domestic housing industry. From 1995 onwards, the group expanded into new business sectors in the area of financial services, property and multimedia. It is within this period that the group gained scale and depth in respective industries and to build a solid foundation for future growth.

In 2006 - 2007, CT Corp was one of the fastest growing business conglomerates in Indonesia through aggressive acquisitions and organic growth of its core businesses. Two of the group's many achievements in 2007: Bank Mega experienced the highest growth in net income and credit cards amongst any Indonesian banks, and the two television stations - Trans TV and Trans 7, generated the profits that equaled the profits of the rest of the industry. CT Corp credited this outstanding overall growth to synergies between the group's companies and efficient operational control that is embedded uniformly in the culture of the group.

In 2008, the Para Group was rebranded to become CT Corp. It is a brand that embeds Mr. Chairul Tanjung's name and character - essentially evoking values of optimism and exemplary leadership for the future. In addition, this was a strategic step to reposition the group as a multi-national company, ready to expand into the region and other parts of the globe. Looking towards the future, CT Corp is committed to continued growth. The group will continue to develop innovative products and services which will provide more value to customer, attract quality professionals and business experts, as well as establish strategic partnerships with investors both in Indonesia and internationally.

The Trans TV Buildingheadquarters located in Jl. Kapten P. Tendean Kav. 12-14 A, Mampang Prapatan, RT.2/RW.2, Mampang Prapatan., South Jakarta City. Trans TV (Televisi Transformasi Indonesia) is an Indonesian national television station based in South Jakarta. Owned by Chairul Tanjung, it launched on 15 December 2001. It is similar to other commercial stations, showing news, movies, drama series, variety shows, quiz shows, and former children's programs.

It was incorporated under a license from the Department of Trade and Industry, South Jakarta with Number 809/BH.09.05/III/1998. Its shares are largely owned by the Para Inti Investindo, a subsidiary of Para Group. In August 1998, Trans TV's existence was published in State Gazette No. 8687 as PT Televisi Transformasi Indonesia. It was obtaining permission to broadcasting initially planned since on October 1998 based in Jakarta, it born names Televisi Transformasi Indonesia (Trans TV) was granted a broadcasting licence.

It was technicanstations started television broadcasting metropolitan on 1 July 2001 at 16:00 local time it began trial transmission in Jabodetabek (the area surrounding Jakarta), Trans TV currently broadcasts via UHF (Ultra high frequency) was located on UHF channel 29 in the Jabodetabek (via Jakarta) with the pattern of broadcasting techniques for runtime a 3 hours on daily at Trans TV for trial of technican stations form 3 months between 1 July to 30 September 2001.

Trans TV was trial transmission stations started television broadcasting metropolitan programs aired Trans-Tune in was officially inaugurated from Bandung and surroundings on 1 October 2001 at 16:00 local time afternoon. was aired network by Trans TV has started test of transmission was officially launched form Bandung Supermal most extensive in the Capital of the West Java. Trans TV was introduced to the public. studio stage, the two host bring interactive quiz to attract potential audience, while presenting series of music video clips. The program presents the news division, which contains feature both primetime evening-nightly main prime news bulletin actual programmes aired Berita Hari Ini (News Today) was runtime broadcasting of news aired 30-minutes (mid-hours) and one news journalist reader for male and female, with the pattern of broadcasting techniques for runtime a 2-hours on daily at Trans TV Television Centre Headquarters.

The channel officially started its trial broadcasts on 2 October 2001 at 16:00 WIB. It began trial transmission in Jabodetabek (the Jakarta surrounding area) and Bandung via UHF (Ultra high frequency) and it was located on UHF channel 29 in the Jabodetabek (via Jakarta) and UHF channel 42 in Bandung. It was the first time that a channel test its broadcast for two cities instead of one city. Its trial broadcast lasted for 45 days between 2 October and 15 November 2001 at Trans TV Television Centre Headquarters.

It was test of transmission trial stations started television broadcasting nationwide on Ramadhan 2001 at 16:00 local time afternoon it began trial transmission in Jabodetabek (the area surrounding Jakarta). Trans-Tune was officially renamed as Transvaganza it was runtime broadcasting a 6 hours on daily. Trans TV started showing American English movie theaters and American English television series programmes for started television broadcasting form 29 days between form 16 November to 14 December 2001 at Trans TV Television Centre Headquarters. Trans TV went on air for the first time in a trial of broadcasts to seven cities such as : Jabodetabek (via Jakarta, UHF 29), Bandung (UHF 42), Semarang (UHF 29), Yogyakarta (UHF 24), Solo (UHF 24), Surabaya (UHF 22) and Medan (UHF 27) was introduced in November 2001.

It was started television network officially opened television broadcasting on-air nationwide on 15 December 2001, In the Jabodetabek (via Jakarta) the UHF channel for Trans TV is 29. Trans TV was went on air for the first time in a trial of broadcasts to seven cities such as : Jakarta (UHF 29), Bandung (UHF 42), Semarang (UHF 29), Yogyakarta (UHF 24), Solo (UHF 24), Surabaya (UHF 22) and Medan (UHF 27). Other Indonesian cities are expected to follow later through establishment of national television stations that relayed television broadcast of Trans TV. This channel is only available from pay and satellite

television on Indovision platform on channel 87, First Media platform on channel 9 and Palapa C2 satellite. Trans TV. was launched started on 15 December 2001.

Trans TV programming includes variety shows such as Extravaganza, the Dorce Show (hosted by Dorce Gamalama) and Indonesian versions of Thank God You're Here (Aakhirnya Datang Juga) and The Gong Show. It also broadcasts religious programs, movies, gossip shows soap operas and regular news. Trans TV broadcasts every Thomas & Uber Cup since 2002 (except 2008 and 2010 on Trans7). Sport programmes including 2002 Tiger Cup, La Liga and Copa del Rey in 2001-2003. But since 2012, Trans TV broadcast football match again with FA Community Shield, La Liga (together with Trans7), England National Football, and also FA Cup. Since 15 December 2017, Trans TV (along with Trans7 and TransVision) officially obtained the broadcasting rights for 2018 FIFA World Cup.

TRANS TV continues to process and make efforts to provide the best impressions for the people of Indonesia. Together with TRANS7, Detikcom, Transvision, and CNN Indonesia as a member of TRANSMEDIA family, we are committed to continue to provide inspirational, quality and entertaining and contribute to make Indonesia a better one (Trans Tv, 2018).

1.3 Business Issue

Based on Nielsen Consumer Media View survey conducted in 11 cities in Indonesia, the use of television still leads with 96 percent followed by Outdoor Media (53%), Internet (44%), Radio (37%), Newspapers (7%) , Tabloid and Magazine (3%). The existence of the internet with a high usage level to be an indication that the people of Indonesia increasingly fond of accessing various content through digital media. Based on a survey of Nielsen Cross Platform 2017, there is an increase internet access by netizens in almost all places. Some places included in public transport (53%), cafe or restaurant (51%), even in concert (24%) have an increase in the number of digital media access compared to 2015. Significant improvements have occurred for internet access at home and workplace (Juniman, 2017).

Discussing about increasing consumption of digital media, evidently more consumers are found watching television and using the internet at the same time (usually referred to as dual screens). The increasing daily consumption of dual screen routines can be found in all age groups. Even in the age group of 50 years and older. Those who do dual screen every day also increase from 7% in 2015 to 48% by 2017. From this survey also found the content of TV and movies. Analog TV and cable TV are still the top choice with 77 percent advantage, but

access to video content via digital platform is also quite high as streaming sites like Youtube, Vimeo, etc. (51%), online TV portals (44%), Netflix, Iflix, Hooq, etc. (28%) (Evelien D'heer, 2014).

Compared to 2015, the frequency of watching video content over the internet also shows improvement across all age groups. YouTube is still the most accessible online video platform. In addition, many consumers also watched online video content through Zulu sites (29%), and CNN Indonesia (27%). Infrastructure has an important influence to watch online video. Sluggish Internet access is the main reason consumers do not watch online videos. If internet access is not slow, consumers prefer analog television in watching television. This denies the widely circulated idea that traditional TV viewers can fully convert to digital platforms because based on these findings, even internet users can also watch analog TV broadcasts from accessing video content online (Antonis Kalogeropoulos and friends, 2016).

Internet access is increasingly increasing due to the large variety of digital media choices. At Nielsen Cross Platform Report 2017, more than 60 percent of consumers in the 21-49 age group often make a lot of searches after viewing an online video ad. After seeing the ad, more than 30 percent of consumers often make purchases online because of interest in the products offered. Some consumers also recognize that after viewing online, they make a visit to the store and the likelihood of consumers making a store visit to 28% in the 30-39 year age group. With conditions like today industry players need to consider what is growing through the digital platform so as to increase product sales (Lubis, 2017).

Research data from Nielsen Company released in the first half of 2017 show some interesting trends in the digital and media industries. The total sample in this study was 1107 people with the dominance of respondents at the age of 16-34 years from 11 major cities in Indonesia and representing at least 54.8 million people. This survey relates to media penetration in the digital age. It should be noted that TV is still ranked first with 96 percent of respondents still enjoying it followed by static outdoor media (53 percent) and then internet (44 percent equivalent to 24.2 million, radio (37 percent), newspapers (7 percent) , and magazines (3 percent) .Internet penetration became significant and increased by 26 percent since five years ago (Aramaki Hiroshi and friends, 2010).

Demography becomes one of the things that interests in media companies. It is a must for companies to target the right market. Millenial and X generation are now the majority market share prefer the internet and watch cinema in the activities of getting information.

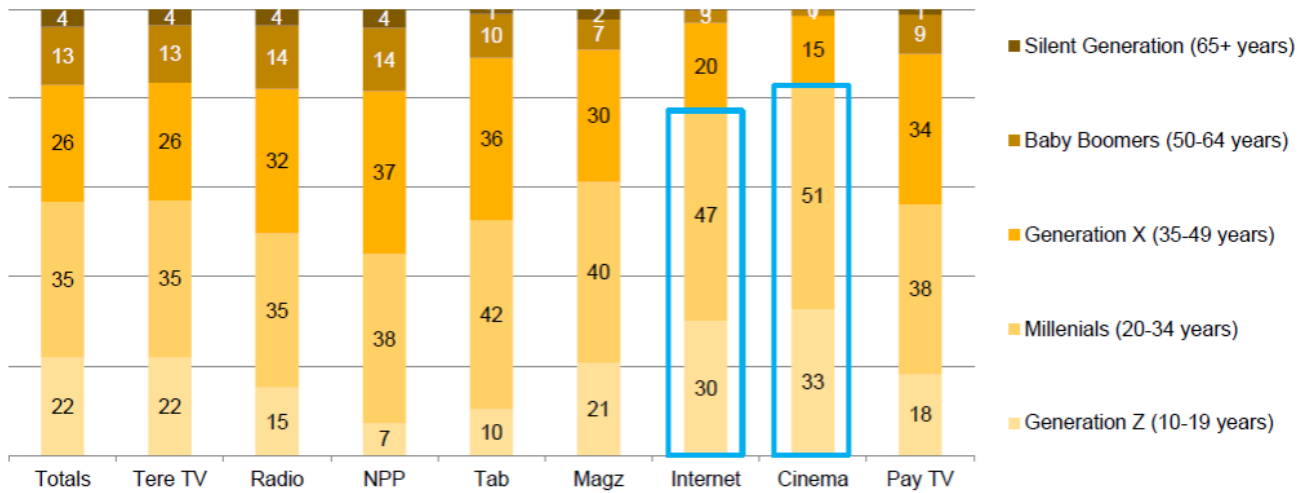


Figure 1.1 Nielsen's research entitled "Use of media based on age"

If you look at media propositions based on Socioeconomic Class (SEC), there are findings that 1st class people (above average earnings) dominate the use of tv subscription. While for the middle class still fill all the parts, with the highest percentage is on analog TV, internet and magazines.

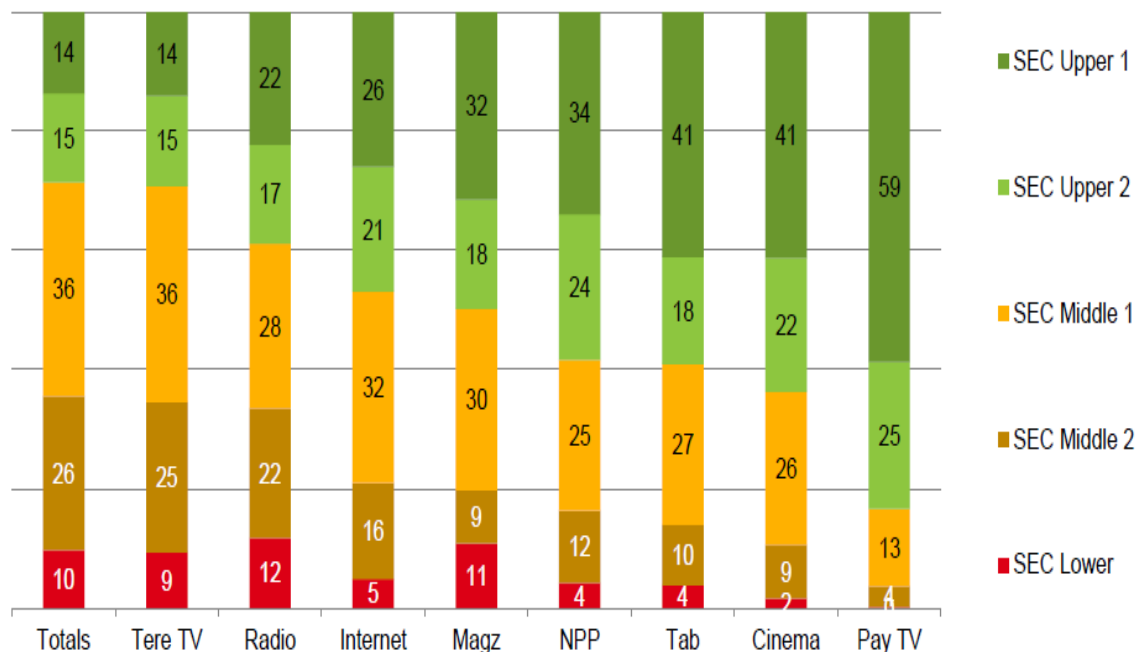


Figure 1.2 Nielsen's research entitled "Use of media based on Socioeconomic Class"

The Internet is becoming the most developed media channel because accessibility is more affordable. Regarding the access tool itself, from the Nielsen survey results revealed that the smart phone is still at the top. From the graph note that the tablet device is less

enjoyed by users in Indonesia. What's interesting is that the longer the tablet device penetration is getting preferred to access the internet. The last model is 2017 (dark purple) and 2015 (purple). The interesting findings are laptop and PC is still favored in accessing the internet. The convenience factor is judged to be the most influential why the tablet is ultimately less acceptable among respondents in accessing the internet.

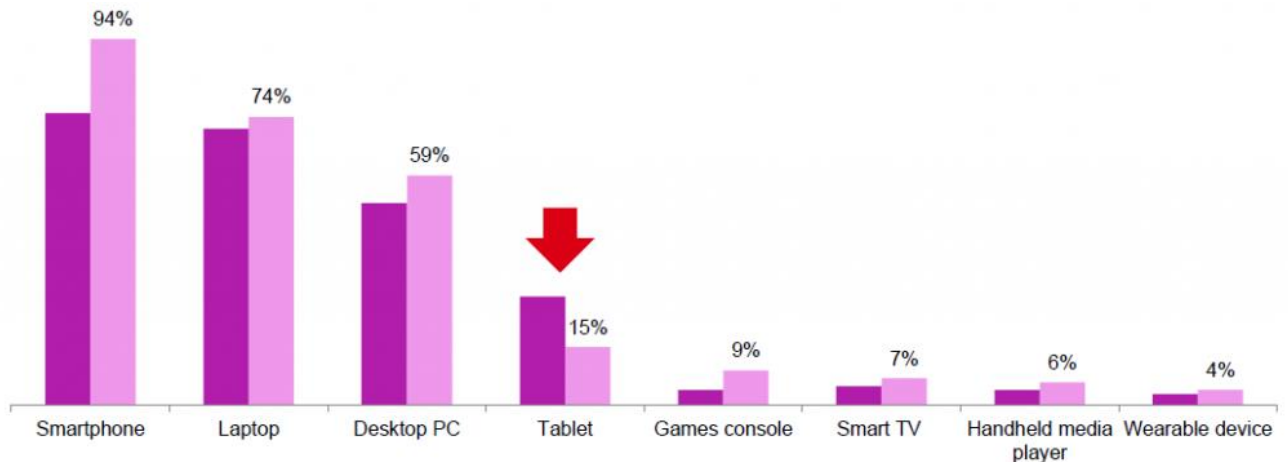


Figure 1.3 Nielsen's research entitled "Use of media based on popularity"

About entertainment media is also experiencing a shift although analog TV viewers still have the highest share. There is a significant increase for internet video content. In the graph below, a variant of internet video content is presented in a yellow bar chart. The frequency of internet access is quite diverse and the age category is also one of the factors that influence in accessing internet.

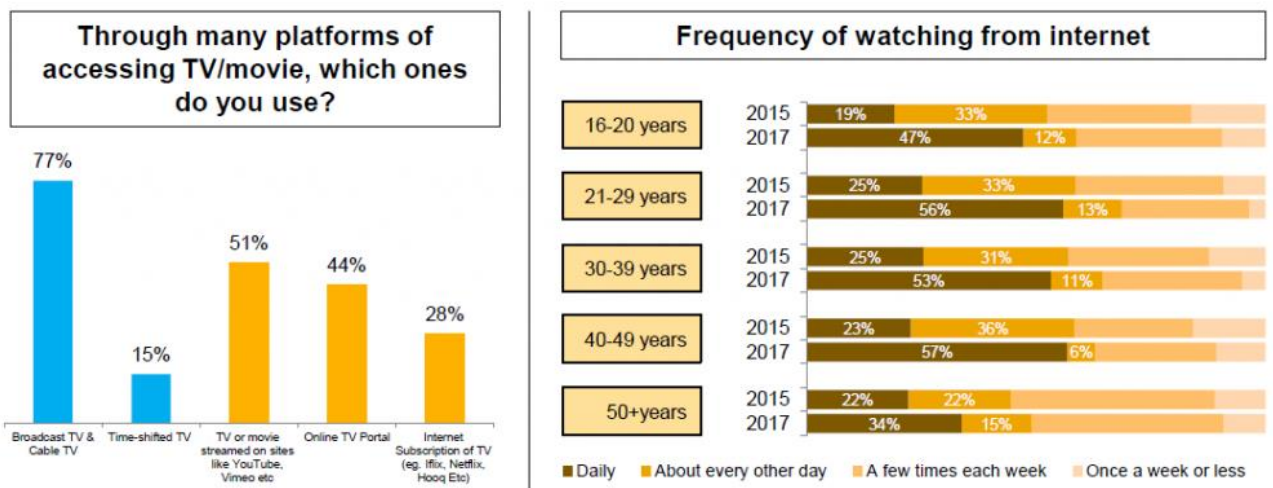


Figure 1.4 Nielsen's research entitled "Use of media based on frequency of watching from internet"

Based on figure 1.5 As a video channel, Youtube still dominates the digital media market in watching videos. Even when compared to local viral content providers, the

percentage of youtube viewers is still very far above the audience of other applications. This is understandable because there are many factors that influence Youtube which are still very popular in accessing videos. In addition, millennials now prefer watching TV than watching youtube so it needs the right strategy for trans TV in utilizing youtube in the digital era.

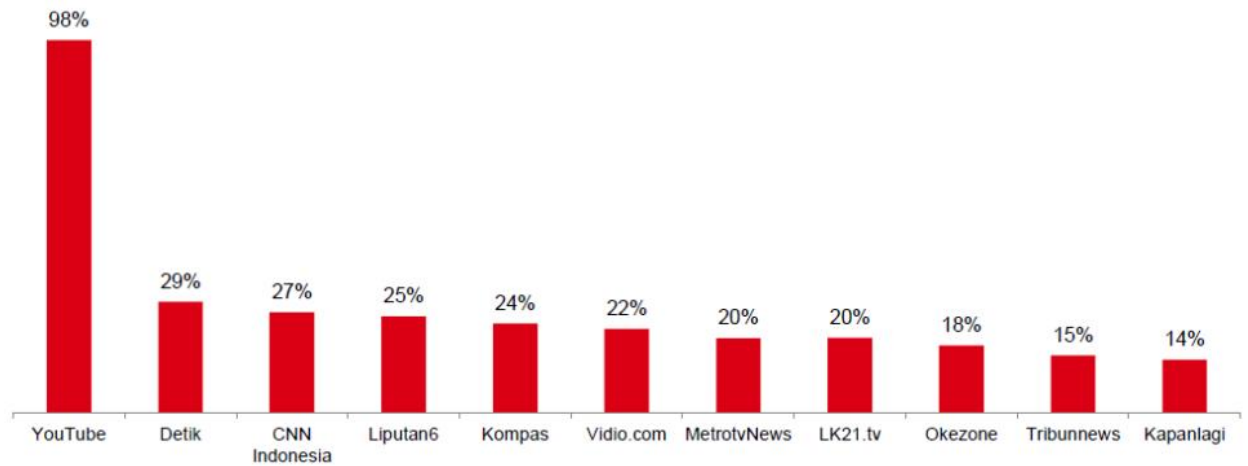


Figure 1.5 Nielsen's research entitled "Use of media based on stasiun tv"

Nielsen is also trying to investigate more deeply against the percentage of people who have not yet enjoyed internet-based content. Three basic reasons are the availability of infrastructure, low technology knowledge, and convenience with the content that has been provided by analog TV.

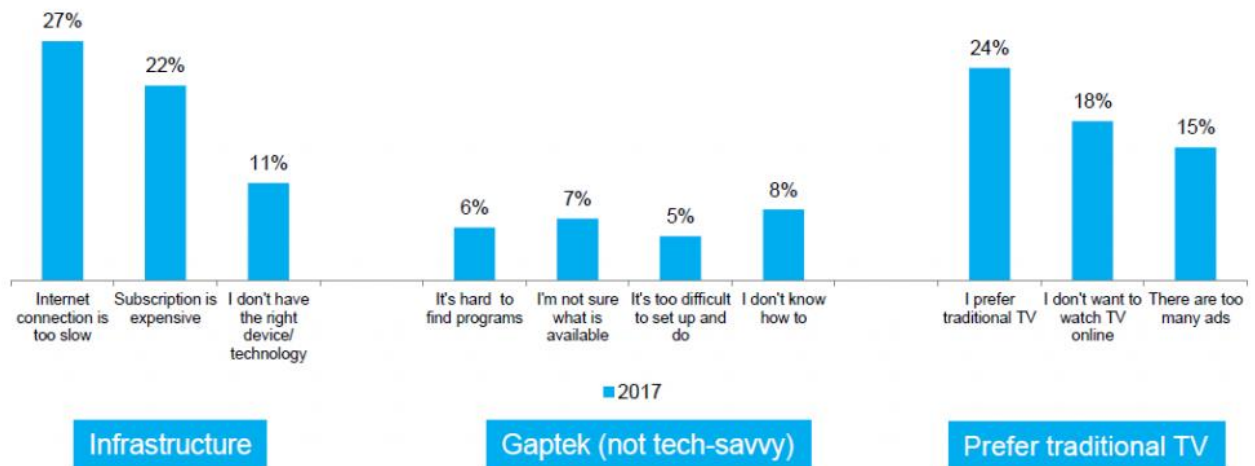


Figure 1.6 Nielsen's research entitled "Use of media based on acces reason"

In his research Nielsen also asked if if respondents are interested in the content found from the internet then they will find out more about the content. Respondents' answers stated that they claimed to be always interested to find out more if they were impressed with a

content (most respondents aged 50 years and over who numbered more than 60 percent). In general, the ads that they are owned by online media pursued into a product. This certainly affects increasingly advanced digital advertising so that it can target specifically to the demographics of the users they seek. There are several types of content encountered in online content. From viewing an online store, making purchases directly, contacting related branding makers, to buying online. The highest percentage is making an online purchase.

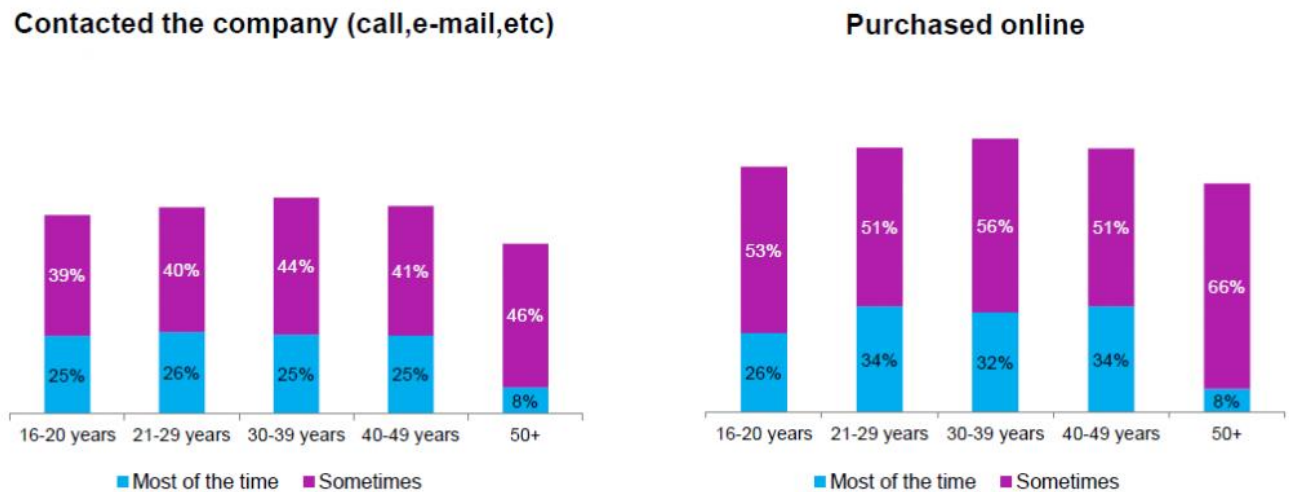


Figure 1.7 Nielsen's research entitled "Use of media based on time and age"

So online media access is not only glued to the media platform but also see the nature of attraction between one with the other. For example between online media and digital advertising, between digital advertising and online stores, and so on.

1.4 Problem Identification

At this time there has been a shift in television viewers, people prefer to use internet services especially YouTube in watching (Nielsen, 2017). To see the audience's interest on youtube we can see how many subscribers and viewers are on their youtube channel because often the subscriber on YouTube and the viewer are the measure of audience success on YouTube. Subscriber itself means subscribing, usually asking for an email address to provide info or the latest development of their channel. The email will be sent free. So if there is the latest information from the channel that we subscribe to.

YouTube revenue is derived from advertisements aired during the event. So the more viewers, the more income you will get from youtube. The amount of revenue from AdSense is determined by the cost per mille, aka CPM, which is the fee given to YouTubers every

multiple of 1,000 views on their video content. Each country has different CPMs, depending on the number of advertisers who use the YouTube platform to promote products.

No	Tv Channel	Subscriber
1	Indosiar	3.284.437
2	Trans Tv	2.733.064
3	Sctv	2,523,121
4	Mnc tv	2,338,056
5	Net Tv	2,223,352
6	Kompas tv	748,009
7	Rcti	602,359
8	Tv One	593,173
9	Antv	582,198
10	Metro tv	362.195

Table 1.1 Subscriber stasiun tv in youtube, 19 October 2018

Based on data from table 1.1 taken on October 19, 2018, the trans TV subscriber is currently in the second position after Indosiar, totaling 2,733,064. This number is quite good because more and more trans TV subscribers indicate that many people want to know about the latest trans TV program on YouTube. By becoming a trans TV subscriber, all the latest information about the trans TV program will be sent via email. TV stations with the lowest subscribers are metro tv which has 362,195 subscribers.

No	Tv Channel	Program	Viewer	Konten
1	Trans Tv	Dunia lain	9,984,535	Reality Show
2	Trans Tv	The transmart	9,355,093	Cinema
3	Trans Tv	Brownis	7,659,035	Talk Show
4	Trans Tv	Insert	1,970,712	Gossip
5	Trans Tv	Reportase	707,999	News
6	Trans Tv	My trip my adventure	426,825	Sport
7	Trans Tv	Trans talent management	140,979	Music

Table 1.2 The most viewed youtube programs in Trans Tv based on content, 19 October 2018

Based on table 1.2 It turns out that the favorite program that is liked by trans tv viewers on youtube is those who have reality show content, which is dunia lain. Another world event was witnessed as many as 9,984,535 on YouTube on October 19, 2018. The lowest trans TV program on YouTube was the Trans Talent Management that has music

content. The event was only witnessed as many as 140,979 by the viewer on YouTube on October 19, 2018.

No	Tv Channel	Program	Viewer	Konten
1	Net Tv	Net talent management	57,459,422	Music
2	Indosiar	D academy	33,551,083	Music
3	Sctv	Indonesian got talent	32,222,463	Music
4	RCTI	Indonesian idol junior	29,930,055	Music
5	Mnc tv	I can see your voice	27,381,187	Music
6	Tv One	Tv one news	11,066,840	News
7	Trans Tv	Dunia lain	9,984,535	Reality Show
8	Antv	Karma	9,478,403	Reality Show
9	Kompas tv	Aiman	5,126,272	Reality Show
10	Metro Tv	metro tv news	3,987,634	News

Table 1.3 The most viewed youtube programs in tv station, 19 October 2018

Based on table 1.3, it turns out that the viewer's favorite content on youtube is music. This is because the net talent management program uploaded by net tv has the highest number of viewers, amounting to 57,459,422. This is inversely proportional to the viewer of Trans TV on YouTube, which has music only watched as much as 140,979. If trans TV wants to increase the number of viewers on YouTube, of course, trans TV must more often include content that contains music and adapt it to the taste of music in the community. At the last rank of the lowest watched program was the program uploaded by metro TV which had news content and only watched 3,987,634.

From table 1.3 it can also be concluded that the number of Trans TV subscribers on YouTube is not comparable to the number of viewers who see Trans TV on YouTube. Although the Trans TV subscriber is quite high and ranks second, it turns out that viewers of the Trans TV program on YouTube are ranked 7th out of the most watched programs on YouTube. The number of Trans TV viewers is important because Trans Tv gets money from YouTube based on viewers who see the Trans TV program on YouTube. The lack of viewers of trans TV on YouTube can be caused by program content that is less attractive to viewers. To find interesting content, a follow-up survey of what content YouTube viewers need is necessary.

No	Konten	Tv Station	Program
1	Talk Show	1.net tv, 2.mnc tv, 3.tv one, 4.trans7, 5.trans tv	1.ini talk show, 2.ting ting kul show, 3.indonesia lawyer club, 4.hitam putih, 5.brownis
2	Gossip	1.rcti, 2.net tv, 3.trans7, 4.sctv	1.silet, 2.entertainment news, 3.selebrita, 4.hot shot, 5.insert
3	News	1.cnn indonesia, 2.tv one, 3.gtv, 4.inews tv, 5.net tv	1.cnn indonesia news, 2.tv one news, 3.gtv news, 4.inews, 5.net news,
4	Sport	1.indosiar, 2.tv one, 3.rcti, 4.trans7, 5.mnc tv	1.aff u-16 championship 2018, 2.one pride mma, 3.afc u-19, 4.mancing mania, 5.mancing liar
5	Reality Show	1.trans tv, 2.net tv, 3.antv, 4.kompas tv, 5.gtv	1.dunia lain, 2.86 & custom protection, 3.karma, 4.aiman, 5.bedah rumah
6	Cinema	1.mnc tv, 2.rcti, 3. sctv, 4.trans tv, 5.indosiar	1.kun anta, 2.bintang di hatiku, 3.duyung cilik, 4.the transmart, 5.azab
7	Music	1.net tv, 2.indosiar, 3.sctv, 4.rcti, 5.mnc tv	1.net talent management, 2.d academy, 3. indonesia got talent, 4.indonesian idol junior, 5.i can see your voice

Table 1.4 Television station ranking program on youtube based on content, 19 October 2018

Based on table 1.4 Trans Tv ranked first on YouTube with reality show content. On other program content on YouTube Trans TV only ranks next even in news, sports and music content; Trans TV is not ranked in the top five favorite shows. This means there are still many opportunities for TV trans to increase viewers on YouTube and increase their income. Further surveys and appropriate marketing strategies need to be done so that trans TV can compete in the digital era, especially youtube.

Trans TV viewers are small because management currently does not make YouTube a priority in making money but in the future Trans Tv wants to change and reach the market from YouTube but still has not found the right way. (Interview with Wididjatmoko, Business Developer Manager, 2018). This can be seen from a small number of employees who focus on YouTube and social media only 7 people. In contrast to other TV stations that number two to three times more.

Analog TV viewers who like to watch trans TV because it contains gossip, talk shows, reality shows, and talent searches. This event is usually favored by the lower middle

class (Cusumano, 2010). Unlike analog TV users, upper class people can buy internet quota and often use content such as youtube that contains daily vlogs and the latest news available today. Vlogs from the Trans TV team can contain the daily lives of Trans TV artists and Trans TV employees. In addition, the event can also be made behind the screen of TtransTv crew, starting from budgeting, artist search, to the filmmaking process.

1.5 Research Objective

The purpose of this research is to propose the right business model for Trans TV stations in the digital era using youtube. The future of the television industry continues to grow rapidly because it has to compete with large tv station such as the Indosiar, Rcti, Tv One, Mnc, Antv, Sctv, Net tv, Metro TV, and also compete with youtube. There has been a shift in television viewers who now prefer to watch youtube so that now many television stations upload TV shows to youtube so viewers can watch the re-broadcast on youtube. In addition, television stations can make extra money from youtube when many watch the broadcast.

There are also many lay people who become youtubers and make their own money from youtube because the process of uploading videos to YouTube is quite easy. Actually now television viewers can watch re-broadcasts and favorite broadcasts from TV by paying monthly cable TV subscription packages. With the existence of free youtube and paying for cable television packages, it is still necessary to broadcast Trans Tv via normal TV for middle class people who are unable to buy cable tv packages and buy internet quota.

1.6 Research Question

1. What are problem faced by Trans Tv in the digital era?
 - What are the favorite content and Trans Tv on YouTube?
 - What are potential favorite content Trans Tv on YouTube?
2. What are business solution for identified problem?
 - What are business model canvas for Trans Tv Youtube?
 - What are Segmenting, targeting, positionong for trans tv youtube?
 - What are marketing mix analysis for Trans Tv Youtube?
3. What are implementation plan related to business solution?

1.7 Limitation Of The Study

Limitation of this study is limited to trans tv strategy to enlarge the market on youtube.

1.8 Research Method

This study uses a qualitative and quantitative methodology by taking primary data. Qualitative methods are descriptive methods and can be used to explain certain data, while quantitative methods are methods that emphasize numerical numerals to explain statistical data.

Qualitative method in this research namely in-depth interviews with staff working on Trans Tv and viewer tv and youtube. Survey of television and youtube viewers was conducted to obtain quantitative data. Secondary data is collected from academic books, company websites, magazines, journals, and papers. Collection of primary data and secondary data aims to plan the best business strategy for Trans Tv in order to compete in the digital era.

1.8.1 Primary Data

Primary Data is data collected to get results in research. Information obtained from primary data is done directly by interview and survey.

1.8.1.1 Interview

In this study using a personal approach in conducting interviews. The conduct of interviews in this study was carried out directly by face to face and indirect interviews using telephone conversations. Interviews were carried out to the business developer manager of Trans TV to get solutions and information from existing problems. In addition to interviews with business managers at Trans TV, interviews are also conducted with TV and YouTube viewers with the following criteria of sampling method:

1. Areas living in urban and rural areas

The aim is to observe favorite content on TV and YouTube in urban and rural communities. In addition to knowing the use of the internet and the media used in watching youtube from people living in urban and rural areas.

2. Millennials generation and senior generation

The aim is to find out the interest of the millennial generation and the senior generation of internet use to watch youtube. Besides that to find out the favorite

content from millennial generation in the senior generation in watching TV and YouTube.

3. Male and female genders

The aim is to observe the favorite content on TV and YouTube for male and female gender. In addition to knowing the use of the internet and the media used in youtube audiences of male and female gender.

1.8.1.2 Survey

The survey was conducted by providing questionnaires to the widerrespondent who are expected to read, undersand, and reply their own answer. From the survey conducted by the correspondent, questions will be asked about the existing problems and interest in trans TV. If the correspondent answers correctly, it is expected that the survey can provide good feedback for trans TV in dealing with existing problems.

The questionnaire was taken by taking a random sample of 50 television viewers. The question includes their knowledge of Trans TV. The questions asked were their domicile watching television, what media they used in watching television, their favorite content, their knowledge of Trans Tv, and suggestions for the development of programs on Trans Tv in the future. After obtaining the required survey results, a segmenting, targeting and positioning strategy will be conducted to find out the content of the consumer's favorite program.

The criteria of sampling method for people to be taken from this survey are from various ages, living in various regions, consisting of all gender, various levels of education, all types of jobs, and various income levels to find out favorite content in watching TV and YouTube. To follow the survey criteria, the researchers spread the survey via email and whats up groups. By knowing the profile audience, the company can do the right segmentation, targeting and positioning strategies in entering content in the trans tv program.

1.8.2 Secondary Data

Secondary data is data obtained indirectly which aims as a reference in overcoming existing problems. The secondary data gathered from academic books, company websites, magazines, journals, and papers.