



Constructing Community Identity and Local Wisdom Content in Regional TV Stations Digital Broadcasting

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Abstract

This study analyzes Net TV Ambon and Indosiar Ambon as media that broadcast and show local content. The TV station show material with added value to explore the local wisdom, highlight cultural identity, and maintain its existence entering the digital broadcasting era. This study uses the qualitative approach and descriptive data as analysis methods. Data collection from research subjects was carried out using purposive sampling techniques. Primary data, namely the main data in the study, was conducted through in-depth interviews with informants, specifically KPID Maluku, KSP TV Indosiar Ambon, Liaison Officer Net TV Ambon, and local PH (Production House) in Ambon. Secondary data is obtained through reviewed impressions and various libraries from related sources. The results revealed that: 1) Net TV Ambon and Indosiar Ambon have the jargon "local wisdom and its existence in maintaining and preserving the culture of "The Basudara People". 2) TV Net Ambon and Indosiar Ambon catch opportunities from the digitalization of broadcasting to expand and develop broadcast services for the public. The Net TV Ambon and Indosiar Ambon develop the distribution of local content and various information on local wisdom in the Maluku region that can be watched widely throughout Indonesia and even globally.

Keywords: : Identity, Local Wisdom, Digital Broadcasting

Introduction

The purpose of private broadcasting institutions (LPS) attending in the regions is to consistently meet the community's needs by serving and reinforcing public participation as residents. LPS accommodate the necessities of knowledge, information, and entertainment, as well as various broadcast programs that follow the benefits of the community.

The presence of national private television in the regions is an effort to accommodate broadcasting throughout Indonesia. Through the Network Station System (SSJ), people in the regions can acquire the desired information and strengthen

broadcasting democracy while maintaining broadcast quality, diverse content, and diversity of ownership (Juditha, 2015).

Networked television in the local community provides real opportunities and hopes for national private television in the regions to get viewer attention for getting closer and reach the attention of the target audience.

In addition, target communities in the regions can contribute by directly expressing various information about the culture and the diversity of cultural tourism in the local area. It is part of the values of local wisdom that can be promoted as a form of education/

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knowledge and entertainment. Thus, national private television in the regions preserves local culture, with content based on local wisdom as a characteristic and marker of the local community's identity.

The Net Ambon and Indosiar Ambon are national private television networks in Maluku that present local content. Television contains at least 10% of the mandatory programming that must be considered by all networked television stations in the area to develop local potential further, and local resources and broadcasters can carry out work and production.

Regulation of the Minister of Communication and Informatics of the Republic of Indonesia No. 6 concerning the Implementation of Broadcasting in 2021 states that there will be changes and shifts from analog TV to digital TV. In blank spot areas, it is an opportunity for terrestrial TV broadcasts to be present to answer the community's demands in various information, entertainment, and education as a development communication process.

As private broadcasters with networks in the regions, Net TV Ambon and Indosiar Ambon are part of this transition process. Digital broadcasting is an effort to broadcast services for viewers to get better, as an arrangement of expanding local content in the regions is more developed and can explore various information on Maluku local wisdom to become a global treasure. As outlined in various program content, the concept of local wisdom is an illustration/reflection of the society's way of life in a specific area. This local wisdom is part of a community's cultural content, programmed in an event format that narrates a community's traditions/way of life

Local wisdom delivers from generation to generation through living habits and can be found in folklore, proverbs, songs, and folk games. The term local wisdom can be found in Law No. 32 of 2009 concerning Environmental Protection and Management. Based on the Law, local wisdom is referred to as noble values that apply to the living system of the community to protect and manage the environment sustainably.

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content, is an illustration/reflection of the way of life of the people of a specific area. This local wisdom is part of a community's cultural content, programmed in an event format that tells about a community's traditions/way of life.

Local wisdom is the original wisdom or knowledge of a community derived from the noble value of cultural traditions to regulate the order of community life (Sibarani, 2012). Extensive and comprehensive became a marker for the phenomenon of local wisdom. Local wisdom is taken from interaction with nature/environment, humans, or other cultures. Because the scope of local wisdom is extensive, it cannot be limited by space (Njatrijani, 2018).

Local wisdom becoming content in an event format is a visual display of a way of life/knowledge carried out by a specific local community through a collection of its distinctive experiences.

Therefore, through the digitization of broadcasting, Net TV Ambon and Indosiar Ambon, through various broadcasted shows, try to maintain the existence of broadcasting by displaying "Malukuan" content that departs from the value of local wisdom, as well as the content raised by Indosiar Ambon, namely; "Beta Maluku, Mangente Ambon, dan Baronda" as a marker of the identity of the "Moluccan People."

Even the broadcast program "Beta Maluku" won the Net Television Local Content award from the Indonesian Broadcasting Commission (KPI) in 2021. Meanwhile, "Musik Baronda," aired by Net TV Ambon, is a new feature program. It differs from raising Maluku regional music, which also serves as an educational tool for the younger generation

of Maluku, especially Ambon City, which has been named by UNESCO as a music city.

The rapid development of information and communication technology makes humans very dependent. Even large budgets are prepared, for example, by the government, to meet the information needs of the people. It signifies that information becomes something priceless (Jogiyanto, 1990). Information is likened to a blood flow in the body of an organization. If the information intake is lacking, the organization (member) will become stunted, undeveloped, and eventually die. Today it is unsurprising that Information Technology (IT) is developing rapidly. Hardware and software have been created and available with various models and prices that are very varied to meet the needs for complete, accurate, and reliable information.

Information technology's development directly impacts the type of device used and communication channel models. The scope of media has undergone a transformation from analog to digital, a holistic convergence of print and electronic mass media. Convergence means transition, intersection, or amalgamation among conventional and new media or between two different media.

Terry Flew, in *An Introduction to New Media*, describes three (3) elements of new media in the convergence issue: communication networks, information technology, and media content. Convergence carries the concept of the unification of various information services plus their information flows. In essence, there are many radical changes in the era of convergence because economic, political, cultural, and social development support are very influential (Prihartono, 2016).

Technological shifts or transformations, including shifts in orientation or industrial and socio-cultural perspectives, are the main aspects of media convergence. It encourages consumers to compete to find new information from various news sources (new media).

Various information and communication technology devices will undergo innovations to converge into a new order, namely the digital broadcasting era. Analog systems are converging into a new era of digitalization. Digitalization will become a new landscape in the order of Indonesia's broadcasting system. It shows a new direction of broadcasting from various broadcast media that is increasingly pursuing the phenomenon of convergence. The keyword of convergence is digitization. All devices, data, and information are converted from analog to digital formats.

More specifically, Lotlz (2009), Fagerjord, and Storsul (2007), as quoted by Salim, Sujoko, and Antoni (2018), stated that convergence is a rhetorical medium to illustrate significant changes in the media environment driven by digital currents. There is a shift in the context of production, distribution, and consumption of media/content.

This study aims to examine Net TV Ambon and Indosiar Ambon, exploring the local potential in carrying out the theme of local wisdom as a strategy to foster the cultural identity of the indigenous Maluku people. This study also tries to answer how to maintain the existence of broadcasting to accommodate the era of digital broadcasting.

Methods

The study was conducted qualitatively. Qualitative research procedures produce descriptive data in written or spoken words

from people and behaviors that can be observed in the study using descriptive data analysis methods.

The philosophy of postpositivism or interpretative became the cornerstone of qualitative methods. This philosophy believes a symptom is holistic, not necessarily observable and measurable. Spradley stated that in catching reality, qualitative researchers must first interpret the data before making conclusions (Sari et al., 2022).

Data collection techniques were carried out by interviewing and observing the content of impressions. Purposive sampling techniques are used to obtain informants (Sugijono, 2019). Data is obtained through materials, information, realities, and reliable information to answer the research focus through direct observation of Net TV Ambon and Indosiar Ambon TV.

Meanwhile, researchers use purposive sampling to determine potential informants with the belief from researchers that information can be obtained because informants have a certain amount of information available and are willing to share the information. Informants in this research were chosen based on the target subject of the study. They were KPID Maluku, KSP TV Indosiar Ambon, Liaison officer Net TV Ambon and local PH (Production House) in Ambon.

Results and Discussion

Integrating Local Wisdom Identity and Content

The Indosiar TV Ambon is an analog station (PAL) on the channel (UHF) 38, frequency (MHZ) 607.25 through the national private TV network Indosiar under the company name PT Indosiar Ambon Televisi.

Many events are themed around local wisdom on this channel. Meanwhile, Net TV Ambon channel (UHF) 28, frequency (MHZ) 527.25 through the national private TV network Net TV under the company name PT Mitra Televisi Ambon also develops similar programs based on the demands of target audiences in the local area.

The production team conducts field observations and research to determine the audience's needs. Then, collaborate with PH production to produce event programs to provide educational value, entertainment, and information for the local people. The theme of local wisdom and regional culture theme is a primary broadcast material that was attractively packaged as a particular program to foster the taste and local identity of the Moluccas.

The development of technology is always closely related to the culture of a society. Local identity is a reflection of the personality of a civilized nation. It persists if the entire identity of local knowledge must be active and contribute to technological advancements.

The benefits of broadcasting/television content with the local theme, according to McQuail, include: increasing the quality and information and the knowledge of the community getting dynamic. As one of the primary sources, television is a representation of social reality in daily life. Furthermore, television is a medium for articulation and shared identities that signify the locality of society (McQuail, 2000).

Despite the limitations of broadcasting, national private television that takes part in areas such as Indosiar Ambon and Net TV Ambon can develop creativity by exploring the local values of the community as part of

regional and cultural identity. Displaying the program's production through regional cultural programs with local wisdom values helps create an identity and become an attraction for similar target audiences (Burton, 2007).

The noble local culture in Indonesia is an asset to the nation. The value of community identity as the nation's identity should be constructed comprehensively and implemented with total commitment. The younger generation can acquire local wisdom values through socialization patterns and education based on local wisdom. The values of local wisdom are expected to synergize with modern and global values.

Damayanti and Sudarmawan's research (2012) shows that Dian TV, and Radar Cirebon TV, also prioritize local art and cultural content. In addition to material benefits, Dian TV and Radar Cirebon TV also participate in reviving "dead" artists to be active again.

The programs of Net TV Ambon and Indosiar Ambon are not exclusively entertainment but also retain local wisdom by creating the content of "Baronda Music." The content is a local program produced by R Production, specifically from Ambon PH (Production House), aired daily at 07.00 – 08.00 WIT and 12.00 – 13.00 WIT.

The Baronda Music program raises the music of the Maluku region with treats of historical places, interviews with traditional musicians, to the development of modern music. "Musik Baronda" presents a new program for local shows with benefits as an educational medium for Maluku's young talented art generation.

This program promotes Maluku as a whole, and the City of Ambon was awarded a

World Music City (City of Music) by UNESCO in 2019. The content clarifies the existence of the Maluku community, which is known as a musical area. Even the Maluku people are also known to be experts in playing traditional musical instruments, such as; Tifa, totobuang, bamboo flute, tahuri, and ukulele.

Meanwhile, the "Beta Maluku" program is a local Maluku program aired on Indosiar Ambon TV, produced by R Production as a local partner (Local Production House – Ambon, Maluku) appointed by Indosiar. The Maluku local program raises stories about the traditions, culture, customs, and cuisine of local tourist attractions in Maluku.

Programs that focus on the nobleness of cultural values, as well as regional identities, are essential in the maintenance of traditions and identities. Television based on local cultural issues is essential in developing local culture. L. Baker revealed that the fundamental essence in the socialization and transfer of heritage (including culture) becomes a significant part of the mass media's role (Putra, 2006).

Television is a cultural agent that accommodates the local identity because the strong influence of TV media predisposes people's attitudes and personalities. Therefore, from planning to airing the event, the program's packaging must be suitable for public consumption as part of communication, providing information, entertainment, and education for the public.

The presence of local television that raises the issue of local wisdom of a region in the paradigm of Juditha (2015) is an accommodating action of broadcasting democracy, namely public autonomy, diversity of content, and diversity of ownership. Such

autonomy efforts agreed to Law No. 32 of 2002 on Broadcasting Mandates the Network Station System (SSJ) to be enforced by national television by networking with local television in the regions. Net TV and Indosiar have implemented the Law by networking in Ambon, Maluku (Juditha, 2015).

Sarah Anabarja also presented the cultural discourse of local television in her research entitled "The Role of Local Television in Maintaining Local Identity in the Era of Information Globalization." The results of Anabarja's research (2011) show that the use of local TV rooted in the local culture is a powerful instrument in influencing public identity. In addition, local television can also increase the brand awareness of a specific product (Wahid and Rizki, 2018).

The specifics of the genre in television programs have their appeal to the target audience and bring out a comfortable feeling in enjoying the aired programs. The specifics of the genre are the most crucial point (center of attention) of the team's creativity to continue working by referring to the agreed agreement (Shimp, 2003). If the commitment to locality is firmly held and supported by creativity, television will retain its audience and market segmentation.

Net TV Ambon and Indosiar Ambon collaborate with the production house and the creative team to create programs. They can produce and explore imaginative, creative ideas to create a form of the quality program according to the audience's needs.

Readiness to Penetrate the Digital Broadcasting Era

During the onslaught of media digitization, television often faces various

obstacles. Many predict that television cannot adapt to developments that will regress in digital broadcasting. The conversion of television broadcasting into a digital system is an excellent opportunity to change the system. Thus, the limitations of broadcast coverage in the Blogspot area can be met. There is no need to maximize the role and function of proximity in reaching the local and global markets.

Media convergence is a phenomenon repeatedly referred to as a conventional digitization process (Titaley, 2012). News Corp's chairman and CEO, Rupert Murdoch, predicted the era of digitization about 20 years ago. In early 2000 he predicted that conventional media would switch to digital media. The presence of the internet is a significant marker (Prihartono, 2016).

McQuail, as quoted by Gushevinalti, Suminar, and Sunaryanto (2020), unravels the characteristics of media convergence (new media). Among others, users can control the content and interactions between users and sources, and the use of mediums is personal and unique. Thus, it is easy to suspect that this convergence of media changes the paradigm and behavior of users/audiences.

Preston added that radical changes in the handling, provision, distribution, and processing of all forms of information, whether visual, audio, text, or data, constitute a form of media convergence. Media convergence requires all parties to know the primary key to a phenomenon, precisely the existence of digital media that allows changes. With the convergence in telematics, there will be a shift in the broadcasting system from analog to digital.

The era of digital broadcasting forces new media to change various aspects,

specifically: 1. Digitalization and convergence in all aspects of the media; 2. Increased interactiveness and network connectivity; 3. The influence of mobility and delocalization of sending and receiving (messages); 4. The existence of adaptation of publications and the roles of the audience; 5. The emergence of various new media gateways as entrances to access information; 6. Fragmentation and media institutions become blurred.

The rapid development of technology is raising various kinds of new media platforms that provide entertainment and education. It is a sign of the shift in the public interest, which requires conventional television media to keep up with the times immediately.

A wide variety of television programs such as news, education, and entertainment that are creatively packaged and interesting show the quality of the production of shows. There are many challenges faced by television amid the onslaught of digital media. Romadlono and Indainanto (2020), in their research entitled "Challenges of Local TV in the Era of Media Disruption," show that the creativity and innovation of local TV in presenting news is an important modality to compete in the era of convergence. Cakra TV Semarang, for example, which was the subject of their research, diverged media by utilizing Youtube, social media, and websites.

For conventional media (including television), digitalization causes various effects, such as shifting audience interests, using new technologies in production, changing working methods, and orientation to the market (advertising). Migration to digital platforms is becoming necessary so that the media can increase the number of viewers (Romadlono and Indainanto, 2020).

The digital revolution necessitates convergence between computers, content, and communication. The most significant advantage in communication and media is when integrating the content provider industries, media, and information technology as computing, communication, and broadcasting processes.

In the future, various polemics will be related to formulating the concept of single mux or multi mux in the arrangement of digital television frequencies. On the concept of single mux, frequencies are entirely in the hands of the government. On the contrary, in the multi-mux concept, the licensee, the private sector, and the government hold the authority. Interactive digital television can no longer be limited to a single type of technology and a single type of service but instead consists of various technologies and a diversity of different applications, services, and content.

In the regulatory paradigm, the analog TV transition program to digital follows article 72 of the Job Creation Law Number 11 of 2020, which regulates the implementation of broadcasting and the migration of broadcasting from analog technology to digital technology. The government ensures that community and local television owners migrate to digital. The channels used by the community and local television will be sourced from TVRI as a Public Broadcasting Institution (LPP), and 50 percent of the channels will be derived from private broadcasters (LPS) in the government (Medcom. ID. 2021).

The migration process of analog television broadcasting to digital and the readiness of LPS, such as Indosiar TV Ambon and Ambon Net TV, and other LPS in Maluku based on the KPID Maluku Focus Group Discussion's result,

are ready to be implemented. Regulation of the Minister of Communication and Informatics of the Republic of Indonesia No. 6 of 2021 concerning the Implementation of Broadcasting in Chapter 1 article 1 point 9 states that simultaneous broadcasting, in the future referred to as Simulcast Broadcasting, is the implementation of analog television broadcasts and digital television broadcasts at the same time.

Based on the regulation, Analog Switch Off (ASO) will accommodate all the conversion processes of analog television broadcasting technology to digital television broadcasting technology in Maluku. Analog Switch Off (ASO) will be sourced from TVRI as a Public Broadcasting Institution (LPP) and two from Private Broadcasting Institutions (LPS) in the government, namely RCTI and TV One. The permit for implementing this transmission multiplexer (mux) is given through a selection or auction mechanism (beauty contest).

The basis for the transition of broadcasting from analog to digital is the advantages and added value obtained by the government, the broadcasting industry, and the public as consumers. LPS in areas such as Net TV Ambon and Indosiar Ambon, when penetrating digital broadcasting, must prepare themselves to reach the opportunities and challenges of digitizing broadcasting. Thus, being able to show its existence with the obligation to broadcast 10% of local broadcast programs that can be aired at prime time and compete with new media such as OTT (Over The Top) or streaming video services entitled local culture.

Net TV Ambon and Indosiar Ambon, as networked television stations in the regions, display high-quality broadcasting and content. They develop informative and

educational ways to instill local cultural values (socialization) and the learning process of regional cultural values (enculturation).

The digitalization of broadcasting can be regarded and enjoyed by target audiences in remote areas to obtain various information and even knowledge about the values of local wisdom in the Maluku region, which is witnessed widely throughout Indonesia and globally.

Thus Net TV Ambon and Indosiar Ambon with the jargon "local wisdom and its existence in maintaining and preserving the culture of the "Basudara People ."This principle concerns television's maintaining cultural identity, acquiring and preserving local wisdom, and applying its values in social life.

Conclusion

1. The format and concept of local wisdom carried by Net TV Ambon and Indosiar Ambon are integrated according to the audience's needs. They collaborate with the local Publishing House to produce content or programs with the concept of local wisdom, namely Baronda Music, which reflects the cultural identity of the Moluccans, who like music and singing. The content packaging explicitly the existence of the Maluku people, who are known as an area that highlights the skills of music and singing. The program called experts in playing traditional musical instruments, for example, Tifa, totobuang, bamboo flute, tahuri, ukulele, and others, to strengthen the musical identity of the Maluku people to the world audience.
2. Net TV Ambon and Indosiar Ambon explore the local potential in carrying

out the theme of local wisdom as a strategy to grow the cultural identity of the Maluku people and maintain the existence of broadcasting to welcome the era of digital broadcasting. Technology and its development have always been closely related to the culture of a society. Because local identity reflects a civilized nation's personality, the strong currents of modernization and globalization can at least shed a region's identity and local wisdom. To survive, all identities and local knowledge must actively contribute to technological advances by migrating methods from conventional to digital, including Net TV Ambon and Indosiar Ambon.

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