

Communication strategy in socialising analogue switch off in North Sulawesi

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Abstract This research delves into the efficacy of the North Sulawesi Broadcasting Commission's communication strategy in facilitating the analogue switch-off programme. The study employs qualitative research methods, utilising in-depth interviews with key stakeholders, and adopts Hafied Cangara's communication strategy framework, based on Laswell's theory, to analyse the Commission's approach. The outcomes reveal that the Commission's communication plan effectively conveyed the intended message to the public. It achieved its objectives of disseminating information and educating the populace about the switch-off process. Nonetheless, the plan could have been further enhanced to better address the diverse needs and concerns of the audience. The findings offer valuable insights into the challenges and opportunities associated with implementing the analogue switch-off programme, especially concerning formulating efficient communication strategies that can effectively reach all segments of Society. By shedding light on these aspects, this research significantly contributes to the broader discourse on digital television and its profound influence on broadcasting policies in Indonesia.

Keywords: television analogue switch off; communication technology; digitisation; socialisation

INTRODUCTION

Analogue switch-off, also known as television digitisation or digital transition, is replacing analogue television transmission technology with digital television. Analogue broadcasts are broadcasts in which analogue signals are used for image transmission. The signals sent from the transmitter are then received by the antenna or receiving device connected to the television. For analogue television, the signal catcher required is an antenna. Transmission by analogue signal is highly dependent on high and low frequency and constantly fluctuates occasionally.

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This causes analogue broadcasts to be very vulnerable to weather, and the picture quality decreases if the distance from the house is far from the reach of the TV station transmitter. In contrast, digital broadcasting is an evolution and refinement of analogue broadcasting. Digital broadcasting uses digital modulation and compression to transmit video, audio, data, and other signals to television sets. (E. R. Prabowo, 2015) As technology develops, analogue television broadcasts are considered obsolete and must be replaced with new technology. Historically and with the development of the times, television could be broadly divided into two types: analogue and digital. Both are forms of development from television because it is influenced by increasingly developing and sophisticated technology.

There are several characteristics and advantages to using digital broadcasts, including having sharp, clear, and stable image and colour quality. Programmes aired by digital broadcasts combine ordinary broadcasts with interactive programmes, such as those that could be used for data communication, the internet, and the telephone. Regarding spectrum utilisation efficiency, digital television broadcasts allow for more channels or channels to provide efficiency in the frequency band used (Djamal & Fachruddin, 2017).

The analogue switch-off policy provides benefits not only to the public and Government but also to broadcasting institutions both at the local (regional) and national levels. Broadcasting institutions could help the migration of analogue broadcasts to digital by using digital media to convey information through broadcast programmes packed with new ideas. (Nurfitria et al., 2022)

However, this still could not be fulfilled due to limited infrastructure, especially in the use of frequency spectrum. Analogue broadcasts take up much of the frequency spectrum, which is as much as 328 MHz out of 700 MHz. Analogue television broadcasts use one channel for one broadcast. When people switch from analogue to digital TV, only 176 MHz broadcasts digital broadcasts. So, one channel frequency could be shared with 6 to 12 broadcasts for television. Indonesia could allocate the unused 112 MHz for other purposes, namely for equal distribution of digital infrastructure and improved broadband internet services.

Dewi & Muzakkir's (2022) research states that even though the Indonesian Broadcasting Commission is not at the forefront, outreach must be conducted as optimally as possible. The North Sulawesi Regional Indonesian Broadcasting Commission, as part of the Central Indonesian Broadcasting Commission (KPI), is a public representation function to ensure that the public can obtain proper and correct information, especially for the people of North Sulawesi, as well as assist in setting up infrastructure in the broadcasting sector, in this case, the migration of analogue TV broadcasts to digital. Internal communication in the form of established policies and commitments and external

communication in the form of cooperation must be carried out so that communication can run smoothly. (Warsito, 2022)

The policy to close analogue broadcasts is divided into stages: 1 on 30 April, 2 on 25 August, and 3 on 2 November 2022. Based on data compiled at the North Sulawesi Regional Indonesian Broadcasting Commission, the first phase of discontinuing analogue broadcasts which took place at 3 cities and 2 regencies in North Sulawesi Province, including Manado City, Bitung City, Tomohon City, Minahasa Regency and North Minahasa Regency. The first stage of stopping analogue broadcasts was not fully implemented because some people had not yet switched to digital TV broadcasts. Based on temporary observations in Manado, several people stated reasons why they had not switched to digital TV. The reasons were that they did not know about the policy and were constrained by money to buy STB devices.

Although the Indonesian Government has set a deadline for the analogue switch-off, there is still a lack of understanding among some members of the public in North Sulawesi about the need to transition to digital television and the steps involved in doing so. This can be seen in the low turnout for government-led awareness campaigns and the continued use of analogue televisions by a significant portion of the population. Additionally, while there have been some studies on the impact of analogue switch-off in other parts of the province, there is a lack of research specifically focused on the effectiveness of socialisation strategies for the analogue switch-off in North Sulawesi, especially in Manado.

The success of the analogue switch-off programme in North Sulawesi depends on formulating an effective communication strategy that considers the local community's media consumption habits. Adnjani & Mubarok (2018) suggest that understanding audience habits is crucial in developing a communication strategy which could be used to tailor messages to reach different population segments. For instance, many youths in North Sulawesi get their news from social media platforms such as Instagram and TikTok. In contrast, others rely on more traditional sources such as Facebook, television, and newspapers. Prabowo & Arofah (2017) emphasise the importance of social media in disseminating information about the analogue switch-off programme, as it could reach a wider audience and attract attention from the community.

By applying the Cangara communication strategy concept, the North Sulawesi Broadcasting Commission can effectively develop a socialisation plan for the analogue switch-off programme. The concept, based on the Laswell model, emphasises the importance of effective communication in achieving desired results and considers four key elements of communication: the sender, the message, the channel, and the receiver (Cangara, 2013). By considering factors such as the target audience, communication objectives, and available resources, the Commission can carefully plan and calculate the necessary steps to

achieve successful socialisation. Safitri (2022) suggests that the Commission can first analyse its internal strengths and weaknesses to identify areas for improvement and set long-term goals before formulating a communication strategy. Furthermore, incorporating social media as a communication channel, as suggested by Prabowo & Arofah (2017), can help disseminate information and create an Agenda Setting that would make Digital TV a public information agenda. Thus, a strategic approach that considers media consumption habits, Cangara's concept of communication strategy, and Safitri's advice can help the North Sulawesi Broadcasting Commission achieve its long-term goals of successfully socialising the analogue switch-off programme.

North Sulawesi, located in the northern part of Indonesia, is known for its several islands and remote areas that often struggle with limited access to internet connectivity. This situation presents a significant challenge for implementing the analogue switch-off programme, as it heavily relies on digital communication platforms. The lack of access to reliable internet connectivity may hinder the effectiveness of socialisation efforts and limit the dissemination of information to remote communities. This context underscores the need to explore effective communication strategies to bridge the digital divide and reach a broad audience, especially those residing in remote areas of North Sulawesi.

This research offers a novel analysis of the communication strategy employed by the North Sulawesi Broadcasting Commission in disseminating information about the analogue switch-off programme, utilising Hafied Cangara's concept of a communication strategy based on Laswell's theory. With input from a range of stakeholders, including the North Sulawesi Broadcasting Commission's chairman, broadcasters, and Manado city residents, the study comprehensively evaluates the socialisation plan's efficacy. The findings of this research add to the existing literature on communication strategies in broadcasting and provide practical insights for policymakers and practitioners in this field. Thus, the study aims to address the existing gap in knowledge by investigating the effectiveness of the socialisation strategy implemented by the North Sulawesi Broadcasting Commission in educating and informing the public about the switch-off process.

METHODOLOGY

This study employed a qualitative research design using observation and in-depth interviews as the primary data collection methods. The research informants included the chairman and institutional sector of the North Sulawesi Broadcasting Commission, as well as the bureau chief of SCTV-Indosiar Manado and Eight Manado residents who have participated in the socialisation activities, including students, village heads, and the general public. The total of informants was 11 people (See Table 1).

Observation and in-depth interviews were deemed appropriate for this study as they allowed for collecting rich and detailed data on the

communication strategy and its effectiveness in conveying the intended message to its recipients. Observation enabled the researchers to gain insights into the communication activities and behaviours of the broadcasting commission during the socialisation process. At the same time, in-depth interviews provided an opportunity to explore the perspectives and experiences of the informants regarding socialisation activities.

The data in this study were examined and analysed by combining interview and observation data and other complementary data sources, such as flyers, social media posts, public service announcements, and survey feedback from participants or stakeholders involved in the socialisation process. The data's validity was ensured by triangulating multiple sources, thereby reducing the risk of bias or errors.

Table 1. Characteristics and criteria of informants

No	Informant (Initial)	Position/Title	Characteristics and Criteria
1	RS	Chairman of North Sulawesi Broadcasting Commission	<ul style="list-style-type: none"> • Have a deep understanding of the transition from analogue to digital broadcasting. • In responsibility of socialising the transition from analogue to digital broadcasts.
2	PA	Institutional Coordinator of the North Sulawesi Broadcasting Commission	<ul style="list-style-type: none"> • Contacting relevant agencies for socialisation.
2.	TP	SCTV-Indosiar Manado Bureau Chief	<ul style="list-style-type: none"> • Making public service announcements on the switch from analogue to digital • Broadcasting analogue switch-off socialisation content.
3.	QT, GL, DB, PM, EM, PE, MD, RM	Public (students, general public, head village)	<ul style="list-style-type: none"> • Have attended/been socialised about analogue switch-off

Source: Researcher's Field Data (2022)

RESULTS AND DISCUSSION

Based on the research findings, it can be concluded that the communication strategy implemented by the North Sulawesi Broadcasting Commission in promoting the analogue switch-off programme has been effective. The communication strategy is aligned with Cangara's concept of a communication strategy based on Laswell's communication model, which involves the transmission of messages through various channels to reach the intended audience. The Commission has used multiple methods, including public service

advertisements, webinars/seminars, government collaborations, and media coverage, to reach the public and educate them about the benefits of digital television. However, despite the strategy's effectiveness, some areas still need to be improved, such as targeting specific demographics for socialisation efforts. Overall, the Commission has done a commendable job implementing a successful communication strategy for the analogue switch-off programme.

The selection of communicators in communication strategies is critical, as communicators play a vital role. Communicators must understand the material to be conveyed and be able to approach the target audience of the socialisation programme. The success of this socialisation programme hinges on communicators who can communicate effectively, offer rich ideas, and demonstrate creativity" (Yohana, 2018). The communicators selected by the North Sulawesi Broadcasting Commission are competent in their respective fields. The Ministry of Communication and Information Technology was invited as a communicator in the socialisation event because it is the policy maker for analogue switch-off. The head of TVRI North Sulawesi was also invited as a communicator because they assisted in promoting the benefits that broadcasting institutions could gain from migrating broadcasts to digital. Additionally, I was a member of the Indonesian Parliament's Commission as a communicator because the Commission has communication and information technology tasks.

The communicators involved in this socialisation are credible, appealing, and influential. The socialisation event held at the Manado City Government Hall on 14 April 2022, with the theme "Welcoming the National Analogue Switch Off (ASO) Programme 2022," invited Drs. I Ketut Sutakariana, M.I.Kom, the Head of North Sulawesi TVRI (a broadcasting institution), and Saidul Amri Razak, ST, the Young Expert Controller of the Manado Monitoring Agency (city communication and information agency) as communicators. The communicators for the Analogue Switch Off (ASO) and Set-Top Box (STB) Handover Ceremony socialisation event held in a hybrid manner on 13 April 2022, invited Hillary Brigitta Lasut, S.H., LL.M (Member of the Indonesian Parliament's Commission I), Reidi Ferdinand Sumual, S.Sos., S.H (Chairperson of NSBC), and Dr. Rosarita Niken Widiastuti, M.Si (Special Staff of the Ministry of Communication and Information). The North Sulawesi Broadcasting Commission commissioners served as communicators in the "Digital Literacy: Great Generation, Smart Choice of Broadcasts" socialisation event at SMAN 1 Manado on 16 June 2022. The Chairperson of NSBC and other commissioners also participated as speakers on the television programme broadcasted by TVRI, KompasTV, and Tribun Manado.

Although the analogue switch-off (ASO) socialisation is the responsibility of the Ministry of Communications and Information Technology, which also formulates ASO policies, here, the North Sulawesi Broadcasting Commission represents the public in the

broadcasting sector. Therefore, the broadcasting commission helps the Ministry socialise the programme so that the programme can run smoothly, and the public can also understand the benefits of the analogue switch-off policy. The relationship between the North Sulawesi Broadcasting Commission and the Ministry of Communications and Information Technology is institutional and involves coordination. They coordinate with each other. On the one hand, KPID North Sulawesi assists in socialising the analogue switch-off programme to represent the public to ensure the public receives quality broadcasting.

The involvement of the North Sulawesi Broadcasting Commission in the ASO socialisation is stated in Law Number 32 of 2002 concerning Broadcasting in Article 8 paragraph 1, "The Broadcasting Commission as a form of community participation serves to accommodate aspirations and represent the interests of the community in broadcasting." and in Article 8 Paragraph 3 stated that "The Broadcasting Commission has duties and obligations: (...) (b) to assist in the regulation of broadcasting infrastructure." The Commission intends to guarantee broadcasting infrastructure, namely the availability of hardware and software that ensures broadcasting availability in the region, in this case, the city of Manado, North Sulawesi. The equipment used in this analogue switch-off programme is the availability of a digital terrestrial television multiplex (MUX) by broadcasting institutions and Set-Top Boxes (STBs) in the community. The Commission continues to encourage the ASO to run smoothly so that the audience can enjoy easy access to broadcasts.

To ensure that the benefits of digital technology are accessible to all, the North Sulawesi Broadcasting Commission has requested that broadcasting institutions carry out simulcast broadcasts, where analogue and digital broadcasts are aired simultaneously. In addition, underprivileged individuals who own televisions and are registered in the Integrated Social Welfare Data (DTKS) of the Ministry of Social Affairs can receive free STB devices through government assistance.

The article by Mackay (2007) highlights that marginalised communities often lack access to digital technology, which can create a divide between those who can access digital broadcasting and those who cannot. This issue is exemplified in a study on digitalisation strategy and media convergence in the digital era, which found that the shift from analogue to digital broadcasting posed a challenge for TVRI Yogyakarta (Jean & Ispandriarno, 2021). To address this challenge, the Indonesian Government has implemented a programme to distribute free STB devices to underprivileged individuals registered in the Integrated Social Welfare Data (DTKS) of the Ministry of Social Affairs and who own televisions. This aligns with Mackay's recommendations for policymakers to prioritise equity in the transition to digital broadcasting. By implementing targeted policies and prioritising the needs of marginalised communities, policymakers can ensure that the benefits of digital technology are accessible to all. The Government's efforts to promote the programme through various media channels and direct outreach to

local communities demonstrate a commitment to ensuring that all members of Society can benefit from the transition to digital broadcasting.

The institutional coordinator of the North Sulawesi Broadcasting Commission explained that all commissioners from different fields participated in the public outreach programme because it is the Commission's responsibility as a public representative in broadcasting. "The outreach programme is not solely the responsibility of the institutional field. Overall, the Commission is a public representative in broadcasting," according to key informant II.

The North Sulawesi Broadcasting Commission collaborated with the Government, including the Ministry of Communication and Information Technology, related regional communication and information offices, local governments, social services, and the Indonesian Post Office. A joint consultation with the Government resulted in outreach programmes that invited government officials, such as district heads and village heads, such as the "Welcoming the 2022 National Analogue Switch Off Programme" outreach event held at the Manado City Government Hall on 14 April 2022.

The North Sulawesi Broadcasting Commission visited five regents/mayors within the North Sulawesi 1 broadcasting area (Minahasa Regency, North Minahasa Regency, Manado City, Bitung City, and Tomohon City) and invited local leaders to participate in the outreach programme to their communities. The Communication and Information Office in these five regions were also visited by the North Sulawesi Broadcasting Commission to prepare and provide outreach to their communities about the analogue switch-off.

The formulation of messages in socialisation is one of the important elements in developing communication strategies. In this case, the messages conveyed in socialisation aim to inform and persuade the audience about what is being conveyed, related to the analogue switch-off. Determining the message's objectives ensures that the message's idea and purpose in the analogue switch-off socialisation can be conveyed effectively. The process of delivering messages in socialisation is done verbally through speech and writing using visualisations such as PowerPoint, images, and videos.

To maximise results in socialisation, the North Sulawesi Broadcasting Commission uses the technique of offering rewards through messages. However, in this context, the reward is not given directly but in the form of benefits provided when the public switches to digital broadcasts. This aligns with research conducted by Nugraini & Kholik (2021) regarding offering rewards or prizes to the public, which can change a person's attitude. Giving rewards aims to formulate message management strategies so that individuals are willing to see and comply with the regulations made. This method is effective in Indonesia because many people change their attitudes to obtain a free

item or prize. The public can enjoy broadcasts with clear picture and sound quality, with quality equivalent to cable TV subscriptions.

There are many benefits to be gained from migrating to digital TV broadcasts. These include the public having a greater variety of programming options, the growth of job opportunities and content creator industries in Indonesia, and avoiding disputes with neighbouring countries such as Malaysia and Singapore over frequency spectrum interference in border areas. One of the main benefits of broadcasting digitisation is that the Government can maximise the use of frequency spectrum with greater efficiency. This effective frequency spectrum can then be used to improve and expand internet access in Indonesia.

The outreach campaign aimed to explain analogue switch-off and its benefits for Society and the country. During the outreach, it is often explained that analogue switch-off is a transfer of technology and a form of the Job Creation Law, which will bring many benefits to Society (Indonesian Government, 2020). During analogue switch-off awareness campaigns, the public is often informed that they can enjoy easy viewing, clean pictures, clear sound, and sophisticated technology with digital broadcasts. Additionally, the Job Creation Law can create employment opportunities, and members of the public have the opportunity to become "TV owners" because regional content creators can broadcast their content on television if it is deemed suitable. The community is also informed about switching from analogue to digital television and the equipment required, namely the Set Top Box (STB). The awareness campaigns explain how underprivileged individuals can obtain free STBs through the Government, provided that they are on the Integrated Social Welfare Data (DTKS) list by the Ministry of Social Affairs. To check whether their location can receive digital broadcasts, the public is directed to download the Cek Siaran Digital application. The distribution of STBs is also conveyed, as research by Simamora et al. (2022) has shown that providing infrastructure, such as STBs, is a significant factor that hinders the analogue switch-off process in Indonesia, particularly in North Sulawesi.

The message conveyed in the outreach for analogue switch-off is informative, persuasive, and educational. The message is educational because it is conveyed by competent communicators in their respective fields. The educational content of the message is about the transition from analogue to digital broadcasting, the explanation of the differences between analogue and digital broadcasting, and how to switch to digital broadcasting. The message is informative because it provides information on free STBs to low-income communities listed in the Ministry of Social Affairs' Integrated Social Welfare Data (DTKS). With the informative nature of the message, North Sulawesi Broadcasting Commission has delivered the message clearly and has stated its intended goals. The outreach message is persuasive because the North Sulawesi Broadcasting Commission encourages its audience to switch to digital television, highlighting the benefits of switching and encouraging

them to do so through public service announcements. The content of the message conveyed in the outreach tends towards changing the community's behaviour, specifically to encourage them to take action to switch from analogue to digital television.

In order to make the message of socialisation effective, Arifin (2004) offers communication strategies, namely, to understand the audience. Understanding the audience should be the first step for communicators to communicate effectively. As previously explained, in the communication process, the audience is not passive but relatively active, so there is a mutual relationship between the communicator and the communicant and mutual influence. This means that the communicator can influence the audience, but the communicant or the audience can also influence the communicator. Socialisation is one of the activities that significantly influences or affects the audience through direct communication with various methods provided. This socialisation activity will create positive effects, such as gaining information and knowledge (Syamsiah, 2017). In socialisation, both the communicator and the audience have the same interests. Without common interests, communication is impossible. Therefore, to achieve successful socialisation and positive outcomes, the communicator must create common interests with the audience, especially in terms of the message, methods, and media used. (Nur, 2018)

The target audience for this outreach includes local government officials, youth, and the general public. The outreach held at the Manado City Government Hall on 14 April 2022 specifically targeted the local Government of Manado, including district heads, community leaders, and heads of neighbourhoods. The goal was to disseminate information about the analogue switch-off to the local community.

The youth are also an important target audience, as they can help spread information about the analogue switch-off to their friends and family. Residents of Manado have already been disseminating information about the programme through word-of-mouth, with some getting information from their peers and heads of neighbourhoods. Understanding how to communicate with the audience effectively is crucial to promote the programme's benefits and ensuring its success.

The study by Kemp & Childers (2021) is highly relevant to the North Sulawesi Broadcasting Commission's efforts to promote the analogue switch-off programme. The study demonstrates how social media can shape behaviour and influence decision-making processes related to consumption. By incorporating the findings of this study, the Commission can develop effective communication strategies that appeal to the target audience of youth and public figures, who can play a crucial role in spreading awareness of the programme among their peers and in their communities. This can lead to developing a successful communication strategy that uses social media to promote the benefits of the analogue switch-off programme and encourage individuals to make the switch.

The North Sulawesi Broadcasting Commission conducts socialisation based on institutions like Government and schools. Direct engagement with the community involves explaining the analogue switch-off programme, providing information on its benefits, how to access digital broadcasts and the distribution of Set Top Box devices. Direct socialisation activities are divided into direct and indirect (embedded). Direct socialisation usually includes events with the title of ASO, such as the Analogue Switch-Off (ASO) socialisation webinar and the Set Top Box (STB) Handover Ceremony that were held in a hybrid format on 13 April 2022 and on 14 April 2022 at the City Hall of Manado in collaboration with the Mayor of Manado to gather village chiefs and sub-district heads for the analogue switch-off socialisation. Indirect socialisation on the analogue switch-off is embedded in the Digital Literacy: Great Generation, Smart Choosing of Broadcast event at SMAN 1 Manado. Embedded socialisation encourages participatory monitoring of the younger generation, who can report inappropriate broadcasts to the Commission and disseminate information about analogue switch-off and participatory monitoring to their close friends or family.

In addition, social media platforms such as Facebook KPID Sulawesi Utara, Twitter @kpid_sulut, Instagram @kpid_sulut, and website <https://kpid.sulutprov.go.id>, as well as online news outlets like Tribun Manado, TVRI, KompasTV, SCTV, and KawanuaTV, can be used to rapidly disseminate information about the benefits of the analogue switch-off programme and how to access digital broadcasts. By leveraging social media and direct socialisation, the North Sulawesi Broadcasting Commission can encourage individuals to switch to digital and participate in monitoring inappropriate broadcasts.

As analogue switch-off is the discontinuation of analogue television broadcasts, the North Sulawesi Broadcasting Commission also collaborates with broadcasting institutions to display public service advertisements on television regarding analogue switch-off in every broadcast programme. Broadcasting institutions have their respective audiences. Therefore, by empowering the facilities owned by broadcasting institutions to socialise matters related to the interests of the broadcasting institutions, the Commission aims to reach a wider audience and encourage them to switch to digital.

The method of socialisation regarding the analogue switch-off programme through broadcasting institutions is by broadcasting public service advertisements, displaying running text, and airing news broadcasts. When watching television, the public will see running text in every programme to inform them of the deadline for the cessation of analogue broadcasts. Public service advertisements are also broadcast to notify the public of how to get digital television broadcasts and the deadline for the cessation of analogue broadcasts. Since what the public consumes daily is television broadcasts, the aim is to ensure that those who frequently watch television are not surprised when analogue

broadcasts are turned off and to inform them about migrating broadcasts to digital.

In addition to broadcasting public service advertisements, KPID Sulawesi Utara is also invited to participate in several programmes by several broadcasting institutions related to the socialisation efforts, such as Tribun Manado, TVRI, KompasTV, SCTV, liputanmanado.com, online news, and Radio Republik Indonesia. The North Sulawesi Broadcasting Commission was also present as a guest speaker on television programmes, such as the Sapa Manado TV programme on KompasTV on 25 March 2022, with a discussion on readiness to enter digital broadcasting for the North Sulawesi region, Nyiur Menyapa on TVRI on 29 March 2022, with the topic of discussion "Digital Broadcasting Must Go Along with Smooth Internet" and 25 July 2022, with a discussion of the development of analogue switch-off in North Sulawesi, as well as the Tribun Bakudapa by Tribun Manado on 27 April 2022 with the theme "Are North Sulawesi Citizens Ready to Welcome Analogue Switch-Off?"

North Sulawesi Broadcasting Commission socialisation activities that use news and encouragement to broadcasters to broadcast public service advertisements also increase public literacy regarding analogue switch-off. Based on the results of interviews with the public in the city of Manado, information regarding the analogue switch-off was obtained through the mass media, such as news, public service advertisements, running text of television programmes, and the internet (social media Instagram, TikTok, Facebook, and Twitter).

The study by Kim & Jang (2022) on visual representations in organisational Instagram photos and public responses may not directly relate to the North Sulawesi Broadcasting Commission's programme on analogue switch-off. The study found that visual content, such as photos of people, can effectively engage audiences and generate positive responses. In particular, the study shows that visual content, such as photos of people, can effectively engage audiences and generate positive responses. By leveraging social media platforms like Instagram, North Sulawesi Broadcasting Commission could create visually compelling content that communicates the importance of the analogue switch-off programme and its benefits to the public. The study also highlights the importance of tailoring content and messaging to specific audience segments, as different clusters of photos and accounts were found to generate different responses. However, the visual content created by the Commission is not attracting the attention of young people on Instagram, as evidenced by the low number of likes on each post and unattractive Instagram feed visualisation. Therefore, the Commission should consider the characteristics and preferences of its target audience when developing its communication strategies for promoting the analogue switch-off programme.

Based on the results of an interview with a broadcasting institution in Manado, the source stated that they had covered activities carried out by the North Sulawesi Broadcasting Commission regarding the analogue

switch-off. Public service advertisements regarding analogue switch-off are mandatory for broadcasting institutions. Broadcasting institutions and the Government are collaborating to convey to the public the shift from analogue to digital broadcasts.

With the notification to the public regarding the transition from analogue to digital television, it is expected that the public can make the transition. However, the decision to switch to digital broadcasting lies with the public themselves. Those ready to switch to digital broadcasting will benefit from clear television broadcasts, whilst those who do not switch to digital broadcasting or remain on analogue broadcasting will no longer be able to receive television broadcasts and will miss out on the benefits of digital broadcasting.

The main objective of the communication strategy is for the audience to understand the contents of the message received in the socialisation (to secure understanding), for the audience to feel better understand the meaning contained in the message of socialisation (to establish acceptance), and the recipient of the message could carry out the intent of the contents of the message conveyed in the message (to motivate action) (Effendy, 2019).

While there is no quantitative data on the increase in purchases of UHF antennas and STBs, observations made around the central market suggest that the purpose of the socialisation activities to invite people to switch to digital television was successful. Residents were enthusiastic and grateful for the opportunity to access broadcasts with better pictures and sound quality, free of charge. Evaluation questionnaires distributed at the end of each socialisation activity indicated that the audience found the material presented new and valuable.

Referring to the answers given by the audience in the evaluation questionnaire, the purpose of the communication strategy in the analogue switch-off socialisation carried out by the North Sulawesi Broadcasting Commission was fulfilled; namely, the recipient of the message understood the contents of the message conveyed, the recipient of the message felt better understood the intent contained in the socialisation message. The recipient of the message could carry out the intent of the message's contents conveyed in the socialisation.

The challenges and strategies in transitioning from analogue to digital technology are crucial to promoting the analogue switch-off programme. As discussed in Cotlar's (2005) article "The Road to Analog Switch-off: How the United States Can Turn off Analog Television without Significant Service Disruption," a successful transition from analogue to digital television requires careful planning and coordination between broadcasters, the Government, and consumers. In particular, the article emphasises the importance of consumer education and outreach programmes in ensuring that the public understands the benefits of digital television and how to make the switch. This insight is particularly relevant to the North Sulawesi Broadcasting Commission's efforts to promote the analogue switch-off programme, which requires individuals

to change their behaviour by adopting new technologies and giving up their old ones. By taking into account the challenges and strategies discussed in the article, the Commission can develop effective communication and outreach strategies to promote the benefits of digital television and ensure a smooth and successful transition for all members of Society, including low-income households, rural communities, and senior citizens who may face more significant challenges in adopting the new technology.

Given the challenges involved in transitioning from analogue to digital technology, as discussed in Cotlar's (2005) article, the North Sulawesi Broadcasting Commission needs to develop effective communication and outreach strategies to promote the benefits of digital television and ensure a smooth and successful transition for all members of Society.

CONCLUSION

This study has explored the effectiveness of communication strategies used by the North Sulawesi Broadcasting Commission to promote the transition from analogue to digital television. The results indicate that the communication strategies used, which included socialisation activities and information dissemination through various channels, successfully increased awareness and understanding of the benefits of digital television among the residents of North Sulawesi. The findings suggest that effective communication strategies can be crucial in promoting and facilitating the transition from analogue to digital technology.

The implications of this research are twofold. First, the study provides insights into designing and implementing effective communication strategies for promoting technology transitions in developing countries, where access to information and awareness of technological advancements may be limited. Second, the study highlights the importance of collaboration and coordination between broadcasters, the Government, and consumers in facilitating a successful transition from analogue to digital technology.

The significance of this research lies in its contribution to the body of knowledge on effective communication strategies for promoting technology transitions in developing countries. The study provides practical insights for policymakers, regulators, and broadcasters on how to design and implement effective communication strategies for promoting the benefits of digital technology to the public. Furthermore, the findings of this study have important implications for other countries and regions that are also transitioning from analogue to digital technology. By taking into account the lessons learned from this study, policymakers and regulators can develop effective communication strategies that can facilitate a smooth and successful transition for all members of Society.

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