

## **The Migration from Analog to Digital Television**

### **Migrasi dari Televisi Analog ke Digital**

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#### **Abstract**

This study aims to see the effect of information exposure in the mass media and the level of public knowledge about digital television on people's decision-making to adopt digital television. In 2009 Indonesia prepared a framework for the implementation of a digital broadcasting system which was later in 2010. However, the migration process for digital television in Indonesia did not go well because of the conflict of interest between private television and regulations that were not yet strong. The theory of diffusion of innovation from Everett M. Rogers is used to provide an explanation of the pattern of adoption of new technologies in society. This quantitative study will measure the effect of exposure to digital television information and the level of public knowledge as independent variables and decision-making to adopt technology as the dependent variable. In this study, 120 respondents were selected based on the slovin formula with the number of families in Central Java as the population. As a result, the effect of these variables is not significant in a score of  $0.034 < 0.05$ . Digital television migration policy is a priority policy with authority innovation decisions. It started in the UU Cipta Kerja which states that Indonesia must immediately switch analog switched off for a maximum of two years. The communication strategy to invite the public to use digital television is no more effective than the policies of the authorities in law. So that the readiness and knowledge of the community will not affect the decision to adopt digital television or not.

**Keywords:** *Diffusion of Innovation; Digital Television Migration; Public Readiness*

#### **Abstrak**

Penelitian ini bertujuan untuk melihat efek paparan informasi di media massa dan tingkat pengetahuan publik tentang televisi digital pada pengambilan keputusan untuk mengadopsi televisi digital. Pada tahun 2009 Indonesia telah menyiapkan kerangka kerja untuk implementasi sistem penyiaran digital yang kemudian pada tahun 2010. Namun, proses migrasi untuk televisi digital di Indonesia tidak berjalan dengan baik karena konflik kepentingan televisi swasta dan peraturan yang belum kuat. Teori difusi inovasi dari Everett M. Rogers digunakan untuk memberikan penjelasan tentang pola adopsi teknologi

baru dalam masyarakat. Studi kuantitatif ini akan mengukur efek paparan informasi televisi digital dan tingkat pengetahuan publik sebagai variabel independen dan pengambilan keputusan untuk mengadopsi teknologi sebagai variabel dependen. Dalam penelitian ini, 120 responden dipilih berdasarkan formula Slovin dengan jumlah keluarga di Jawa Tengah sebagai populasinya Hasil penelitian menunjukkan keterikatan antar variabel tidak signifikan dalam skor  $0,034 < 0,05$ . Kebijakan Migrasi Televisi Digital adalah kebijakan prioritas dengan penghentian inovasi otoritas. Dinyatakan dalam UU Cipta Kerja yang menyatakan bahwa Indonesia harus segera mematikan analog yang dimatikan maksimal dua tahun. Strategi komunikasi untuk mengundang publik untuk menggunakan televisi digital tidak lebih efektif daripada kebijakan otoritas dalam hukum. Sehingga kesiapan dan pengetahuan masyarakat tidak akan mempengaruhi keputusan untuk mengadopsi televisi digital atau tidak.

**Kata kunci:** Difusi Inovasi; Migrasi Televisi Digital; Kesiapan Publik

### **1. Introduction**

Technology develops along with the development of human intelligence, including conventional technologies which have now begun to enter the digital realm. Digitization is a necessity that must happen. Today's society is forced to enter and use digital technology, including television.

The digitalization of broadcasting is not only happening in Indonesia but has been decided by the International Telecommunication Union (ITU) since 2006. The United States has already carried out ASO (Analog Switch Off) in 2009, followed by Japan in 2011, and China and Korea in 2012. ASO has been carried out by several ASEAN countries, such as Brunei Darussalam which started the migration in 2014, Thailand and the Philippines switched to digital channels in 2015, and Malaysia began to switch off in 2017. This was stated by the Indonesian National Television Association (ATVNI) at a seminar at Universitas Diponegoro in 2018.

The digitization of television in Indonesia has been prepared more than 12 years ago. In 2009 Indonesia has prepared a framework for the

implementation of a digital broadcasting system which was inaugurated in 2010 by President Susilo Bambang Yudhoyono. However, the digital television migration process in Indonesia did not go well because of the conflict of interest between private television and regulations that were not yet strong (Albab, 2018: 121). On November 2, 2022, the government has discussed the analog switch-off (ASO), meaning that the public will no longer be able to enjoy television broadcasts using the analog system.

Since 2018, the government has announced that it will conduct ASO so that people can enjoy digital television broadcasts. Mass Media must keep up with the digital era with various adjustments, starting from the structure of the media, content, and production technology, so that people can enjoy them according to their needs (Haqu, 2020:19).

The fundamental problem with digital television migration is the reluctance of television business actors to migrate and the absence of a legal (Abdullah,2020: 88). But now the Job Creation Law seems to force migration to take place in 2022.

The government has determined that Indonesia will run a digital television system with DVB-T2 or Digital Video Broadcasting – Terrestrial Second Generation (Gultom, 2018: 91). This government program requires support from the public, so that it can run well. People can buy televisions with specifications for digital devices or continue to use analog televisions with the help of a converter in the form of a set top box. This tool will help the community to convert analog signals to digital, so that people can still enjoy digital broadcasts using old television sets.

Unfortunately, not many people know about broadcasting digitization. During the pilot period, which was run by TVRI Central Java since 2016, only 38% of the total area in Central Java covering an area of 32,548 km. So that some areas such as Purworejo, Sukoharjo, Solo, Magelang, Wonogiri and surrounding areas have not been able to enjoy digital broadcast trials (Marwiyati, 2020: 161). Broadcasting digitization is an effort that must be made to improve the quality of broadcasting in Indonesia. The community as an important element must follow and support this program for the benefit of information technology in the future.

Many studies have been conducted on digital television. Most of them raised the issue of media management, and just a few discussed the implementation of digital television at the community level.

This study aims to see the effect of information exposure in the mass media and the level of public knowledge about digital television on

people's decision making to adopt digital television.

## **2. Theoretical Framework**

The diffusion of innovation theory explains the process of an innovation being discussed (communicated) through certain communication channels at any time to a person and or group of members of a particular social system according to Rogers (1961). Diffusion of innovation can be said as a form of communication that is specifically related to the spread of messages which include new ideas, new innovations or new creations to new users or loyal users.

This study sees digital television as a new innovation that will be implemented in Indonesia, where previously Indonesian Television used an analog system, and in the future it will use a digital broadcast system. The innovation must be communicated to the community, so that the community can accept and be ready for the novelty.

There are four elements in the theory of diffusion of innovation proposed by Rogers (1995), namely, (1) Innovation, the main object, in the form of ideas, actions, or goods that have the nature of novelty in a particular society or group. In this study, digital television is the element of innovation that will be implemented in Indonesia. (2) Communication channel, is a tool to send information about innovation to the public. Usually, the communication channel is a medium, whether print media, electronic, digital, or direct communication patterns. The government is currently doing a lot of socialization regarding digital television and analog switch-off, both through print media,

broadcast media, and digital media. In addition, socialization in the regions has also been carried out by the government. (3) Time, is a very important element to see the pattern of technology adoption in society. The period of time in making innovation decisions, starting when the government as a source of information conveys information about digital television to the public until the community confirms that they use digital television. This time element will determine whether the research subject is an early adopter or a late adopter. (4) The social system is seen as a set of distinct and interrelated units and has a variety of roles. Elements of this social system include community culture, local government, and influential figures who will determine the community to accept or reject innovation.

### 3. Research Method

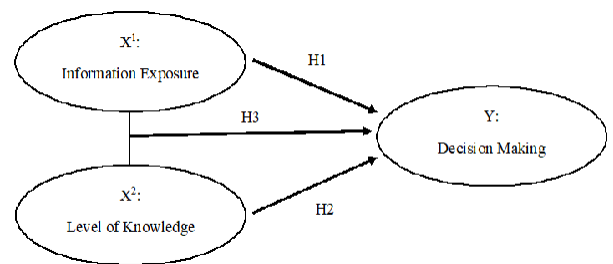
The research method used in this research is included in the positivism paradigm. The researcher used a quantitative approach by looking at the effect of exposure to information about digital television and the level of public knowledge about digital television on decision-making to use digital television. The researcher used 120 respondents who were taken from six ex-residencies in Central Java by using a stratified sampling technique. Respondents filled out the questionnaire which was distributed via the google form link.

### Hypothesis

H1 = Information Exposure to digital television affects decision-making to adopt digital television

H2 = Level of public knowledge about digital television has an effect on decision-making to adopt digital television

H3 = Information Exposure and Level of Knowledge about digital television affects decision making to adopt digital television



Picture 1 : Model of Hypothesis

## 4. Research Results and Discussion

### Respondent Data

In this study, 120 respondents were selected based on the slovin formula with the number of families in Central Java as the population. Researchers divided the respondents based on the area of residence in each ex-residence in Central Java, which consisted of Semarang, Pati, Kedu, Tegal, Banyumas, and Solo Raya with 20 respondents each. Respondents are heads of families who have the power to make a decision to accept or reject digital television innovations.

### 4.1. Effect of Exposure to Information Regarding Digital Television on Decision Making Adopting Digital Television

The government takes various ways to provide information to the public regarding the migration from analog television to digital. Various messages conveyed by the government through print, electronic, and digital media are expected to have an influence on people's

decisions to adopt a digital broadcast system.

The table below shows the effect of exposure to mass media information about digital television, does not affect the decision-making of the people of Central Java to use digital television. This is contrary to the expectations of the government, where the socialization carried out is expected to make people switch to using digital television. It shows in parameter Estimate X<sup>1</sup> to Y as shown in Table 1 below :

		Estimate	Std. Error	Wald	df	Sig.
Decision Making	1]	-5.107	1.423	12.889	1	.000
	2]	-3.992	1.164	11.763	1	.001
	3]	-1.394	1.021	1.864	1	.172
Information Exposure	1]	-1.053	1.137	.857	1	.355
	2]	-.458	1.058	.188	1	.665
	3]	.949	1.187	.639	1	.424
	4]	0 <sup>a</sup>	.	.	0	.

Table 1 : Parameter Estimate X<sup>1</sup> to Y

Parameter Estimate table above, note the significance value. The decision-making variable to adopt digital television has a significance value. 0.424, this means that the p-value is > 0.05 and the information exposure variable with a significance of 0.172 means that the p-value is > 0.05. This figure shows that the factor of exposure to information about digital television does not affect people's decision-making to adopt digital television. If the p-value > 0.05, then the hypothesis is rejected.

Model	-2 Log Likelihood	Chi-Square	Df	Sig.
Null Hypothesis	25.896			
General	21.473 <sup>b</sup>	4.423 <sup>c</sup>	6	.620

Table 2 : Test of Parallel Lines X<sup>1</sup> to Y

The quality of a research result can be seen from how the design of the model has been prepared by the researcher. Based on the Test of Parallel Lines carried out, the results show the number 0.620 (> 0.05), meaning that the hypothesis is accepted. The model and the relationship between these variables are relevant and appropriate by using the logit equation. So this research model and the link analysis function used are appropriate.

#### 4.2. The Influence of Digital Television's Level of Decision Making on Adopting Digital Television

In this research on the adoption of digital television, the researcher also looked at the variable level of community knowledge on decision making to adopt an innovation. In the previous variable, the researcher saw how information exposure by the media was expected to influence decision making, the results shown were just the opposite, namely the two variables had no effect.

The public is expected to be educated and have good knowledge about digital television, so that they want to use the digital broadcasting system. However, the table of results of this study shows that the level of public knowledge about digital television does not affect people's decision-making to use digital television.

		Estimate	Std. Error	Wald	Sig.
Decision Making	1]	-5.660	1.169	23.435	.000
	2]	-4.523	.836	29.274	.000
	3]	-1.910	.622	9.438	.002
Knowledge Level	1]	-1.697	.752	5.098	.024
	2]	-1.045	.720	2.107	.147
	3]	-.189	.765	.061	.804
	4]	0 <sup>a</sup>	.	.	.

Table 3: Parameter Estimates X<sup>2</sup> to Y

This Estimate Parameter Table shows the significance value. The effect of the independent variable on the level of public knowledge about digital television on the dependent variable of decision making using digital television has a significance of 0.804 > 0.05. This figure shows that the level of knowledge about digital television does not affect people's decision-making to adopt digital television. Value 0.804 > 0.05, then the hypothesis is rejected.

Model	-2 Log Likelihood	Chi-Square	Df	Sig.
Null Hypothesis	24.680			
General	17.983	6.697	6	.350

Table 4: Test of Parallel Lines X<sup>2</sup> to Y

To find out how good the model and the suitability of the analysis pattern are, the researcher uses the Test of Parallel Lines by using the Logit function. The results show that this model is significant with the unit of analysis used 0.350 > 0.05. This figure shows that the

research model and link function used are appropriate.

		Est.	Std. Error	Wald	Sig.
Decision Making	1]	-5.829	1.455	16.058	.000
	2]	-4.716	1.203	15.373	.000
	3]	-2.260	1.065	4.499	.034
Information Exposure	1]	-.728	1.009	.520	.471
	2]	-.474	.963	.242	.623
	3]	.778	1.111	.491	.484
	4]	0 <sup>a</sup>	.	.	.
Level of Knowledge	1]	-1.199	.695	2.975	.085
	2]	-1.036	.661	2.456	.117
	3]	-.336	.718	.219	.640
	4]	0 <sup>a</sup>	.	.	.

Table 5 : Parameter Estimates X<sup>1</sup> and X<sup>2</sup> to Y

This Parameter Estimate table shows its significance value. The effect of the independent variable exposure to information about digital television shows 0.484 > 0.05 and the level of public knowledge about digital television shows a significance of 0.640 > 0.05 on the dependent variable of decision-making using digital television which has a significance of 0.034 < 0.05. This figure shows that the factor of exposure to information about digital television and the level of knowledge about digital television does not have an influence on people's decision-

making to adopt digital television, so the hypothesis is rejected.

The implementation of broadcast digitization in Indonesia based on the order of the Job Creation Law, Analog Switched Off is carried out a maximum of two years after the work creation law is passed. Until November 2022, analog television has been turned off by the government and cannot be accessed in several regions in Indonesia. This is what makes Indonesian people adopt digital television. Despite low information exposure and a low level of public knowledge of digital television, the decision to adopt digital television is high. This migration also does not pay attention to the level of community knowledge, whether people are ready or not, they will still be forced to adopt digital television.

#### **4.3. Decisions Making**

The digitalization of television that took place in Indonesia, which was carried out in 2022, was a big step in Indonesian television. This digitization is in accordance with the theory of diffusion of innovation which explains the process of an innovation being discussed (communicated) through certain communication channels at any time to a person and or group of members of a particular social system according to Rogers (1961). Television digitization is an innovation that is discussed or discussed through communication channels (media, especially television), which is carried out by people who are television audiences.

The Diffusion Theory of Innovation is related to social systems. Social systems have another important influence on the diffusion

of new ideas. Television digitization is also influenced by the existing social system in society, because in addition to the readiness of tools and networks, the readiness of the social system that supports it must also be considered. Innovations can be adopted or rejected by individual members of a system, or by the whole social system which can decide to adopt innovation by collective decision or authority.

Television digitization that occurs in Indonesia is a technology that must be adopted by all Indonesian people in enjoying television broadcasts, which will be carried out starting in 2022. This digital technology must be carried out because it is mandated by law, so Indonesian television audiences are indirectly forced to adopt television digitization.

The transition from analog to digital carried out in Indonesia does not fully pay attention to the readiness of the community but pays more attention to the readiness of television digitization technology, and the readiness of devices that must be installed on analog television in order to capture digital signals clearly.

Public knowledge about television digitization is still minimal, so there are still people who are digitally stuttering. People who are digitally stuttered still have not accepted the transition from analog to digital, because people have to learn new things and have to buy more equipment in order to enjoy television broadcasts.

However, the mandate of the law that forces analog television to be turned off makes people who are digitally stuttered also forced to adapt to the current situation, so they are

forced to learn about digital television and buy equipment to receive digital broadcasts.

Decisions about the adoption of new technological innovations are not entirely in the hands of the wider community, but rather are determined by several parties who have power over the technology, such as in digital television, the community also has no choice or does not have the power to choose whether to remain in the country. analog television or switching to digital. The current adoption of digital television innovation emphasizes that the government imposes on the public the transition, that people must switch from analog to digital quickly, without having sufficient knowledge about how digital adoption works.

Social systems have another important influence on the diffusion of new ideas. Innovations can be adopted or rejected by individual members of a system, or by the whole social system which can decide to adopt innovation by collective decision or authority. According to Rogers (in Rogers, 1983:29) there are several kinds of decisions in adopting innovation, including authority innovation decisions. A decision-making system in which the choice to adopt or reject an innovation is made by relatively few individuals in the system who have power, status, or technical expertise. The individual members of the system have little or no influence on innovation decisions; he just implemented his decision.

In the phenomenon of television digitization, it is more appropriate to be in the authority of innovation decisions. This means that

the decision to adopt or reject the digital television system is made by the adoption unit (community) relatively few in the system that has more power. People have little choice in adopting a digital television system or not using television. Because in the existing system, the decision is taken by the party that has the power, in this case, the government.

People seem to have no other choice, but to follow the decisions made by the government, as the ruler of the existing regulations in Indonesia. In fact, if you look at the digital technology used by digital television, it still uses frequencies, where these frequencies should belong to the public, and the government has the mandate to utilize these frequencies so that Indonesian people can get benefits according to the needs of these communities.

Frequency belongs to the people of Indonesia, so if television uses that frequency, television must also be responsible to the people of Indonesia. If there is a transfer of technology related to television and the television still uses frequency,

This change or migration must also be adjusted to the readiness of the community, and must not be forced by the community to adopt the technology. In addition, the community is also given a choice, so that the community can choose whether to adopt a new technology or stick with the old technology, while still being informed and educated about the benefits of the new technology.



#### **4.4. The Community's Response to the Digitization of Television**

The digitization of television in Indonesia is taking place in regions throughout Indonesia, the broadcast transition process known as migration or analog switch-off (ASO), has been in process since November 2, 2022. This technology transfer is based on a government decision represented by the Ministry of Communication and Information Technology (The Ministry of Communication and Information), which stated that Indonesia would digitize using the Digital Video Broadcasting-Second Generation Terrestrial (DVB-T2) broadcast technology standard with a gradual process of moving. Law Number 11 of 2020 concerning Job Creation. When the Job Creation Law adds Article 60A to Law Number 32 of 2002, it stipulates that broadcasting is carried out by following technological developments (Yuniarto, 2021). Therefore, migrating to Indonesia's digital broadcasting system is a mandate from the law that must be implemented.

In recent years, the government through the Ministry of Communication and Informatics has carried out socialization on broadcast digitization, including through public service advertisements in various media, television, print media, and online media, and organizing seminars, both virtually and in person. The goal, of course, is for the public to be prepared when the digital broadcasting era has officially come into force. A survey conducted by Kompas on 23-26 November 2021 involving 509 respondents aged at least 17 years from 34 provinces in Indonesia noted that half of the

respondents stated that they had heard that in November 2022 or next year Indonesia would implement a digital television broadcast reception system, including Gen Z as the youngest generation (<24 years) around 48.1% have ever heard of it and the oldest generation Baby boomers (56-74 years) 47.2%. A large proportion of other respondents stated that they had not heard of the program (Yuniarto, 2021). This indicates that the socialization process carried out by the government has not been evenly distributed and comprehensive to the community. The people who have heard this generally come from middle and higher-education groups, so it can be said that socialization is still elitist among established people.

In November 2022, the migration process in Indonesia has been underway, but the government must accept that the public's readiness to receive digital television is low, because based on the results of a survey conducted by the Ministry of Communication and Informatics and Kompas, the level of public understanding and knowledge of digital television broadcasts is low, namely 34.5% and the use of analog television still dominates with a percentage of 69% (Setianingsih & Kasim, 2021). This happened because even though people had heard or knew about the transition to digital television broadcasts, most people of various ages stated that they could not receive or play digital broadcasts, either directly via television or with additional set-top boxes. In addition to this, digital broadcasting technology also requires special expertise from its users in operating the equipment, including repairing if there is damage. This

adaptability skill is closely related to human resources who must follow and be able to synergize with the move to the digitalization era (Yanto & Indria, 2021). Someday, broadcast media will all use digital platforms. Operators, who currently technically still operate a lot of analog technology, need to be given guidance and training to adapt to digital technology.

Based on the results of research conducted by Abraham (2013) regarding the public's response to television migration in the Kalimantan area, the attitude of respondents towards the migration of analog to digital TV for the South Kalimantan region 175 respondents (72.9%), and Central Kalimantan 191 respondents (79.6%). ), while the attitude of respondents who were not interested / constrained for South Kalimantan was 65 respondents (27.1%), and Central Kalimantan 49 respondents (20.4%). Respondents who stated that they were interested tended to be because the picture and sound quality of Digital TV was better even though the TV was moving, and were not constrained by the weather or tall buildings, and the costs required to get digital TV broadcasts were not considered (Abraham, 2013). An established society does not think about costs, but rather the functions and benefits of digitization which can improve the quality of television images and shows.

Unlike the research conducted by Kominfo and Kompas, the research showed great results, namely 87%, this shows that the community does not really care about socialization and media exposure

campaigning about migration to digital television broadcasts, the community responds by simply following the technological changes that occur. These results prove that television media is still one of the mass media favored by the public in obtaining information and entertainment. Even for certain groups, for example in Generation Y and Baby Boomers, television is the dominant medium for obtaining information. These people also still trust television more than other media as a source of information (Budhirianto, 2014).

The public's response seemed not to worry about its adaptation, because digital over the top (OTT) content, such as Youtube, is already familiar with the community and has changed people's viewing and entertainment patterns so far. A challenge in itself for digital television broadcasters is to be able to present quality content so that viewers will still like it. Even though the content is on different frequency bands, digital broadcasting uses a digital frequency spectrum that propagates through the air, while digital and multimedia content is distributed via the internet network, basically the two platforms are different, but between media compete for an audience or audience market share.

The public needs to prepare for the migration to digital television. In the past month, many people have welcomed the digital broadcast migration by purchasing a set top box, a converter that can convert analog broadcast systems into digital ones. (People who migrate analog television broadcasts to digital are

not because of exposure to information or knowledge, but because government policies require migration. (Dan, 2022)

The rules for enforcing digital tv have been recorded in Law no. 1 of 2022 concerning Job Creation as stated in Article 72 point 8 ((insert Article 60A of the Broadcasting Law) which states that the deadline for stopping analog tv broadcasts (analog switch off) is no later than November 2, 2022. (Metrotvnews, 2022: Kenali Aturan Dan Keunggulan Dari TV Digital:<https://www.metrotvnews.com/play/N9nC6vzj-know-the-rules-and-advantages-of-digital-tv>)

## 5. Conclusion

Digital television migration in 2022 is one of the priority policies. So whether the community is ready or not, analog switched-off will be executed. The results of this study indicate that there is no significant effect of exposure to information about digital television and the level of public knowledge about digital television on people's decision-making in adopting digital television. Further research is expected to be able to take variables related to the nature of government policies so that it will increase the scientific repertoire in the field of digital technology adoption. To see the efficiency of policies similar to digital television migration, researchers do not only look at the realm of program socialization dan public readiness. But it also focuses on the urgency of the policy.

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