

Marketing Politics of Government to Encourage Participation in Television Digitisation Programs

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Abstract. This study aims to photograph the political policies of the Government of Indonesia in peddling the Migration Program of Analog Television Broadcasts to Digital Television Broadcasts, so that a political marketing model is found. This program faces tough challenges, among others, the uneven understanding of society due to the wide area and the large number of television viewers. The government as a political superstructure actor must comprehensively communicate politics to encourage public participation in television digitalization through a form of political marketing. Through interpretive subjective approaches, qualitative methods, and descriptive juridical normative research types of laws and regulations that contain analog-to-digital migration substances as well as data collection techniques for normative studies, observations, and focus group discussions, this research finds a model of government political marketing in television digitization is carried out in stages using government structures, starting from the central government, provincial governments, to district/city governments. The television digitization model can be called the multiple levels of government model. Through this model, it is optimistic that the public's understanding of the digitization of television programs will be evenly distributed.

Keywords: Government Policy, Political Marketing, Migration, Digitalization, Television

1. Introduction

The president and cabinet ministers are the executive state institutions in Indonesia's democratic government. The presidential institution (the president and ministers) is the main political superstructure in administering government among other state institutions. The President carries out the mandate of the state constitution (1945 Constitution of the Republic of Indonesia), as the main person in charge as well as the executor of state management, while the Ministers act as assistants to the President with their respective. One of the regulation that in the last two or three years has been phenomenal is Law Number 11 of 2020 concerning Job Creation. This law comprehensively reforms, synchronizes, and changes the 76 existing laws covering the improvement of the investment ecosystem and ease of licensing protection, empowerment of micro, small, and medium enterprises and cooperatives, employment, research and innovation, ease of doing business, and land acquisition (land bank), economic zones, Central Government investments and National Strategic Projects, government administrative support, and sanctions.

One of the laws corrected through the Job Creation Law is Law Number 32 of 2022 concerning Broadcasting, namely the emergence of Article 60A as an additional article concerning the determination of the final limit for ASO (Analog Switch Off) or the migration of analog to digital television broadcasts contained in Article 72 of the Job Creation Law. Broadcasting is carried out by keeping abreast of technological developments, including the migration of broadcasting from analog to

digital technology and analog switch-off completed no later than two years after the Job Creation Law came into force. The government views broadcasting digitization as one of the solutions for people's economic life because it just not only have an impact on improving the quality of television broadcast services but it also encourage the National Digital Transformation Program, revitalize the telecommunications and broadcasting industry, and optimize limited resources (radio frequency spectrum). The Job Creation Law contributes to the Postal, Telecommunications, and Broadcasting Sectors in Digital Transformation, the Creation of New Jobs, and Growth of the Digital Economy. Nevertheless, the digitalization of broadcasting is not without problems. The world of broadcasting is very complex and involves many parties, starting from the audience, broadcasting institutions, manufacturers, and television set traders to advertising industry players. They contribute and become an important instrument for the existence of broadcasting. Moreover, Indonesia is a large country very likely to get obstacles and challenges in the analog to the digital migration process.

Moreover, the Government, especially through the Ministry of Communication and Informatics must work extra hard to communicate politically with the broadcasting community and all stakeholders. This is very important so that all people know, understand, and take actions that support the successful migration of analog to digital television broadcasts. Community participation is a very important and decisive instrument (1) Moreover, according (2) . The key behind digitizing television broadcasting is to encourage the learning cycle process. The presence and changes of new technology are co-opted through learning activities. The learning process is carried out not only by practitioners but also by industry, regulators, and other communities.

Government political communication to gain support from the broadcasting community in the analog-to-digital television migration program is carried out in various forms, one of which is political marketing. Political marketing is one of the newest forms of political communication apart from the other six forms of political communication which developed in the 1980s in line with the development of television mass media, especially private television. Commercial messages in political life are more dominated by television so in several developed countries, political marketing has shown its prowess such as Kennedy's victory for the presidency of the United States (3). O'cass provides different references related to political marketing, among them, Shama and Kotler emphasize political marketing in the transaction process between voters and candidates; O'Leary and Iradela describe political marketing to promote political parties; Wring emphasizes political marketing in opinion research and environmental analysis.(4)

In Indonesia, research on political marketing present is quite a lot. On the government's official website (using keywords on Google with site:go.id) found 22,100,000 research; The official website of the Indonesian Institute of Sciences (site: lipi.go.id) found 223,000 research; on the official website of the Sunan Gunung Djati State Islamic University (site: uinsgd.ac.id) found 29,400 research. Meanwhile, research on political marketing in digitization on official government websites (using keywords on Google with site:go.id) found 536,000 studies; The official website of the Indonesian Institute of Sciences (site: lipi.go.id) found 16,400 studies; on the official website of the Sunan Gunung Djati State Islamic University (site:uinsgd.ac.id) 1,180 studies were found. However, from the three sites, no research has been found that specifically discusses political marketing related to the migration of analog television broadcasts to digital (television digitization). Although perhaps not the first, at least research on the government's political marketing in digitizing television broadcasts is still scarce.

Although there is quite a lot of research on political marketing in political communication, including Research by Aziz (5) entitled *Peran Marketing dalam Dunia Politik*; Sutarso (2011) (6) (with the title *Pendekatan Pemasaran Politik (Political Marketing) dalam Pemilihan Umum*; Handika and Azmi (2020) with the title *Marketing Politik Calon Legislatif Generasi Milenial (Strategi Pemenangan Manufer Putra Firdaus dalam Pemilu legislatif DPRD Kota Padang Tahun 2019* (7)); Kustiawan et al. (2022) (8) with the Title *Kampanye dalam Pemasaran Politik dan Brand Politik*.

The four studies are the same as this study examining political marketing as a form of political communication. However, Aziz (2008) and Sutarso (2011) are more focused on political marketing as a research subject; Handika and Azmi (2020) place political marketing as a method for candidates for

legislative members in gaining votes; and Kustiawan et al. (2022)) examined one type of political marketing, namely a campaign which is a form of political communication.

Meanwhile, this research focuses on political marketing as a form of political communication used by the Government as a political superstructure actor in peddling political policy program commodities, namely the Migration Program of Analog Television Broadcasts to Digital Television Broadcasts which is a mandate of Law Number 11 of 2020 about Job Creation.

This research uses a subjective interpretive approach, qualitative research methods, and a descriptive research type with a normative juridical study of statutory regulations, such as the Job Creation Law, Broadcasting Law, and other regulations that contain analog to digital migration broadcast substance as primary data. Determining the research object of the Analog to Digital Television Broadcast Migration Program as a communication commodity (message) apart from purposive because it is an actual and ongoing event, also involves the Government as the main superstructural actor with the position of the first political communication participant as well as the broadcasting community and broadcasting stakeholders who are positioned as political communication participants second, third, and so on. The government acts as a political salesperson selling program commodities to the broadcasting community and broadcasting stakeholders as consumers so that the form of political communication used is political marketing.

Data collection techniques were carried out by normative studies of laws and regulations, observation of activities and advertising products of the Analog to Digital Television Broadcast Migration Program made and delivered by the Government through various mass media, so that interpretive analysis of advertising content was done after observation. The results are discussed in small groups in the form of focus group discussions to conclude.

2. Results and Discussion

2.1 Television Digitization Regulations

In the beginning, broadcasting in Indonesia was regulated through Law number 24 of 1997 concerning Broadcasting with a Centric Government characteristic, in line with the mandate of Article 7 that Broadcasting is controlled by the State whose guidance and control are carried out by the Government accompanied by the National Broadcasting Judgement and Control Agency. Then Article 17, that Private Broadcasting Institutions must first obtain a broadcasting operation license from the Government. Five years later, Law Number 32 of 2002 concerning Broadcasting was born in lieu of Law no. 24 of 1997. This law encourages the growth of the broadcasting industry, both local broadcasting and national broadcasting. This law departs from the spirit of realizing a just, equitable, and balanced national information system as well as orderly, orderly and harmonious information conditions, especially regarding the flow of information or messages in broadcasting between the center and regions, between regions in Indonesia, as well as between Indonesia and the international world.

This law also, according to Hkikmat (2020) gave birth to a network broadcasting system, so the perspective is that what is meant by a broadcasting institution is a Local Broadcasting Station and a Network Broadcasting Station to replace the national broadcasting institution. Local Broadcasting Stations are stations that are established in certain locations with limited coverage areas and have their own studios and transmitters. (9) The existence of the Network System Station is not only intended to prevent broadcasting institutions from having a monopoly on control, but also to provide justice for broadcasts with local content. This is very urgent when the fact is that national broadcasts are controlled by Jakarta television, which in fact they are more dominated by broadcasts with Jabodetabek content (Jakarta, Bogor, Depok, Tangerang, Bekasi). In fact, speaking of Indonesia is not just Jabodetabek, but all of Indonesia from Sabang to Merauke.

This law also has more and more deficiencies due to the development of the times, especially the rapid development of information technology, so efforts to revise it have been made. In fact, since 2010 the Draft Law on Broadcasting (replacing Law number 32 of 2002) has been included in the National Legislation Program in the House of Representatives. One of the substances in the revision of the Broadcasting Law is digitization, but until 2020 the Draft Broadcasting Law has not yet been

enacted. Therefore, the Government includes the substance of the migration of analog television broadcasts to digital in Law number 11 of 2020 concerning Job Creation.

Through Article 72 of the Job Creation Law, the Government explicitly stipulates the deadline for Analog Switch Off (ASO) or the termination of analog television broadcasts in all regions on November 22 2022 which is inserted in Article 60A as an additional article to the Broadcasting Law. The Job Creation Law is a policy reform to accelerate economic improvement so it is hoped that it is going to be a quick solution to various problems in people's economic life. The government is of the view that broadcasting digitization is part of a strategic development program for solutions to people's economic life (Hkikmat & Sinaga, 2022).(10)

2.2 Government Political Marketing

Political marketing is a new form of Indonesian political communication, so it is rarely used in political activities. Perceptions of political marketing still tend to be attached to the political practice to win votes in general elections, so political marketing tends to be busy ahead of democratic parties. They sell candidates as commodities to voters as consumers with various strategies. The form is a campaign, but the political marketing that they use to build a political brand includes four things, product, promotion, price, and placement with a series of planned activities, strategies, and tactics in spreading political meaning in voters to make the candidate successful (Kustiawan et al., 2022).(11) Such as the political marketing of presidential candidates Prabowo Subianto and Sandiaga Uno in the 2019 Republic of Indonesia Presidential Election (Satriawan & Purbaningsih, 2021). The stages of political marketing carried out by Prabowo-Sandiaga began with segmentation, targeting, positioning, and political marketing campaign strategies. Prabowo-Sandiaga maximized all stages of their political marketing, even though they did not win the 2019 Presidential Election, but were able to increase the total vote acquisition when compared to the previous Presidential Election.(12)

Meanwhile, the government's political marketing is very rare because the political communication carried out by the government tends to be on political public relations. This is in line with the role of public relations in providing refutations to false and detrimental reporting to the government, as well as communicating various policies to the people with the aim of forming a positive image in the hearts of the public (Hidayat, 2016). In fact, political marketing also occurs in government activities to gain real support from the people in the form of acts of acceptance and partiality towards the program. (13) Just as the Indonesian government carries out political marketing by offering the Migration Program for Analog Television Broadcasts to Digital Television Broadcasts. Government political public relations are carried out to socialize and disseminate Article 72 of Law number 11 of 2020 concerning Job Creation which explicitly stipulates the deadline for Analog Switch Off (ASO) or the migration of analog television broadcasts to digital. However, it is not limited to that, the government also carries out political marketing to the people so that they not only accept government policies but also follow the government's wishes that all people switch from the habit of enjoying analog television broadcasts to digital television broadcasts.

The government reasoned that the policy of migrating television broadcasts from analog to digital was due to global politics and the International Telecommunication Union (ITU) agreement, modernization of broadcasting technology and the global economy, as well as frequency efficiency, guaranteeing public rights in broadcasting, and improving the quality of television broadcasting (Siahaan et al., 2020). However, that reason aims to let people know, be aware, and understand so that they accept the policy. The government also wants all analog television broadcasters to switch to digital television broadcasts so that the broadcasting industry continues to exist and does not lose its customers. In this context, the government uses political marketing to sell television broadcast digitization programs to people who enjoy analog television broadcasts.(14) There are many forms of political marketing in promoting the migration program of analog to digital television broadcasts that the Government is carrying out so that the people can follow the digitization of television, such as advertisements in mass media, outdoor advertisements, tv shows, seminars, and others. However, from these various forms of political marketing, the Government's main goal is the same, so that analog

television viewers switch to digital television broadcasts so that the broadcasting industry remains stable. This government policy is going to fail if it does not receive the support of the broadcasting community, especially television viewers. The results of the Nielsen Survey (2022) noted that television broadcast viewers in Indonesia until July 2022 totaled 96 million or around 34.8 percent of Indonesia's population, which totaled 275,773,000 people (BPS, 2022).

One form of government political marketing in selling digital television broadcasts is video advertisements produced by the Ministry of Communication and Informatics in collaboration with the Indonesian Broadcasting Commission and television stations. Advertisements in the form of video shooting are aired by all television stations in the Capital City of Jakarta, and it is even possible to be broadcast by all local television stations in the region. First, a video advertisement broadcast by Trans 7 entitled Migration to Digital TV. This advertisement is 30 seconds long with video shooting of the busy city of Jakarta, families who enjoy television broadcasts, technological developments, and television studios, as well as audience support and acceptance with a supported narrator and text which conveys the starting point of the migration from analog to digital broadcasts which is profitable for the country and television connoisseurs (Kominfo, 2021).

Second, a video advertisement for the Ministry of Communication and Informatics product with the title Digital TV Advertisement-Cooking Version. This 32-second video shoot depicts a video of a family who enjoys cooking shows on television and imitates the menu but misunderstands it because the analog television broadcast is not clear, so there is an appeal to use digital television. There is no narrator and no text, but there's a dialogue between families and voices of appeal from beautiful artists (Kominfo, 2022). (15) Third, an advertising video for RTV (Rajawali Televisi) products entitled How to Find Digital Television Broadcasts. This one-minute advertisement features a beautiful artist demonstrating how to switch analog television broadcasts to digital television broadcasts and at the end of the show is accompanied by an invitation to switch to digital television by strengthening its benefits for television connoisseurs (Rajawali Televisi, 2022).(16)



Figure 1. Billboard of Marketing Digitizing Television

Sumber : (Kominfo, 2022), (KOMINFO, 2022), (Rajawali Televisi, 2022)

The three billboards above are examples of the many outdoor advertisements circulating in society. In addition to the Minister of Communication and Informatics directly becoming the brand ambassador, the content of all billboards sells the advantages of digital television as a commodity. The government is carrying out pass marketing and pull marketing, which is two approaches in political marketing to take within the framework of embedding branded political products for digital television broadcasts. The political marketing approach is a marketing method that is applied in campaigns by providing tools to help design effective campaign programs so that they get significant support (Sutarso, 2011). The pass marketing strategy in political marketing is to use influential individuals in society to carry the community in the hope that it can become motivation and learning for customers to do according to the suggestions of these public figures (Merisa et al., 2021). Therefore, in peddling digital

television broadcasting commodities, the Minister of Communication and Informatics as a public figure is directly involved in becoming the brand ambassador of various advertisements, both in the mass media and outdoor media. As well as presenting other well-known artists such as Agnes Mo, Chair of the Central Broadcasting Commission and Chairmen of the Regional Indonesian Broadcasting Commission, provincial, district, and city government officials as well as heads of broadcasting organizations.(17)

The pull marketing strategy (Hardisty et al., 2018) departs from the Government's awareness that the digital television commodity is a new product that has never existed in Indonesia so the Government focuses on efforts to introduce the product so that it is known by the public. So far, Indonesian people use analog television, so when migrating analog television broadcasts to digital television broadcasts, the Government must introduce the product directly to the last users or television broadcast connoisseurs. Therefore, the content of various forms of political marketing, including advertisements, focuses more on explaining that digital television is free, clear, clean, without ants, has lots of programs, has clear sound, doesn't need to use Wi-Fi, doesn't suck up quotas, and uses high technology. To continue to strengthen the pass marketing and pull marketing approaches, the Government is also comprehensively carrying out various activities with the same substance, namely selling the advantages of digital television, both in the form of seminars, talk show, road shows, and other forms of activities. In addition to involving government structures, namely the Ministry of Communication and Informatics and the Office of Communication and Informatics in the Provincial and District and City Governments, other broadcasting stakeholders also involves.

The government in the political marketing of analog to digital television broadcast migration also involves the Indonesian Broadcasting Commission, both at the central and provincial levels. Independent institutions that are concerned with monitoring broadcast content also participate in mobilizing various resources according to their respective capabilities to support the political marketing of digital television. The same thing is done by broadcasting organizations, both public broadcasting organizations, private broadcasting, subscription broadcasting, and community broadcasting organizations. They strengthen the pass marketing and pull marketing approaches taken by the Government for the success of digital television political marketing. In addition to these two political marketing approaches, the government is also implementing a push marketing strategy, namely efforts to stimulate (provide stimulant) purchases while simultaneously providing value or satisfaction for customers (Rahmandani & Setiyarini, 2022). In the Government's political marketing related to digital television commodities, push marketing is carried out by the Government donating the Set Top Box or tools to convert digital signals into images and sound that can be displayed on ordinary analog television by simply using a UHF-VHF television antenna. The Ministry of Communication and Informatics distributed 6.7 million talk box sets free of charge to the public. With free assistance from the Government, people who have analog television do not need to replace a new television, but simply install a Set Top Box so they can enjoy digital TV broadcasts.(18)

2.3 Political Marketing Model

After describing the political marketing carried out by the Government in promoting the migration program of analog television broadcasts to digital television broadcasts, a model of political communication can be described. The model according to Simamarta (2006) is a simple core picture and can represent something that you want to show, while the communication model is a model that occurs in the communication process. (19) In the book *Introduction to Communication Studies*, Mulyana (2013) presents many models which essentially describe the process of communication with elements of communication based on the perception terms of each expert.(20)

In this study, researchers describes the Government's political marketing model in peddling the migration program of analog television broadcasts to digital television broadcasts as follows. The model above is the result of an in-depth observation of the government's political marketing in the Migration Program of Analog Television Broadcasts to Digital Television Broadcasts as described in the

discussion above. This political communication model uses a circular approach, so it is transactional two-way traffic communication. Even though the Government as the main political superstructural actor is dominant and can force the people to take part in the Migration Program of Analog Television Broadcasts to Digital Television Broadcasts through the enforcement of the Job Creation Law, the facts are very difficult.

Regarding the government's policy of turning off analog television broadcasts, the people who enjoy television broadcasts cannot bargain with the government's policy. When the government cuts off the radio frequency network for analog television broadcasts, the people who enjoy analog television broadcasts are powerless. Even though they expressed their dissatisfaction and protested, the laws and regulations mandated that natural resources, including those that are in the air in which there are frequencies, are controlled by the state. However, to switch or not to switch to digital television broadcasts, the government cannot force it because it is a citizen's right, just like the people who enjoy television broadcasts have the freedom to choose their preferred television channel. In this context, the Government implements a form of political communication of political marketing by peddling television digitization using push marketing, pass marketing and pull marketing strategies.

The model above can be described that the government as a superstructure political actor carries out political communication with the people. Of the eight forms of political communication, one of them is the Government conducting political communication with the people in the Migration Program of Analog Television Broadcasts to Digital Television Broadcasts to carry out the mandate of Article 72 of the Job Creation Law in the form of political marketing. Of the three political marketing approaches or strategies, namely Push Marketing, Pass Marketing, and Pull Marketing, the Government through the Ministry of Communication and Informatics has carried out all three in selling television digitization to the public who enjoys television broadcasts. Push marketing is carried out by the Ministry of Communication and Informatics by offering free Set Top Box (STB) without any cost to millions of analog television broadcasters so that they migrate to digital television broadcasts. This was done as a stimulant for other analog television broadcasters, who number around 97 million people so that they would migrate to digital television broadcasts together. Pass marketing is carried out by the Ministry of Communication and Informatics by placing many endorsers from public figures and famous artists on television digitalization promotions or advertisements. Meanwhile, Pull Marketing is carried out by the Ministry of Communication and Informatics by highlighting the advantages of digital television broadcasts compared to analog television through various promotional or advertising tools or other activities in the socialization, dissemination, and digitalization of television literacy.

The Political Marketing of the Ministry of Communication and Informatics is not done alone, but in addition to utilizing the government structure, it also utilizes the structure of broadcasting stakeholders. Government structures that are involved in political marketing through socialization, dissemination, and literacy activities on television digitization include involving the Communications and Informatics offices in the Provincial Government and Regency and City Governments. Therefore, 34 Provincial Communication and Informatics Offices were formally involved, 416 District Communication and Informatics Offices, and 98 City Communication and Informatics Offices.



Figure 2 Television Digitalization Marketing Model

Meanwhile, broadcasting stakeholders who are involved in political marketing through socialization, dissemination, and literacy activities for digitizing television broadcasts include the Central Broadcasting Commission and 34 Provincial Indonesian Broadcasting Commissions, which incidentally involve broadcasting institutions in their respective regions that reach around a thousand. The same thing is also done by broadcasting professional organizations which also involve broadcasting institutions throughout Indonesia. The reality of the Government's political marketing in selling the Migration Program of Analog Television Broadcasts to Digital Television Broadcasts which is carried out in a massive, structured, and tiered manner using the authority of the Central Government, Provincial Governments, District Governments, and City Governments as well as broadcasting stakeholders which are also carried out in a massive, structured, and tiered. Thus, the political marketing model of television digitization can be called the model of multiple levels of government. The multiple levels of government political marketing model use a circular approach, resulting in a response or feedback from the people who enjoy television broadcasts. Zaein (2022), among other things, captures the response of television viewers to the Government's political marketing in the Migration Program of Analog Television Broadcasts to Digital Television Broadcasts. According to him, the public's perception of advertisements for using digital TV is advertisements that are commercial in nature because they contain an invitation to buy a set-top box as a link for analog TV to become digital TV. The advertisement is also considered a public service advertisement because it contains appeals and information regarding the termination of analog TV in 2022. (21)

The response to the Government's political marketing model in the Migration Program of Analog Television Broadcasts to Digital Television Broadcasts was also measured by Budhirianto (2014) as he concluded that the public's understanding of television digitalization advertising is very good because it uses an easy way to understand. Public interest is refer to the aspects of commercial stars that have elements of trust, appearance, message content, and valid sources of information from the Ministry of Communication and Information Technology. The public's positive feeling toward the government's political marketing content in digitizing television has fostered a desire to use digital television. (22) The Broadcasting Director of the Ministry of Communication and Informatics, Geryantika Kurnia, also acknowledged that the number of citizens accessing digital television broadcasts in 11 major cities in Indonesia has increased (CNN Indonesia, 2022). Based on Nielsen Audience Measurement research (Millington, 2022), the viewing rate of digital television broadcasts in the cities of Jakarta, Bogor, Depok, Tangerang, and Bekasi has reached 70 percent. Public interest in other big cities to switch to digital broadcasting has increased by an average of 42-59 percent. The increase in each major city on November 1 and December 1 2022 is as follows: Bandung City from 43 percent to 53 percent, Greater Surabaya from 28 percent to 36 percent, Yogyakarta and its surroundings from 43 percent to 54 percent, Semarang from 45 percent to 61 percent, Surakarta from 43 percent up to 62 percent, Medan up from 28 percent to 30 percent, Palembang from 36 percent to 41 percent, Denpasar and surrounding areas from 36 percent to 50 percent, Banjarmasin up from 36 percent to 41 percent, and Makassar rose from 45 percent to 53 percent. (23)

However, in order to measure more clearly the influence of the Government's political marketing in selling the Migration Program of Analog Television Broadcasts to Digital Television Broadcasts, it is necessary to conduct further research and focus more specifically on this matter. This study does not focus on that.

3. Conclusion

Based on the findings and discussion described above, the following conclusions can be drawn: 1) The government in the political marketing of the Migration Program of Analog Television Broadcasts to Digital Television Broadcasts uses three strategies, namely: push marketing, pass marketing, and pull marketing; 2) The Government's political marketing in peddling the Migration Program of Analog Television Broadcasts to Digital Television Broadcasts is carried out in a massive, structured, and tiered manner by involving government structures and broadcasting stakeholders. 3) The government's

political marketing model in peddling the Migration Program of Analog Television Broadcasts to Digital Television Broadcasts can be called a model of multiple levels of government.

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