



SOCIAL DYNAMICS IN DISTRIBUTION AND USE OF BANTEN SET TOP BOX

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Abstract

After the Analog Switch Off (ASO) in the Banten Region (outside of Greater Tangerang), it turns out that there are still many problems related to the distribution and use of Set Top Boxes (STB). As part of the national television digitization program, the government has encouraged people to switch from analog to digital television by using STB. Several factors become obstacles in the distribution and use of STB in the Banten region, such as differences in income levels and limited infrastructure, socialization and information, market competition, and the different needs and preferences of the community. By knowing these social factors, it is hoped that the government and broadcasting institutions will be able to develop a more effective and efficient strategy to increase the use of STB throughout the Banten region. This paper is expected to provide information and input for policy makers to overcome obstacles to the distribution and use of STB in the region. This paper aims to identify, analyze and identify social factors that influence the distribution and use of STB as a social dynamic in the distribution and use of STB in the Regions. It is hoped that this paper can provide a better understanding of the social dynamics in the distribution and use of STB in the Banten region, and can provide information and input for the government and broadcasting institutions in formulating policies and strategies for more effective and efficient distribution and use of STB in the region. Through this paper, it is hoped that it will be able to answer the problems that occur in society as a post-ASO social dynamic and the distribution and use of STB in the Banten Region so that they can enjoy the benefits of digital television technology.

Keywords: *Social Dynamics, Distribution, and Use of Set Top Box (STB)*

INTRODUCTION

The *Analog Switch Off (ASO)* policy has been passed for some time which the government has determined for the policies of all regions. The government set Analog Switch Off (ASO) in Jabodetabek on November 2, 2022 (Muntaha, 2022). The community feels Many changes in regulations that have been set from an economic and social perspective. So that the reception of news and information received by the community is not evenly distributed to the community, because of the many obstacles that occur on the broader community and areas that cannot be reached by digital TV signal infrastructure. With this, the public feels that there are obstacles in enjoying everything news in Indonesia with the blackout of ASO in the community, so that there are problems that exist in the community in enjoying digital television broadcasts due to having to install a *Set Top Box* first (Utomo et al., 2022).

The migration process of television broadcasting from analog to digital in Indonesia still leaves various problems that must be addressed (Mubarok & Adnjani, 2020). Many polemical problems experienced by the community in living life will be in the problem of digital TV which has not been resolved in terms of social and economic aspects. From the social problems that arise in the era of the information

society as it is today will be very complex, especially about information needs (Fachrudin, 2016), in technological developments, the creative economy sector must move quickly to follow developments (Laksana et al., 2022). From an economic point of view, social changes have an impact on causing changes in public behavior (Fitrianti & Laksana, 2022), which influences people's welfare, cannot be separated from the development of digital technology they use (Laksana & Fajarwati, 2021).

There are problems related to the distribution and use of STBs in the region. As part of the national television digitization program, the government has encouraged people to switch from analog to digital television using STB. There are several obstacles in the distribution and use of STB in the Banten area, such as differences in income levels and infrastructure availability, lack of socialization and information, market competition, and different community needs and preferences. This led to uneven distribution and use of STB throughout the Banten region.

Based on the provisions of article 85 of PP No. 46 of 2021, 6.7 million *Set Top Box* (STB) aids for poor households must be provided by multiplexing operators and can be assisted by the government (Tontowi, 2022a). The government sets the broadcasting digitalization policy by considering the future benefits of applying digital technology in the broadcasting sector (Agussetianingsih & Kasim, 2021). The government and KPID Banten jointly formulate regulations that can accommodate the aspirations of media activists and the public so that the realization of broadcast migration from analog to digital can be carried out immediately (Nurizar, 2020). For the advancement of the media, and accompanied by economic growth that can significantly influence society (Laksana et al., 2022). Herewith, all broadcasting activities are regulated by the Indonesian Broadcasting Commission in Banten Region, in increasing broadcasting, which is a benchmark for broadcasting development, KPID's top priority in accommodating and facilitating the public in the development of digital technology (Laksana et al., 2022), and challenges in the world of digital industry 4.0 are getting bigger in front of our eyes (Saepulloh & Laksana, 2022)

Seen the road that has been running after the transition of television media migration from analog to digital, and *Auto Switch Off* (ASO) experienced by society today. Where a change occurs, a habit that usually starts becomes abnormal in social life so that it changes everything into a new life (*New Normal*) by following the changing times and is forced to be ready to face a new life by innovating changes by doing migrasi to social media and digital technology (Laksana et al., 2022). It is interesting to find out the extent of the dynamics of broadcasting digitalization through regulation by knowing what are the contents related to digitalization and the consequences that have followed it to date on media digitalization and its changes (Ismail et al., 2019), as well as the many complaints and the lack of contributions obtained (Saepulloh & Laksana, 2022).

Due to the uneven gap in network infrastructure development, rural communities tend to find it challenging to get information from the internet (Arifianto, 2019). Because in the dynamics there is at least a broadcasting infrastructure in the Banten region does not reach widely in its broadcasting to rural areas in the distribution and users of STB in Banten is carried out to identify social factors that affect the distribution and use of STB in the region. By knowing these social factors, it is hoped that the government and broadcasting operators can develop more effective and efficient strategies to increase the use of STB throughout the Banten region. This research is expected to provide information and input for policy makers to overcome obstacles to the distribution and use of STBs in the region.

The purpose of the social dynamics research in the distribution and use of Set Top Box (STB) in Banten is to identify social factors that influence the distribution and use of STB in the region. This study aims to provide a better understanding of the social dynamics in the distribution and use of STB in Banten to provide information and input for the government and broadcasting operators in formulating policies and strategies for more effective and efficient distribution and use of STB in the region.

By knowing the social factors affecting the distribution and use of STBs in Banten, the government and broadcasting operators can develop more targeted strategies to increase the use of STBs in the region. This research aims to achieve a more even and effective distribution and use of STB throughout the Banten region, so that people can enjoy the benefits of digital television technology.

METHOD

This study uses a qualitative approach, where the method looks at case studies that occur in the field by referring to data and explained descriptively and from various literature on a phenomenon in media news. This research uses a case study methodology, as research that uses empirical evidence from one or more in studying problems from the context (Laksana & Fajarwati, 2021), as well as in data collection techniques carried out by conducting interviews from several agency and government sources related to digital TV migration and government policies of social services related to social assistance (Utomo et al., 2022). As well as for the determination of informants in this study, it is equipped with several informants based on criteria for people who are capable of providing precise and accurate information related to research so that research can be recognized for validity (Kenedi et al., 2022). Where the source of informants is carried out by commissioners from the Regional Indonesian Broadcasting Commission (KPID) Banten. In addition, this study also conducts data collection techniques through literature studies by reviewing books, journals and regulations related to research problems (Nurizar, 2020).

RESULTS AND DISCUSSION SOCIAL DYNAMICS

The uneven distribution of Set Top Box (STB) in Banten can hinder people from accessing digital television broadcasts. STB is needed to convert digital television signals into images and sounds that can be displayed on analog or digital television. According to the Chairman of KPID Banten, it was stated that until now, Banten has not been the target area for the distribution of free STB from the Ministry of Communication and Information Technology of the Republic of Indonesia. However, KPID Banten has coordinated with RTV to ask when to implement free STB distribution for the people of Banten (Mardiana, 2023).

No.	Region	Provider	STB Quota
1.	Serang Regency	RTV	15.807
2.	Cilegon City	RTV	4.305
3.	Serang City	RTV	8.020
4.	Pandeglang Regency	RTV	27.966
5.	Lebak Regency	RTV	31.511
		Total	87.609

Table 1
Data Unit Mux RTV

Source: Banten Regional Indonesian Broadcasting Commission (KPID, 2023)

Reporting from the online news Satelitnews.com explained from RTV representatives, namely Dimas, admitted that currently his party will continue to coordinate with the Banten Regional Indonesian Broadcasting Commission (KPID), as an institution that participates in helping the distribution of STB for the people of Banten. One of the Banten Regional Indonesian Broadcasting Commission (KPID), Banten KPID Chairman Haris H Witharja, said that his party had coordinated with RTV to ask when the implementation of free STB distribution for the people of Banten.

In addition, institutional coordinator Achmad Nashrudin Priatna stated that the Banten Regional Indonesian Broadcasting Commission (KPID) would be committed to continuing to collect the Central Government's promise to distribute free STBs immediately. The commissioner will continue to strive to provide for all the community's needs. Currently, the affected communities, especially people experiencing poverty, continue to shout for the government's promise to provide free STB, but until now the assistance has not been given entirely to recipients in Banten (Mardiana, 2023)



Figure 1.

Source: IDN TIMES BANTEN

Reporting from IDN TIMES BANTEN online news, Chairman of the Banten Regional Indonesian Broadcasting Commission (KPID) Haris H. Witharja said, hundreds of thousands of free STBs will be distributed to residents in 5 regencies/cities in Banten divided into 3 zones, including the following: 1) Banten 1 consists of Cilegon City, Serang City and Serang Regency; 2). Banten 2 is Pandeglang Regency; 3). Banten 3 is Lebak Regency (Anwar, 2022).

In reality that occurs in the field which becomes an obstacle in the uneven distribution of STB includes, namely, as follows:

1. Geographical Constraints

The vast area of Banten and having diverse geographical conditions such as hills and mountains can cause difficulties in the distribution of STB to hard-to-reach areas.

2. Infrastructure Constraints

Constraints in infrastructure such as telecommunication and electricity networks that are not evenly distributed throughout the Banten region can hamper the distribution of STB to areas that still lack access.

3. Logistical Constraints

STB shipments from manufacturers or distributors to the Banten region can experience obstacles in terms of transportation and delivery, which can cause delays or uneven delivery.

4. Planning and Supervision Constraints

Lack of good planning and supervision from the government and digital television broadcast operators can cause uneven distribution of STB in the Banten area.

Switching analog to digital television broadcasts in Indonesia is still an ongoing process that must be completed. This condition is influenced by a long debate related to the legal umbrella of broadcasting between stakeholders that has not been resolved (Agussetianingsih & Kasim, 2021). However, this institution does not run optimally in its implementation because it has no authority to impose penalties for broadcasters who violate the Broadcasting Code of Conduct (P3) and Broadcast Program Standards (Panuju, 2019). The problems that entangle local broadcasters when entering digital broadcasting are expensive mux rental costs, content production challenges, competition with national television, low advertising trust (Mubarok & Adnjani, 2020).

In addition, from the division of STB which is a polemic today, people in enjoying digital television broadcasts must consider everything that is the need or obligation of the community to install a *set top box*. Because in remote villages and villages, all *set top box* users mostly complain because the capture of images not obtained from local and national broadcasts is still constrained by infrastructure and signals. Rural communities tend to find it challenging to get information from the internet, due to uneven gaps in network infrastructure development, or the condition of community human resources that are still stuttering digital technology (Arifianto, 2019).

Having an STB for people experiencing poverty may be the biggest wish expected, but from some things that become obstacles in the field about the distribution of *set top boxes* because the data does not exist or the availability of STB units is affordable. Reporting from the Banten Communication and Information Service Head, Didi Hadiyatna urged the Ministry of Communication and Information (Kemeninfo RI) to immediately distribute STB to underprivileged communities, or people classified as poor households (Mardiana, 2023).



Figure 2.

Source: IDN TIMES BANTEN

What is identified in the community and the field will be the distribution of *set top boxes* is still 20 percent. The Chairman of KPID Banten explained that in the Banten 1 area, Cilegon City, Serang City and Serang Regency, 24,398 STB units have been distributed, from Banten 2, Pandeglang Regency as many as 1,319 STB units, and in Banten 3, namely Lebak Regency 26,485 units have been realized (Muntaha, 2022). In addition, technical constraints that become obstacles and obstacles in the distribution of STB are not distributed evenly, due to technical constraints. The difficulty obtained by the RTV Mux organizer explained that his party is still waiting for data on aid recipients for the people of Banten, which is a technical obstacle and there is double data on the STB recipient (Mardiana, 2023).

DISTRIBUTION AND USE OF STB

The distribution of *Set Top Box* that occurred in Banten still has obstacles and polemics in the field, without strict supervision from the local government. The distribution of STB is still not controlled by related institutions and agencies in the distribution of STB is uneven and not on target (Utomo et al., 2022). Judging from the data obtained from the Indonesian Ministry of Communication and Information in 2022 regarding the distribution of *Set Top Boxes* in Banten, as follows:

Digital TV Broadcast Service Area	ASO Stage		District/City	Estimated Number of DTKS Poor Ruta
Bantam-1	Stage 1	Bantam	Attack District	38.067
Bantam-1	Stage 1	Bantam	Cilegon City	5.370
Bantam-1	Stage 1	Bantam	Serang City	8.448
Bantam-2	Stage 1	Bantam	Pandeglang District	61.907
Bantam-3	Stage 3	Bantam	Lebak District	46.503
Total				160.295

Table. 1
 Source: Kominfo RI Year 2022 (Kemenkominfo, 2022)

The total data above is the estimated number of poor prisons based on Integrated Social Welfare Data (DTKS) of free STB beneficiaries to be provided and distributed by the government as many as 160,295 units. Judging from several media reports on Banten News, the Banten Regional Indonesian Broadcasting Commission (KPID) Banten, as for the targets that have not been achieved such as in Cilegon City from the target number of 5,370 STB recipients only realized 1,794, in Serang city the target of 8,448 has been realized 5,920, in Pandeglang Regency the target of 61,907 has been realized 1,319, in Lebak Regency 46,503 which has only been realized only 26,485 prospective recipients of STB assistance (Muntaha, 2022).

Judging from the total that has received *Set Top Boxes* to the community, only 35,518 units have been distributed in the Banten area. Meanwhile, the number of *Set Top Boxes* prepared for the first phase of ASO is 3,202,470 units mentioned by the ministry of home affairs (Tontowi, 2022a). The data states that the distribution of STB for underprivileged people can be given evenly according to what has been provided by the government, but the target that gets the *Set Top Box* is still

uncontrolled and far from the target that has been registered as a recipient (Utomo et al., 2022). So far, the data in the distribution of Set Top Boxes is not provided by regional communications and information but data from the Ministry of Communication and Information taken from the Ministry of Social Affairs, and the recipients of the *Set Top Box* are distributed and distributed through post offices (Tontowi, 2022b).

The distribution and distribution of STB in each village is carried out by village officials who are indeed in temporary data carried out by the government and village officials before getting updated data from the ministry that comes down to the local government and directly to the local village apparatus according to data from the ministry and the central government.



Picture. 3

Source: IDN TIMES BANTEN

According to the Chairman of the Indonesian Broadcasting Commission in Banten Region, residents who do not get free STB can buy independently at available stores to still enjoy digital TV broadcasts (Anwar, 2022). The distribution of *set top boxes* carried out by the government and mux organizers is that many people feel that they do not get and enjoy social assistance on digital TV, namely STB. Here is also an appeal that makes the community feel that this division is uneven because it is required for the information needed, thus the community initiates to buy their own. The community is still transitioning to a change in mindset that initially enjoyed analog television broadcasts at no cost and felt the ease of obtaining extensive information. However, with social changes and migration to digital TV electronic technology broadcasts, all complaints and people have not had preparation (Laksana et al., 2022).

In the distribution and use of Set Top Box (STB) in Banten, social dynamics need to be considered so that the distribution and use of STB can run well. Some aspects that can be explicitly analysed in the social dynamics of STB distribution and use in Banten include: 1) Limited access and economic capability, wholesome people in Banten still have limited access to information and technology. This can impact their difficulty in obtaining information about STB distribution programs. In addition, economic limitations can also make it difficult for some people to buy STB, especially if the price of STB is relatively expensive for them; 2) Cultural and linguistic differences, Banten consists of various tribes and different cultures. This can affect people's perception and understanding of digital television technology and the use of STB. In addition, language differences can also affect the effectiveness of socialization regarding the STB distribution program; 3) Socialization that has not been optimal, socialization regarding the STB distribution

program has not been optimal throughout the Banten area, especially in rural areas. This can have an impact on the lack of public knowledge about the benefits and how to use STB, resulting in a lack of public interest in taking STB provided; 4) Limited infrastructure, infrastructure and transportation that are still poor in some areas of Banten can make it challenging to distribute STB throughout the region. This can have an impact on limited public access to STB.

To overcome the social dynamics in the distribution and use of STB in Banten, several steps can be taken: 1) Increased social assistance, Socialization of STB distribution programs can be increased, both through social media, mass media, and socialization activities in the community. The socialization carried out can be adjusted to the local culture and language to make it easier for the community to understand; 2) Provision of social assistance, the Government can provide social assistance in the form of STB for underprivileged communities, so that they can access digital television broadcasts without having to buy STB independently; 3) Increased access and availability of infrastructure, Poor infrastructure and transportation in some areas of Banten can be improved, either through road construction, vehicle procurement, or cooperation with courier service companies to facilitate STB distribution throughout the region; 4) Increased cooperation with related parties, to provide STB price subsidies for people with low income.

CONCLUSION

Based on the analysis of social dynamics in the distribution and users of Set Top Box (STB) in Banten, it can be concluded that the Regional Indonesian Broadcasting Commission (KPID) Banten continues to fight for the community's rights to get free STB. By continuing to communicate and coordinate with mux organizing institutions to distribute and provide free STB assistance to the people of Banten, as well as the realization of promises that the central government has informed. In addition, several factors affect the distribution and use of STBs in the region. These factors include differences in income levels and infrastructure availability, socialization and information, market competition, and people's needs and preferences.

To overcome these social dynamics, the government and broadcasting operators must make various efforts, such as increasing socialization and information about STB, providing STB price subsidies for low-income people, and building adequate infrastructure to support STB distribution throughout the Banten region. With these efforts, it is hoped that the distribution and use of STB can be more evenly distributed throughout the Banten region and the public can enjoy the benefits of digital television technology.

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