

DIGITALIZATION OF EDUCATIONAL TELEVISION BROADCASTS: A PUBLIC RELATIONS PERSPECTIVE ON UGTV

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Abstract

The Ministry of Communication and Information Technology of Indonesia begins to implement the Analog Switch-Off (ASO), discontinuing analog television broadcasts in Indonesia, starting on November 2, 2022. This implementation of ASO presents new opportunities and challenges not only for the national television industry but also for UGTV, Indonesia's first digital educational community television. One strategy to increase the number of viewers is by leveraging various digital platforms such as live streaming and social media. This study aims to analyze the Public Relations strategies employed by UGTV in response to the digitization of television broadcasts. The research uses the SOSTAC approach to analyze the strategies within the Public Relations context. The Situation Analysis element uses SWOT, revealing that UGTV's main strength lies in its technological readiness. However, a notable weakness is the limited content production capability due to regulations governing community television. The opportunities for UGTV include potential collaborations with various institutions and broader broadcast reach through streaming services. However, the threat comes from the increasing number of broadcasts available on Over the Top (OTT) platforms, necessitating UGTV to partner with various OTT service providers to reach its audience. UGTV's objective is to expand its viewer base beyond students and faculty members. The strategy employed is to serve as a broadcasting medium for various activities organized by both government and private institutions. The tactics involve integrating all television broadcast content with social media platforms, making it more accessible to all stakeholders.

Keywords: Broadcasts, Digitalization, SOSTAC, Public Relations, UGTV

Introduction

The digitalization of television in Indonesia is driven by rapid technological advancements, which marks the transition from analog to digital broadcasting (Muqsith, 2021). Broadcasting digitalization in Indonesia, especially the Analog Switch-Off (ASO) process, is a significant technological transition mandated by law (Mitrin et al., 2023). The transition from analog to digital television broadcasting aims to provide social and economic benefits, including increased innovation, job creation, and increased productivity (Witharja et al., 2023).

The gradual migration from analog to digital television broadcasting in Indonesia presents a number of challenges, including public rejection and the need for additional equipment such as Set Top Boxes (Mitrin et al., 2023). The government has set a deadline for the Analog Switch Off (ASO) process, which requires it to adapt to new technologies (Utomo, 2023). This transition affects local TV stations, which must prepare for changes in technology, human resources, and content (Mubarok & Adnjani, 2020). This migration is not only about improving audio-visual quality but also involves multifunctional capabilities and updated multimedia services (Sadewa, 2022).

The migration from analog to digital television broadcasting in Indonesia presents both opportunities and challenges. Although digital TV offers better quality, multifunctionality, and potential for the creative industry (Sadewa, 2022), there are concerns about its impact on the structure of the broadcasting industry (Sjuchro et al., 2022). However, Indonesia can look to other countries that have also successfully migrated from analog to digital television. The United States in 2009, Japan and Canada in 2011, the United Kingdom and Ireland in 2012, and Australia in 2013 are some of the countries that have effectively migrated to digital technology (Witharja et al., 2023).

In Indonesia, according to the roadmap of the Ministry of Communication and Information, Indonesia should have implemented ASO in 2018, but the schedule continued to be missed until finally Law Number 11 of 2020 concerning Job Creation was born, which in Article 72 Number 8 added an insert for Article 60A of Law Number 32 concerning Broadcasting (Witharja et al., 2023). The Job Creation Law clearly mandates that the deadline for analog broadcasting or ASO must be implemented on November 22, 2022. According to Budiarto et al. (2007), this migration is expected to impact 11 national TV stations and more than 70 local TV stations in Indonesia. No exception for UGTV, an educational community TV owned by Gunadarma University.

UGTV (Universitas Gunadarma Television) is the first digital educational community television station in Indonesia based on digital and over-the-top broadcast technology, which focuses on disseminating information and education for the wider community and becoming a forum for educating the life of the nation and state and participating in preparing future generations who are educated and have noble morals. Quoting from the deed of establishment written on June 12, 2006, UGTV began operating in 2006, then switched to digital television broadcasts in 2023 to increase its reach and accessibility so that it can be more easily accessed by the wider community through various digital platforms.

As a pioneer in the world of education-based community television, UGTV has established many strategic collaborations with various parties, both from the government and the private sector. This collaboration aims to expand the reach and impact of the educational programs presented. In achieving its goals, UGTV implements a strong public relations (PR) strategy, using the SOSTAC (Situation, Objectives, Strategy, Tactics, Action, Control) approach. This approach allows UGTV to design an effective communication strategy, ensuring that the educational messages delivered can reach a wider audience and support collaboration with stakeholders.

Research Objective

This study aims to determine the public relations strategy carried out by UGTV in responding to the digitalization program of educational community television. The analysis used the SOSTAC approach (situation, objectives, strategy, tactics, action, control). Situation analysis is carried out using SWOT analysis.

Literature Review

Broadcasting

Indonesia is stepping into a new era of digital television broadcasts that offer improved picture and sound quality compared to analogue broadcasts (Gultom, 2018). Digitalization on broadcasting has more clearly and sharper picture (visual) and audio better than analog (Asri, 2023). Since the enactment of Law Number 11 of 2020 regarding Job Creation on November 22, 2020, the Indonesian broadcasting Industry has experienced significant advancements (Maulana, 2020). The digital broadcasting policy has been running quite well so far. Although implementation each field is constrained by various

problems: infrastructure, infraculture, human resources and the extent of territory. The higher education institutions must be able to take advantage of opportunities for digital broadcasting policies as a means of disseminating information. The universities can establish digital television companies or content providers as well as a place for distributing work for college graduates (Supadiyanto & Heri Setyawan Budi Santoso, 2024).

There is a configuration model for online media reporting on broadcast digitalization. In addition, the online media reporting model identifies the dynamics of the shift from analogue to digital television. The dynamic shift is influenced by economic, juridical, technical, and political views. The new model of Detikcom's online media news network is dedicated to digitizing television broadcasting. Its purpose is to promote literacy and encourage people to immediately transition to digital television platforms. These platforms offer a more comprehensive range of broadcast content and high visual quality than analogue television platforms (Santoso & Sinaga, 2023).

Igben (2024) found the perception of the community in Delta State, Nigeria, that digitization will help improve accessibility, sharp picture quality, good and efficient programming. This research has revealed that not all broadcast stations in Delta State are not fully digitized; this is because of some constraints that militate against the media house such as lack of adequate funds to run the broadcast station properly.

Analog Switch Off

The analog switch off (ASO) policy as mandated by the Job Creation Law with an implementation deadline of November 2, 2022, has directly changed the competitive landscape of the television business in the country, especially competition in obtaining advertising for local television whose existence is protected by Law Number 32 of 2002. In East Java, in the initial stages of ASO implementation, there were 23 television stations, with details of 17 of them being national networked television stations and 6 being local television stations in Surabaya. The results of Emidari & Harliantara's (2023) research show that JTV television, which is the largest local television in East Java and in Indonesia, maximizes the function of 13 social media accounts and multi-platforms in its marketing communication strategy in the early stages of implementing ASO. This was done in response to the decline in the number of JTV viewers by up to 50 percent.

Public Relations

Public Relations is the process of building relationships, trust, and cooperation between individuals and organizations and their publics through dialogic and participatory communication strategies or programs. In order for the communication process to run effectively, Public Relations needs to understand the knowledge, perceptions, motives and needs of the target public. If Public Relations programs are likened to a gun, then Public Relations is "the man behind the gun" and the communication messages are the bullets. Before firing the bullet, Public Relations must determine the target, which part of the target is easiest to shoot, how many times to shoot, and choose the type of bullet to effectively influence the target (Kriyantoro, 2018).

A branding strategy is a plan designed to build and maintain a strong and positive brand image in the minds of consumers. Branding strategies are important because they are used by companies to ensure that their products or services are recognized, valued, and remembered by the target market. The results of Giyatno's (2024) research on branding public relations strategies at ADI TV company in the digital era, show that there are strategies carried out by public relations in branding in the digital era. Attracting, encouraging, and influencing strategies are strategies carried out by public relations at ADI TV companies in branding. The three strategies show effective results in branding ADI TV in the digital era.

SOSTAC Analysis

The SOSTAC model is a tool or framework for strategic planning that is easy to follow and is able to identify key elements that need to be addressed in marketing analysis and business planning to achieve goals (Chaffey, 2015), which consists of 6 stages, namely Situation Analysis, Objective, Strategy, Tactics, Actions, and Control. Situation Analysis is used to understand the condition of the company's environment. The results of this situation analysis can be used by the company as material for creating a digital marketing strategy. The purpose of situation analysis is to analyze the current and future conditions of the company in order to achieve goals. Situation analysis can be done using SWOT Analysis. Objectives are used by companies to determine what they want to achieve. Objectives are usually known as the 5 S, namely sell, serve, speak, save, and sizzle. Strategy plays a significant role in achieving desired goals. With a good strategy, goals become easier to achieve. Tactics are the steps that will be taken by the company in developing a strategy system formulated by the company. Actions are concrete steps taken by a company after determining the strategies and tactics to be implemented. Control involves evaluating and checking whether the actions taken are running smoothly and in line with the objectives to achieve maximum results.

SWOT Analysis

SWOT analysis is basically a technique for systematically identifying various factors and determining elements in the development of an institution (Fadilah & Weriantoni, 2019; Ambarwati, 2020; Fakhrrurrazi, 2021). The SWOT analysis technique aims to evaluate the conditions of the scope of the relevant activities which can then be used to formulate a more appropriate institutional development strategy according to the conditions and potential of the relevant institution (Abdussamad & Amala, 2016; Monika et al., 2021). Internal factors in a SWOT analysis consist of strengths and weaknesses. To identify internal factors usually includes experience, finances, and available resources. External factors in SWOT analysis include opportunities and threats. To identify external factors include the environment, regulations, trends, culture, ideology, socio-politics, economy, current events, sources of budget or capital, and technological developments.

Methodology

This study uses a qualitative approach, with the object of research being UGTV Public Relations, and the subject of the study is the Director of UGTV. For data collection, this study relies on two main methods: interviews and observations. Interviews were conducted with the Director of UGTV to explore information related to communication strategies and Public Relations activities carried out by UGTV. Direct observation was also undertaken to understand the operational dynamics and implementation of Public Relations activities in the field.

The data obtained were analyzed using the SOSTAC (Situation, Objectives, Strategy, Tactics, Action, Control) approach and SWOT (Strengths, Weaknesses, Opportunities, Threats) analysis. SOSTAC is used to evaluate UGTV's Public Relations strategic plan, while SWOT is used to identify internal and external factors that influence UGTV's Public Relations strategy.

Results

Public relations essentially an activity needed by every company or institution to manage branding for all stakeholders. As an educational community television owned by Gunadarma University, UGTV also needs to implement branding management to achieve the established vision and mission. One of the established missions is to conduct broadcasts for information, education, and

entertainment services for the academic community of Gunadarma University and the wider public in the context of enlightenment. From this mission, it is evident that UGTV aims to reach the entire academic community at Gunadarma University as well as the surrounding community in order to provide educational and entertaining broadcasts. To achieve this, branding management needs to be carried out to reach the widest possible audience.

UGTV officially started broadcasting digitally in 2015. From the beginning of that period until now, many public relations activities have been successfully carried out. These activities are part of the strategy implemented by UGTV to achieve the established vision and mission. More specifically, the strategy is analyzed using the SOSTAC model, which consists of situation analysis, objectives, strategy, tactics, action, and control.

Situation Analysis

In this stage, the situation is analyzed to obtain an overview of UGTV. The situational analysis in this research uses the SWOT approach (Strength, Weakness, Opportunities, Threats). Some of the strengths of UGTV are in terms of readiness for digital technology. UGTV is the first licensed educational digital community television. Since its launch in 2015, UGTV has been using digital infrastructure. This means that UGTV was already more prepared when the policy of migrating television broadcasts from analog to digital (ASO) was implemented in 2022. Aside from the technological infrastructure, there is an advantage in the human resources of the management and production team. UGTV is greatly assisted by experts from various fields who come from the academic community of Gunadarma University. The contribution of manpower and knowledge from the academic community is certainly very helpful to UGTV, for example, as resource persons in program events, as well as the transfer of knowledge regarding the latest technology. Currently, UGTV can be accessed not only through digital television broadcasts but also through streaming, so it is not limited to specific areas. In addition, UGTV also provides replays that can be accessed on several social media platforms.

Some weaknesses faced by UGTV are the limitations in producing varied content. UGTV is a community television that must adhere to the applicable rules and policies. There are limitations when compared to national private television. For example, the content presented cannot display direct product promotions. This makes UGTV less flexible in collaborating with certain parties, such as those from the private sector. This impacts the variety of program types presented, which is quite limited.

In terms of opportunities, UGTV has a great chance to collaborate with government agencies. This is due to the publication needs of several institutions, for example, to provide information related to the services that will be offered to the community. The government agency can collaborate with UGTV, which already has a digital broadcasting channel. This allows government agencies to reach a wider audience in activities such as socializing new services, for example. Currently, UGTV has collaborated with the Directorate General of Taxes (DJP), which already has a weekly regular program that presents the latest information related to taxation in Indonesia. In addition, UGTV has also collaborated with the Class 1 Non-TPI Immigration Office in Depok in the form of a weekly regular program that presents information about immigration. Then UGTV has also collaborated with several ministries to broadcast monumental activities, such as the DIKTI public relations award, the Public Service Innovation Competition award from KemenPAN RB, and others. This certainly becomes an opportunity that can be further developed.

From Treats' perspective, UGTV faces challenges related to the new television broadcasting model in the form of Over the Top (OTT). This OTT platform makes it easier for viewers to access television broadcasts using various devices, such as gadgets or laptops. The OTT model certainly requires UGTV to partner with platform providers to keep up with other broadcasters.

Table 1: UGTV SWOT Analysis

	Strengths	Weakness
Opportunities	SO The readiness of digital infrastructure, supported by experts from the academic community (S), to collaborate with various partners (O).	WO The limited variety of program (W) is addressed with educational broadcasts from experts who are part of the academic community of Gunadarma University (O)
Treats	ST UGTV provides streaming (S) broadcasts to face the new broadcasting model with the OTT platform (T)	WT The limited variety of programs (W) is balanced by creative content on social media platforms (T).

Objective

In accordance with UGTV's vision and mission to become a broadcasting media that provides information, education, and entertainment services for enlightenment, Public Relations activities are carried out for several purposes. The first goal related to the effort to actively contribute to enlightening the nation's life, UGTV strives to reach as wide an audience as possible. In addition, UGTV also aims to increase Brand Awareness and manage good relationships with all stakeholders, including partners of Universitas Gunadarma.

Strategy

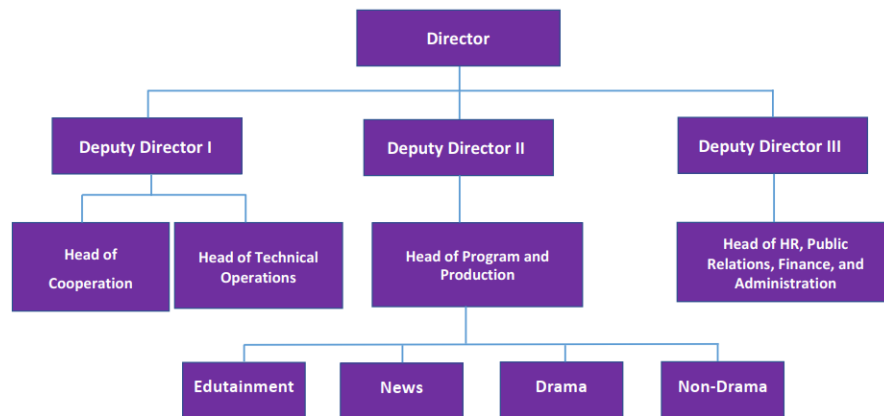
The strategy implemented by UGTV began with preparing the digital broadcasting infrastructure, which started in 2015. Currently, UGTV not only broadcasts through the UHF Digital TV channel but also provides a streaming channel. In addition, several broadcast clips and programs are also aired on various social media platforms through the YouTube, Instagram, TikTok, Facebook, and X channels with the account @ugtvofficial. In addition to preparing digital infrastructure, UGTV is also preparing educational and entertaining broadcast content. The method used is to present expert speakers from various fields who are part of the academic community of Gunadarma University. The information conveyed by the experts is packaged in an engaging multimedia format, making it not only enlightening but also entertaining. UGTV also collaborates with partners from Gunadarma University to organize and broadcast monumental activities as well as to fill regular programs.

Tactics

At this stage, it will be analyzed how the objectives and strategies are detailed for each point. UGTV utilizes all digital channels that are currently widely accessed by the public. At the tactical analysis stage, it will be divided into two groups, namely internal stakeholders and external stakeholders. Internal stakeholders of UGTV consist of the management leaders of UGTV, the leaders of Universitas Gunadarma as the owners of UGTV, staff from several divisions, and the entire production crew of the television program. The organizational structure of UGTV can be seen in the Picture 1.



UGTV Organizational Structure
(Universitas Gunadarma Television)



Picture 1: UGTV Organizational Structure

Within the internal scope of Gunadarma University, UGTV is utilized as a broadcasting medium for academic activities, such as seminars, workshops, signing cooperation agreements with university partners, oath-taking and inauguration in various study programs (midwifery, psychology profession, and medicine), as well as the graduation ceremony of Gunadarma University. Internally, the leadership of Universitas Gunadarma and UGTV is striving to involve all study programs, currently totaling 52, to fill the program schedule with various formats, one of which is study program literacy. This makes all the study programs feel a direct ownership of UGTV. In addition, all of these programs, besides being broadcasted through digital TV channels, will also be published on various social media platforms, thus having a greater opportunity to reach a wider network of friendships from all internal stakeholders.

In external stakeholders, there are several groups that can be categorized. Currently, Gunadarma University has more than 40 thousand active students, has graduated more than 100 thousand alumni, and has more than 1500 lecturers. This amount is too large to be reached by UGTV as a community television. Therefore, in an effort to reach the entire academic community, UGTV has prepared several special programs.

First, to reach out to the alumni community, there is an alumni talk program. Next, for students and lecturers, UGTV provides a learning program in a team teaching format for all D3 and S1 study programs. This program is held regularly every week and is included in the curriculum as an outstanding course. Outstanding students and lecturers will also be invited to participate in the event program in various formats. Then, to connect active students with alumni, a career and profession program is prepared by inviting experts from various fields, some of whom are alumni of Gunadarma University.

Another external party of UGTV is the partners from Gunadarma University. UGTV is used as a broadcasting medium for activities from partners of Universitas Gunadarma. The collaborative activities are not limited to broadcasting programs on digital TV channels, but also involve jointly preparing digital content to be published on each institution's social media platforms. This will connect the audience from the two institutions that are holding this joint event. In the period of September - October 2024, UGTV collaborated with various partners including Sun Life Indonesia, Kedaireka from the Ministry of Education and Culture, LLDIKTI Region III Jakarta, the Indonesian Private Higher

Education Association (APTISI), the Indonesian Insurance Management Experts Association (AAMAI), the Ministry of Religious Affairs of the Republic of Indonesia's BPJH, and others. The collaborative activities that have been carried out are able to enhance brand awareness and a positive image for UGTV in the eyes of external stakeholders.

Action

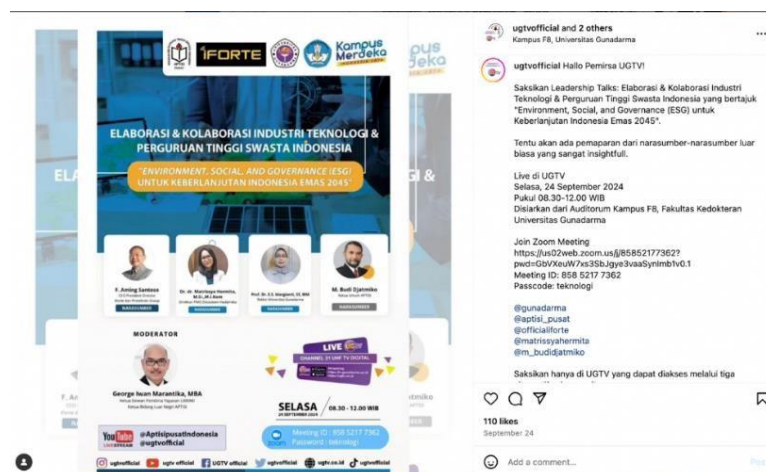
This stage explains how the strategic stages are implemented to achieve the goals set in the vision and mission of UGTV. According to the organizational structure diagram in the previous section, the types of programs produced in the production department are categorized into four types: edutainment, news, drama, and non-drama. These four types of programs can be analyzed based on the Public Relations activities conducted. Most of the event packaging involving external parties is handled by the non-drama event production group. In this group, the program format is dominated by broadcasting monumental events in collaboration with other institutions that are partners of Gunadarma University.

During the period from September to October 2024, UGTV has collaborated with several agencies to jointly broadcast programs in various formats. Starting on September 3, 2024, UGTV, in collaboration with the Indonesian Association of Insurance Management Experts (AAMAI), will hold a webinar on the theme of the Role of Digital Transformation in Supporting Corporate Social Responsibility (CSR) and Corporate Governance in the Insurance Industry. The participants involved in this activity are insurance practitioners from all over Indonesia. This event combines broadcasting technology and cloud meetings, allowing participants to join from various platforms, including UGTV Digital TV broadcasts, Zoom meetings, live streaming, or through the UGTV Official and AAMAI YouTube accounts. Publication activities are carried out before the event, on the day of the event, and after the event is completed. In the pre-activity phase, the UGTV production team collaborates with a partner, in this case, AAMAI, to create an event advertisement in the form of a flyer. The jointly prepared flyer contains the identities of both institutions using the logos of each institution, namely AAMAI, Universitas Gunadarma, and UGTV. Additionally, UGTV also engages in branding by displaying information about the digital TV broadcast channel and the official social media platforms it owns. This made all the participants from all over Indonesia eventually aware of UGTV's existence. Here is the flyer that was produced. Continuing into the period of the activity implementation days. On the day of the event, the UGTV social media team will broadcast the series of events live through various channels, namely Digital TV broadcasts and live streaming on YouTube. In addition, snippets of the activities will be directly posted on IG Story with the number adjusted according to the available information variations. Next, after the activities are completed, the UGTV social media team will post highlights or summaries of the activities in the form of video reels, tagging all the participants, both internal and partners. This is done to encourage direct interaction between the two stakeholders from each institution on social media platforms. The reels post on the Instagram platform from the webinar activity can be seen in Picture 2. It can be seen that the post has been viewed more than 15,600 times. This means the post has been able to reach a large audience.



Picture 2: Reels Post on the Instagram for the AAMAI - Kedaireka Webinar Event

A similar strategy was also implemented in the collaboration between UGTV and the Indonesian Private Higher Education Association (APTISI) in organizing a discussion forum with the theme of elaborating on the technology industry and the world of higher education in a talk show format. This event also attracted participants from all over Indonesia, especially private university administrators. Picture 3 shows the flyer for the event prepared before the activity. On the flyer, branding is done by displaying the UGTV logo, broadcast channel, and official social media platforms. In addition, the caption of the post also tags all the speakers along with the social media of the related institutions. This facilitates the dissemination of information from all involved stakeholders. Next, on the day of the event and post-event, UGTV also posts stories and highlights of the activities conducted.



Picture 3: Flyer Prepared for the Pre-Event

A slightly different form of collaboration is carried out between UGTV and the Kedaireka program from Ditjendiktiristek. UGTV has been appointed as the broadcasting institution for activities conducted under the management of the PMO Kedaireka Ecosystem. This program has participants from all over Indonesia's higher education institutions, providing a significant opportunity for UGTV to become more widely recognized. Some of the recent activities conducted were on October 11, 2024, which included CEO Mentorship and Rekataks on September 28, 2024. The CEO Mentorship event held at Hotel Le Meridien Jakarta was directly attended by the Director General of Higher Education,

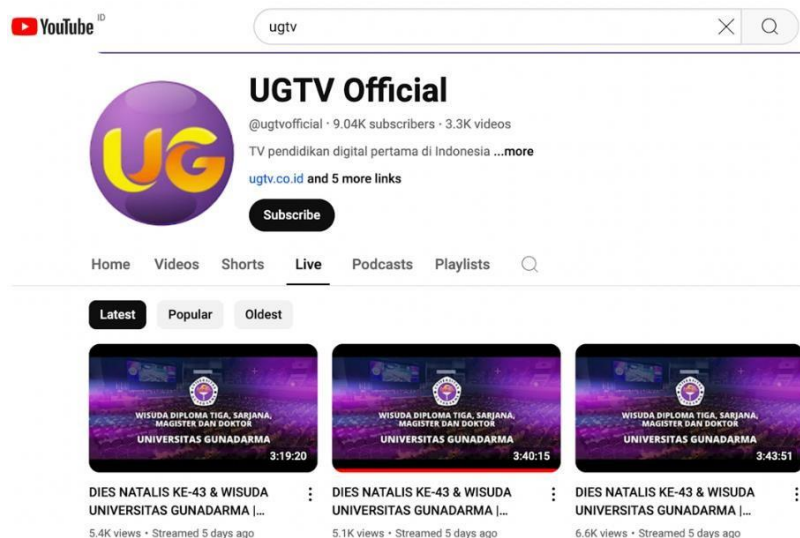
Science, and Technology, Prof. Dr. rer. nat. Abdul Haris, M.Si. This certainly garnered significant attention from higher education professionals across Indonesia. In the pre-activity phase, the collaboration carried out was slightly different from the previous two institutions. In this event, UGTV only reposted the event flyer, as the main content was prepared by the PMO Kedaireka team. Here is the Instagram post from UGTV.



Picture 4: UGTV Reposted from the Account @kedaireka_id

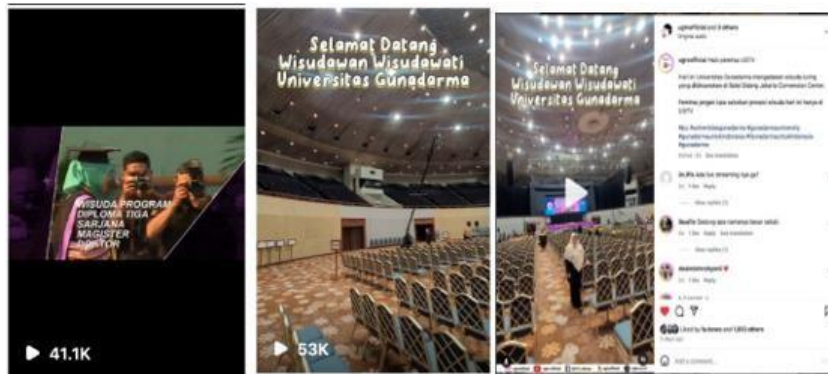
It can be seen in Picture 4 that UGTV reposted from the account @kedaireka_id complete with detailed information in the caption. This is done because of UGTV's status as a media partner. During the event, UGTV also posted snippets of the activities on IG Story, and created highlights of the activities that were posted on Instagram reels and have been viewed more than 8 thousand times.

In the production of edutainment and news programs, the primary target audience is mostly the students of Gunadarma University, as well as the community around the campus. Informative entertainment programs such as Mata Dunia and UG Travelling, for example, are packaged from a specific scientific perspective that is characteristic of the academic world. Program packaging like this is created to open up collaboration opportunities with certain parties in accordance with the theme of the produced event. Of all the programs with edutainment and news formats, the one that attracts the most viewers on the official UGTV social media platform is the broadcast of the Gunadarma University graduation, such as the one held on October 10, 2024.



Picture 5: Streaming through the UGTV Official YouTube Account

It can be seen in the Picture 5 that the three sessions of the graduation ceremony of Universitas Gunadarma broadcasted by UGTV garnered more than 16 thousand viewers. The same can also be found in the following UGTV Instagram post.



Picture 6: Views on the Graduation Event Reels Post on UGTV Instagram

In the post about the Universitas Gunadarma graduation, it has already received nearly 100 thousand total views. This can be understood because many social networks are directly involved in the event. Starting from the graduates, the graduates' families, and other social networks of the graduates. This certainly became an opportunity that UGTV successfully capitalized on.

Control

The Public Relations activities carried out by UGTV must be controllable at every stage. This is because the image being managed is not only related to UGTV as an educational community television, but also the image of Gunadarma University as the owner. The first control was carried out in collaboration with KPID West Java. This is because UGTV's broadcasting license is under the supervision of KPID West Java. UGTV always consults with KPID Jabar regarding the presented content to ensure it complies with applicable regulations. In this case, KPID Jabar will issue a warning letter if any violations are found in the content of UGTV's programs.

The next control is carried out by monitoring interactions from UGTV viewers through various official social media platforms. What types of content receive high interaction and engagement will serve as input in preparing future materials.

In general, the Public Relations activities carried out by UGTV involve leveraging collaborations with external partners and maximizing social media platforms. These external partners already have a national scale, thus presenting a significant opportunity to enhance UGTV's presence. From the various social media platforms owned by UGTV, the two most actively used are YouTube and Instagram. UGTV utilizes YouTube for two main purposes. First is livestreaming. This can be an option for viewers who want to watch UGTV shows through the YouTube application. In addition to streaming, UGTV also uses YouTube to display reruns of programs that have already been aired. This makes it easier for viewers to access programs that have already finished airing. Currently, the UGTV YouTube account has gained more than 9 thousand followers.

Besides YouTube, UGTV is also active in utilizing Instagram. The UGTV Instagram account currently has more than 5 thousand followers. Instagram is seen as a fairly comprehensive tool to reach a wider audience. This is because there are several features that have their own advantages. First is the feeds menu. This menu is utilized by UGTV to provide information related to programs that will soon

be aired in the form of flyers. Attractive graphic design products and complete information provided through captions are considered sufficient for promoting a program. The captions can also utilize hashtag tools that make it easier for followers to find specific information. In addition to hashtags, captions on posts in the feeds can also use mentions of the Instagram accounts of the event participants. This directly connects the friendship networks of UGTV and the event participants. In addition to being used for program promotion through flyers, feeds are also utilized by UGTV for posts to commemorate major holidays in Indonesia. Besides feeds, UGTV also utilizes the IG story feature on Instagram. IG Stories can be viewed by followers for only 24 hours, making them suitable for showcasing snippets of programs that are being broadcast live. Next, Instagram also has a reels menu, which UGTV uses to post highlights of activities or programs that have been completed. These highlights contain snippets summarizing the activities, and in reels, there is no time limit for followers as the reels can be viewed anytime after posting.

Discussion

UGTV is a medium for disseminating information packaged to educate the Indonesian people, in line with the tagline of Gunadarma University, "Gunadarma for Indonesia." In an effort to achieve these goals, the Public Relations program using digital media is an effective strategy from UGTV. This is evident from the use of UGTV for the learning process, both internally and externally within the University of Gunadarma environment. With this condition, making Gunadarma University a part of the solution to life's problems. The availability of intelligent human resources in creating creative content and educating society is an organic intellectual force that can drive the academic community not only to be behind laboratories and classrooms but also to position them as locomotives of life-changing benefits for society and the nation.

The organization of the Bachelor's, Master's, and Doctoral graduations at Gunadarma University, recorded by UGTV and then uploaded to YouTube, Instagram, and other social media, is a strategic step in enhancing the branding of Gunadarma University both offline and online. Parents, students, and all stakeholders witnessed the intellectual activities organized by Gunadarma University firsthand.

The Public Relations strategy by activating the Instagram social media account @ugtvoofficial has proven to be very effective. This is evident with a follower count of 5181 and a total of 2311 posts. Information about the Ground Breaking of the International Doctor Building at Gunadarma University, Nusantara Capital City Campus, serves as a strategic means to promote Gunadarma University as the only higher education institution pioneering the establishment of a campus in the Nusantara Capital City and receiving appreciation from the President of the Republic of Indonesia, Joko Widodo.

The role of UGTV in broadcasting educational programs is very effective. In the implementation of the MBKM program, where students studying in a certain study program can take courses taught in other study programs. At Gunadarma University, this course is packaged as a flagship university course taught through Team Teaching. Some of these courses include Digital Citizenship, Social Networking & Creative Content, Artificial Intelligence & Society, and Data Science & Big Data Analysis. These courses are Information and Communication Technology-based courses taught by IT experts to all students in social sciences programs such as Communication Science, Economics, Psychology, Literature, and others. The learning method is conducted through UGTV, which can reach all social humanities students and is uploaded on YouTube, so it can be watched by the entire community. The effectiveness of using television as an educational medium aligns with the research findings of Tarigan et al. (2024), which show that television can enhance democratic education, especially among first-time voters.

Gultom's (2018) research reviews the challenges and developments of television digitalization in Indonesia, particularly in the transition from analog to digital broadcasting. The main focus is on regulatory obstacles that caused the delay in the implementation of Analog Switch-Off (ASO) until 2018. Compared to the results of this study, it shows that regulatory aspects are the main barrier to the acceleration of television broadcasting digitization in Indonesia. Meanwhile, in the research on the Digitalization of Educational Television Broadcasts, the challenges faced by UGTV are more focused on content production and regulatory limitations for community television. However, UGTV has maximally utilized digital platforms to expand its audience reach, a more adaptive approach to technological developments compared to previous research.

Arifianti's (2019) research uses the SOSTAC model to examine the planning of digital marketing strategies in the futures commodities sector, with the aim of increasing sales and customer interaction through social media. In the UGTV research, the SOSTAC model is also used, but with a focus on developing communication strategies to increase viewership and expand the reach of educational content. The main difference lies in the end goals; the PR SOSTAC research at PT Valbury Asia Futures focuses on commercial aspects, while UGTV places more emphasis on education and collaboration with other institutions. Both utilize digital media, but UGTV faces challenges due to the limited content of community television.

The research by Aprilia, et al (2020) discusses the Public Relations strategies used by Inspira TV to build and promote its brand as a positive and inspirational digital television. Both Inspira TV and UGTV face challenges in strengthening their brand image in a market dominated by conventional television. UGTV, although focused on educational content, should also use similar PR strategies to introduce their brand and increase audience engagement. Both studies emphasize the importance of collaboration with social media and digital platforms to reach a wider audience.

Sari, et al (2020) focused on the Public Relations strategy of TVRI Jambi to promote its programs amidst fierce competition with private television. Just like TVRI Jambi, which strives to enhance the visibility and quality of its programs through PR, UGTV also uses PR to increase its viewership. However, UGTV's focus is more on broadcasting educational content, while TVRI Jambi faces broader challenges related to competitiveness and public perception of regional television programs.

The research on the Digitalization of Educational Television Broadcasts shows a more strategic approach in facing the challenges of digitalization, using a strong PR method through SOSTAC to ensure that educational messages can reach a wider audience, in line with the challenges also faced by previous studies in the field of digital television and PR.

Conclusion

This research analyzes the Public Relations strategies used by UGTV, the first digital educational community television in Indonesia, in facing the challenges and opportunities arising from the digitalization of television broadcasting. Using the SOSTAC approach (Situation, Objectives, Strategy, Tactics, Action, Control), this research highlights several key findings:

1. **Digitalization Challenge:** One of the biggest challenges faced by UGTV is the limitations in content production due to regulations applicable to community television. In addition, competition from Over-the-Top (OTT) platforms also poses a threat to community television stations like UGTV, which are still in the development stage.
2. **Technology Strength:** UGTV has an advantage in terms of technological readiness. With the advent of digitalization, UGTV is able to provide broadcasts with better audio-visual quality and can utilize

various digital platforms such as live streaming and social media to expand the reach of its broadcasts.

3. Collaboration Opportunities: UGTV has a great opportunity to collaborate with various government and private institutions in order to expand its audience reach. This strategy is important to enhance UGTV's visibility and role as an educational content provider in Indonesia.
4. Public Relations Strategy: UGTV successfully utilized PR as the main tool in communicating its programs to the public. By integrating broadcast content with social media platforms, UGTV can reach a wider audience, including students, lecturers, and the general public.

Overall, this research concludes that although UGTV faces various challenges in the digitalization process, strong PR strategies and the utilization of digital technology can enhance broadcasting effectiveness and expand its audience reach. UGTV is expected to continue innovating in content production and forming strategic partnerships to strengthen its position as a community-based educational television in Indonesia.

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