

Qualitative Study of Consumer Preferences on Local TV Station

Dr. Tony Wijaya

Nurhadi.,MMPenny Rahmawaty.,MSi Andeas M Kuncoro.,Ph.D

Management Department, Universitas Negeri Yogyakarta

Tony@uny.ac.id

Abstract

The research aimed to explore consumer preferences at Jogja TV stations as local TV station. The study uses qualitative methods through interviews in collecting data. Informants in this study are the public as viewers or consumers of Jogja TV and managers of Jogja TV programs. The data analysis technique used is a descriptive interactive model. Based on qualitative analysis it can be concluded that the Jogja TV program is aimed at the people of Special Region of Yogyakarta and surrounding areas including Solo. Viewers are focused on the status of SES C and D. Programs that are the pre-eminent preference of Jogja TV compared to other stations are programs that contain local and cultural content. Jogja TV programs that are the main preference of individual viewers are cultural and information/news programs. Other preferences are caused by regional or local appeal. Local or regional content is an attraction for several viewers. Some constraints related to the preferences of the informants are the problem of image quality, program variation, range and duration of the broadcast. Based on consumer opinion, the election organization on Jogja TV is due to the match between the number of shows, airtime, flexibility, and affordable costs. Based on the perspective of organizational consumers, the selection of Jogja TV has several disadvantages such as the coverage area and the less proactive attitude of Jogja TV..

Keywords: Preferences, Programs, Television

Introduction

The development of communication and information technology that occurs today has made distance and time not an obstacle. Progress in this field will raise awareness of information needs. Information through the mass media currently plays a role in determining aspects of human life (Anabarja, 2011). Today's human civilization has placed television broadcast media as an agent of change, where television has become a tool that can change people's lifestyles and behavior and is an agent of development, a means for the success of development programs (Wijaya, 2017).

The presence of television in the community was greeted with enthusiasm. The community is busy buying television equipment such as VHF/UHF antennas, satellite dishes, boosters, and so that television broadcasts can be received clearly (Mulyana, 2005). Television is still a widely used medium for both information and entertainment which plays an important role in determining aspects of human life. According to research data delivered by AC Nielsen (www.nielsen.com) in 2014 as a whole, media consumption in several cities both in Java and outside Java shows that television is still the main medium consumed by Indonesian people (95%), followed by the internet (33%), radio (20%), newspapers (12%), tabloids (6%) and magazines (5%).

The mass media, especially television abbreviated as TV, is an extension of communication between people who conventionally play the role of explaining, educating, entertaining, and persuading, but in reality, the functions of the mass media have now been shifted, especially the TV mass media since the beginning of its function more to entertain (Gazali, 2005). Therefore information programs and educational programs must be interesting which contain information and entertainment. By the increasing needs of consumers, consumers are even willing to pay to be able to watch broadcasts from certain television stations, both in the form of terrestrial (ordinary antenna) and satellite dish. Furthermore, in the current era of the internet, broadcasts from

television stations can be seen live even for free by anyone, anytime, and anywhere through live streaming broadcasts, so that national and local television broadcasts in Indonesia can be watched by foreign people or even vice versa.

Television today has developed rapidly compared to the previous time, although the current development is only at the level of quantity (number of television stations, diversity of programs, and duration of broadcast), in terms of quality, generally, television in Indonesia is still alarming (Wijaya, 2017). Television Broadcasting currently has values and influences from the dominant western country. Not infrequently the values and ideas that enter Indonesia are not by the identity and personality of the nation, with the inclusion of western values the local identity will certainly be affected. These influences include identifying themselves as being part of the world community. Facing this reality, regional broadcasting forms emerged. One thing that has become symptomatic is the emergence of local TV stations such as JTV, Bali TV, and others. Along with the presence of new theoretical perspectives in the media and society, communication is no longer massive and goes in the same direction. From a postmodern perspective, there will always be another way out of the masification and centralization of society (Mc.Quail, 2000). With the emergence of the local TV station, it can be said that this is one form of an effort to produce a counter-culture of counteractivity in various performance information and mass media communication (Kuswandi, 1996).

Television in Indonesia at the beginning of its development was pioneered by TVRI which is the only television station in Indonesia. This lasted for more or fewer years until the development of private television. Along with technological advances in the field of electronics, many new television broadcasting stations have emerged, this makes TVRI no longer a single player in television in Indonesia. The rapid development of television brought the presence of viewers in a television broadcast into something that cannot be underestimated. Society needs information and entertainment, on the other hand, television stations also need audiences, while television without audiences will not be complete and broadcast will be useless. This has the consequence that every television station has no choice and must compete in the fight for television broadcast audiences.

Many people think that the image of local television stations is very low, people tend to prefer national television station broadcasts that have better and more interesting programs and quality programs. For example, the results of Stephanie's research (2010) show that watching patterns or consumption preferences of local television in Semarang-Java are very low and low. This is reinforced by data obtained by the Nielsen research institute that the average local television audience is still very far compared to national television.

In Yogyakarta, local television viewers in 2010 were in the range of 1.3% with an average pattern of local television viewing at prime time (18.00-22.00). That number looks so small when compared to a large national television audience. In addition, this becomes an irony when looking back at the purpose of local television being created, namely to produce counter-culture from the universality in the various performance of information and communication of mass media that exist today, which in essence local television was created to fortify outside culture that is not in accordance with existing local values.

In general, various considerations are the preferences of viewers to choose television stations. Munyoki & Kirigo (2011) found that several factors that become television station preferences are programs or programs, television presenters and television signal quality. Alhassan & Kwakwa (2013) in their research explained that the aspects considered by viewers to choose television stations are television station image, signal reception quality, and program attractiveness while the purpose of watching television is education, relaxation, entertainment and work. Malik (2016) found that the factor considered as the preference of viewers choosing television stations is that the program is the main factor while other supporting factors are loading news and presenter figures that attract viewers. Wijaya (2017) in his research related to audience preferences, especially on national television namely TVRI revealed that in general viewers were less interested in TVRI shows because they contained less entertainment as expected by viewers, so preferences were only for certain shows. Overall,

viewers did not have a strong preference for TVRI programs because the programs aired were less segmented. The program is a major factor for viewer preferences.

One of the local television stations built to maintain local culture and values is Jogja TV. Jogja TV was chosen as the object of this research with the consideration that Jogja TV is a local television pioneer in Yogyakarta that has been active for a long time in the Yogyakarta region and its surroundings so that it feels appropriate and represents the problems that have been presented in this background. Jogja TV as one of the local television broadcasting stations in Indonesia and the first established in the Special Region of Yogyakarta on September 17, 2004. Jogja TV was inaugurated as local television by Governor Sri Sultan HB X in Yogyakarta Palace. Jogja TV has been recognized consistently as one of the local television stations that strive to make Javanese art and culture especially Yogyakarta as a basic concept in carrying out its broadcasting activities with the slogan "Endless Tradition". Jogja TV has 3 main pillars namely education, culture, and tourism so that it can provide information, entertainment, and social control to the people of Yogyakarta and surrounding areas. As a social institution, Jogja TV plays a role in the process of cultural transmission. Jogja TV acts as a bridge that connects intergeneration and plays a direct role in socializing Javanese through its broadcast program.

The vision and mission of Jogja TV include being a window of local wisdom in the culture of the archipelago and being a television that applies technology without putting aside valuable traditions so that it can encourage the improvement of the education, economy and tourism sectors of Yogyakarta and surrounding areas. This can be reflected in the choice of programs and news that aired on Jogja TV. Jogja TV, which is part of the Indonesia Network network, is here to greet viewers every day from 06.00 to 24.00 WIB. With the slogan of the Endless Tradition, Jogja TV is present in the community as one of the pillars of strength that helps to preserve and develop the culture of Yogyakarta as a Special Region and the surrounding areas through innovation in its various programs. By presenting a program with 80% local content, Jogja TV is expected to truly be able to meet the needs of the community for information and entertainment from its region. The content of Jogja TV programs by 80% is local content to preserve Javanese culture. With the introduction of Yogyakarta culture, it is hoped that it can improve the world of tourism in Yogyakarta in particular and Indonesia in general. In the production of its programs, Jogja TV has several sources with a ratio of 84% local, 8% national and 8% foreign. This is related to the position of Jogja TV as local television which indeed broadcasts more locally-based programs. This locality can also be seen from the content of Jogja TV programs, which have a ratio of 83% local and 17% universal. In addition, with 60% live format and 40% recorded, Jogja TV also prioritizes giving information to its viewers that can be seen from a comparison of the types of programs offered by Jogja TV, information programs have 46%, entertainment 26%, 12% news children 7%, sports 4%, religious 1%, series 1%, and films 1%.

Jogja TV broadcasts cover the area of Yogyakarta and its surroundings which is also known as an education city, an intellectual center, a city of culture, politics and society. So from the various problems that exist and strengthened by a variety of assumptions and studies that show the pattern of consumer preferences towards local television is quite low, then an in-depth analysis related to consumer preferences towards local television becomes very important so that local television can continue to grow in tune with viewers' tastes without losing value- the value you want to instill from local television. The problems in the study were identified as follows:

1. Low viewer preferences for local television compared to national ones
2. Many people think that the image of local television stations is very low, people tend to prefer broadcasting on national television stations that have better and more interesting programs and quality programs.
3. Broadcast Television currently has the value and influence of the dominant western country. The values and ideas that enter Indonesia are not by the identity and personality of the nation, with the inclusion of western values the local identity will certainly be affected.

Based on the background description discussed earlier, the writer formulates the problem in this research, what is the viewer preferences for Jogja TV stations?

.Methods

This type of research is a type of descriptive research with a qualitative approach accompanied by documentary study techniques and literature, interviews and observations. This research took place in Yogyakarta selected as a research location with the following considerations:

1. Special Region of Yogyakarta is a center of community activity that has a higher level of education than other cities as the term "student city" is attached to the city of Yogya.
2. Jogja TV is a pioneering local television station whose programs are local in the Special Region of Yogyakarta region. Considering the lack of studies or research related to the development of local television, Jogja TV has become one of the right choices to be the object of research

The research subjects or informants used in this study are people who will provide the most complete information. The use of Jogja TV viewers as research subjects with consideration of Jogja TV viewers as a source that provides information about Jogja TV station preferences. Jogja TV's viewers are made as observation units because the viewers are part of the community members or viewers who choose Jogja TV or in marketing communications as consumers. In addition to viewers, the next panel of informants is business consumers (organizations) who are used as sources of information regarding the use of services or collaboration with Jogja TV. The next panel of informants is the manager of Jogja TV as the next informant to find out the efforts of the manager in providing services to the viewers as well as the obstacles that exist in serving the viewers.

The data used in this study are primary. This data was obtained through interviews with key informants to find out the background of viewer preferences for Jogja TV broadcasts. The method used is a descriptive qualitative analysis, which is an analysis that tries to describe or describe the public understanding of TVRI broadcasts through data documentation and observation. The focus of this research, deepened through observation and in-depth interviews.

.Results and Discussion

Data is collected through interviews to explore initial information related to matters considered by viewers to select Jogja TV stations from Jogja TV managers, then proceed with digging information based on the perspectives of individual consumers (audiences), and business consumers (organizations). The analysis was conducted coherently to find out opportunities for informants who could provide further in-depth information. The interview begins with the manager of Jogja TV to identify the appropriate sources of segment information for both individual consumers and organizations/businesses. Subsequent interviews were conducted with individual consumers and organizations/businesses to explore information related to preferences on Jogja TV.

A. Jogja TV Management Perspective

Information related to segments and target audiences for Jogja TV is obtained through in-depth interviews with Jogja TV Director and Jogja TV Producers. Based on the results of interviews, it is known that the Jogja TV program is aimed at the people of Yogyakarta and surrounding areas including Solo.

In general, the coverage of Jogja TV is aimed at the people of Yogyakarta and surrounding areas who can reach Jogja TV broadcasts, because when viewed in terms of licensing issued by the regional Indonesian broadcasting commission of Yogyakarta, Jogja TV which has broadcast coverage areas in Yogyakarta and surrounding areas. Coverage areas include Yogyakarta, Bantul, Sleman, Gunung Kidul and Kulonprogo. Not

only that, the coverage area of Jogja TV also covers Surakarta, Boyolali, Sukoharjo, Wonogiri, Sragen, and Klaten. While some other areas are Magelang, Purworejo, Kutoarjo, Banjarnegara, parts of Kebumen, Wonosobo, Temanggung, and surrounding areas. The following excerpt from an interview with the director of Jogja TV:

... if we see from the licensing side mainly because of the channels we make, Jogja TV services are Jogja and Solo, so every local TV that airs in this region must be able to serve Jogja and Solo. so indeed the target is the people in Jogja and Solo. (A1)

Audiences are also grouped according to Social Economy Class (SEC). Based on SES, the scope of the audience segment is divided into 5 groups namely SES A, SES B, SES C, SES D, and SES E but Jogja TV Audience is focused on the status of SES C and D. The following excerpts are statements from informants in response to the target segment and consumers.

... if we look at it from the licensing side mainly because of the channels we make, Jogja TV services are Jogja and Solo, so every local TV that airs in this region must be able to serve Jogja and Solo (A1)

... judging from the socioeconomic status, it is more like B, and the CD is dominant, so I can't say that the segmentation in class A we can't reach at all, it can't either ... Just what I said will try to B, C, D (A1)

Jogja TV has its reasons for choosing segmentation based on the Social Economy Class because Yogyakarta is one of the regions in Indonesia that has low purchasing power and inequality between communities is also quite high in Special Region of Yogyakarta. Special Region of Yogyakarta is one of the provinces with a low Regional Minimum Wage in Indonesia, which shows that many people in Special Region of Yogyakarta are still in the middle-lower socio-economic class. In addition, based on data from BPS (2018), Special Region of Yogyakarta has the highest Gini ratio in Indonesia, which is 0.440 from the national Gini ratio which stands at 0.391. This means that inequality that occurs in Special Region of Yogyakarta is classified as very high. So that Jogja TV segmentation which is more targeted at lower middle-class consumers is considered appropriate because in terms of the purchasing power of the people and also the Gini ratio in Special Region of Yogyakarta is indeed very high. This is the reference for Jogja TV in determining segmentation based on socio-economic status, the following is an interview excerpt from the Jogja TV director:

... because of what we choose the segment of social-economic status, because we see Jogja is a city with low purchasing power, he said, from research like that. Even the latter then the gap between the rich and the poor turned out that Jogja was still large. (A1)

The intended segment is not entirely limited to certain segments but is also influenced by the content of the programs presented by Jogja TV, in this case about a culture that is in line with Jogja TV's purpose of raising local wisdom including the cultures of Yogyakarta and its surroundings which are locally loaded by 80%. The dominance of local content based on regional culture is by following the role of Jogja TV which can create counter-culture related to mass media information and communication. The following excerpts are statements from informants regarding the target consumers, content and the purpose of Jogja TV.

... a local TV is very careful to see the market segmentation. Market means the audience. This local TV coverage is not as wide as national TV (A1)

... judging from the socioeconomic status, it is more like B, and the CD is dominant, so I can't say that the segmentation in class A we can't reach at all, it can't either ... Just what I said will try to B, C, D (A1)

..... but yes, because he is a very cultural person, he really appreciates culture, really enjoys culture, and he has great attention to culture, finally our programs such as puppets, kethoprak, campursari, he intensely see it (A1)

..... many know that Jogja TV is the first information program, the second is the cultural program (A1)

..... *This local TV is a lot, a lot of cultures. From that culture we ... (A1)*

... *That culture doesn't run out completely. Exactly what Sri Sultan Hamengku Buwono said when he was inaugurated by him, he said "If Jogja TV wants to concentrate on culture, I guarantee the material will not run out." people in the womb until they enter the grave, it's not finished until now, discussing that (A1)*

... *Oo, let's go aftermarket segmentation because our tagline Jogja TV is an endless tradition, we're TV Culture. Yes, we should foster local culture, we adopt local wisdom. The automatic clinong Misale was automatically local, because of the large camps from Gunungkidul at that time. Then for the memory song show, we will shoot the music community in Jogja TV (A2)*

Jogja TV is one of the well-known television that lifts local wisdom in its program. Jogja TV is present in the community as one of the pillars of power that helps to preserve and develop the culture of Yogyakarta as a Special Region and the surrounding areas through innovation in its various programs. By presenting a program with 80% local content, Jogja TV is expected to be truly able to meet the people's needs for information and entertainment from their region. The program that is the flagship of Jogja TV is a program that contains local and cultural content. Programs that contain local and cultural content are tailored to the characteristics of the target audience such as age, occupation and specific communities. The following is the statement of the informant regarding the information provided.

...*Yes Jogja TV's flagship program is a program that is dominated by local content and culture (A1)*

... *Ngayogyakarta Pawartos program. This program is very thick with local content. Then there is a valuable program, then there is a program around Jogja, if it's clear because of local information, well, if these three are indeed thick with culture. (A1)*

If culturalists and academics might have different desires that want to be watched, you know. Now let's try to accommodate ... variations of cultural programs. Even contemporary art exists, from for young children to teenagers, from people who even have batik fans, and for communities to exist, Jogja has many communities. The market is potential for us, we can also build a program (A1)

The efforts made by Jogja TV to compete with national television and other local televisions are by displaying a different program which other televisions do not show, culture. This was chosen because if Jogja TV insists on displaying something that is the same as the content on national TV, it will lose in competition because on national TV the quality of the broadcast is much better. Also in presenting Jogja TV cultural content does not require a lot of human resources so that it can streamline expenditure in making a program. The following excerpt from an interview with the director of Jogja TV:

... *It means that we are different and we are unique at all than we make things like that, but a little better it will not change. But if we are different from each other, we are unique at the same time on national TV. If we make it on national TV, maybe they prefer national TV, which is better. But we make a different one, which might be unnecessary in terms of the need for these resources. What's different? This local TV has lots, lots of cultures. (A1)*

Based on the perspective of the manager of Jogja TV, the mindset formed in the minds of the people is related to Jogja TV as a preference of the community as a cultural TV with local values and updated local information media. The following is the statement of the informant regarding the mindset above.

... *there is my program manager, he now likes to be called especially for judges, for Javanese folklore, Javanese literature, that's all. What he had done before was being asked by the education office if I'm not mistaken, to teach Javanese Javanese teachers in Special Region of Yogyakarta (A1)*

... *many teachers who come here to ask permission from us that the Yogyakarta pawartos material becomes their teaching material, as an assignment, it's appreciation (A1)*

... Not to mention the Australian National University, the name is Prof. George will come to Jogja looking for references for Javanese language teaching materials in Australia, with Jogja people directly advised to come to Jogja TV. Until finally they saw our Javanese recording and finally bought several DVD copies for the Pawartos Ngayogyakarta program. then he said, "I will bring this to Australia and I will make a reference for my teaching materials ... (A1)

The use of local television which is rooted in the local culture is a powerful instrument in influencing public identity so it is not surprising that many local televisions that have sprung up in the globalization era to ward off homogenization. As one of the local televisions that have survived since it was founded in 2004 Jogja TV has never run out of cultural material. Yogyakarta itself which is famous as a city of culture does have a lot of local wisdom which is still sustainable. Besides this, culture is something that exists everywhere, culture exists from the process of birth to human death so that the material that can be displayed and reviewed is very much. The following excerpt from an interview with the director of Jogja TV:

... imagine, from 2004 to 2018, the culture did not run out. Exactly what Sri Sultan Hamengku Buwono said when he was inaugurated by him, he said: If Jogja TV wants to concentrate on culture, I guarantee the material will not run out." Until now we have never run out of material anyway ... (A1)

In packaging, the Jogja TV program also displays cultural symbols such as language, traditional clothing, traditional music, and other local wisdom. This was also seen in one of Jogja TV's flagship programs, namely klinong-klinong, where the host of the program used Javanese traditional clothing to bring the program. In making Jogja TV programs pursuing market segmentation and adjusting to the company's idealism, the tagline "Jogja TV is a never-ending tradition" is truly realized. So in the making of the Campursari clinics, for example, local wisdom is raised. Because Campursari itself was large and was born in Gunungkidul, Jogja TV tried to elevate it to become a Campursari clinics program, and this indeed eventually became a superior program that was watched by many viewers in Gunungkidul and other regions. The following is an interview excerpt from the producers of klinong-klinong campursari Jogja TV:

... we are chasing market segmentation because our tagline Jogja TV is an endless tradition, we are TV Culture. Yes, we should foster local culture, we adopt local wisdom. The automatic klinong Misale was automatically local, because of the large campursari of Gunungkidul at that time. (A2)

At this time many local televisions are popping up in each region, even in Yogyakarta itself, there are TVRI Jogja, RBTB, ADiTV, Kresna TV, and Jogja TV. The problem of funding is certainly a common problem for local television, so there is a local television that ultimately divides broadcast time with national television so that local television itself only gets very little broadcast time. As a local television that has a vision and mission to be a storefront of local wisdom of the archipelago culture and to be a television that applies technology without putting aside valuable traditions, Jogja TV does not want to be like that and still wants to be independent in living.

Jogja TV faces various obstacles besides signal and regulation, Jogja TV also has cost constraints. Cost is a major problem in the development of a television station. The limited cost causes the programs made to be less than optimal and satisfying. With a minimal cost to make the results made are also less so maximum, so that the existing human resources must be able to think creatively within the existing cost constraints, so that broadcasts can still run and can be watched by viewers even though they feel less than optimal. However, the results are still not as maximal if the available funds are sufficient according to the ideal funding needs. The following excerpt from the interview with the producers of the klinong-klinong campursari Jogja TV program:

... Because a program that costs a lot,... While Jogja TV, sorry, when we make the most pity management. So indeed we are slow but sure. (A2)

Until now, Jogja TV's excellent programs that are still widely watched are programs that are dominated by local content. The obstacle faced by program managers is not the event but more technical nature, namely the signal problem. Some technical equipment and equipment are obstacles that have an impact on the signal reception of Jogja TV programs. The following is the statement of the informant related to the statement.

... Our obstacle is transmitter power, the transmitter power is lacking, the equipment is old. We should have been rejuvenating the transmitter ... (A1)

Related to searches from informants obtained information about the target audience of Jogja TV. These findings are followed up by extracting data from the perspective of individual and organizational / business audiences.

... there used to be one person who at Jogja TV's birthday gave us a form of appreciation to him right because he was very diligent and he was very critical. Critical in terms of criticizing the theme and criticizing Jogja TV. His name is Pak Herlambang from Sleman (A1)

... what we can understand is that there are still very many agencies or offices that use our services to become a media for socialization, that might also be proof that Jogja TV is at least that we are considered effective to reach those communities (A1)

B. Individual Consumer Perspective Preferences

Based on the results of interviews, it is known that Jogja TV programs that are the main preference of individual viewers are cultural and information/news programs. The following excerpts are statements from informants regarding preferences based on cultural and news programs.

*... I love it, *clinong campursari* that night, if you know the news about Jogja that morning about Jogja, what should I do, but at a glance (C1)*

*because of the Javanese tradition ... *campurasari lan* is a cultural heritage (C1)*

... yes puppet if you come home from work that night (C2)

... The first channel that I was looking for was Jogja TV first, right? It followed the development of the Jogja area (C3).

... wayangan or campursari (C3)

... mainly traditional music, Javanese music (C5)

*... often it is wayang, *langen swara*, and pawartos (C6)*

... preserving Javanese culture, especially in languages (C6)

... news updates every morning ... (C11)

... regional art shows ... (C12)

For some viewers of regional programs, they are more desirable than programs on national television. At present television stations and the Indonesian Broadcasting Commission are receiving a lot of criticism from the public because television stations are only competing in pursuit of branches, ignoring the quality and even functions that television should play as mass media. So that now many television stations have lost their idealism purely for pursuing branches and the public has also been disadvantaged because as result

broadcasts have become of poor quality and the variety of programs that are offered is all. The following is an interview excerpt from one of the informants:

The main point is that Jogja TV shows most of the shows in the regions, it's different if it's like Indosiar or the same ones, bro, sometimes it's like Idol (Indonesian Idol), soap operas don't like it, for me you know. although many mothers who like soap operas continued, but I rarely, follow. (C16)

Not all television stations display local wisdom in the community, so viewers prefer watching Jogja TV because what is shown on Jogja TV cannot be found on other television stations, especially national television. Campursari was made a program because this music genre was born and grew up from Gunungkidul, then pawartos ngayogyokarto which aired daily news in the Javanese language that was felt to be by local wisdom in Yogyakarta. In addition to this psychological closeness factor also makes viewers want to watch the program being aired, viewers want to watch the program from one of the state universities because their children are or have completed their studies at one of the state universities located in Yogyakarta. The following is an interview excerpt from one of the informants:

...That's related to taste, koyo campursari, kulo happy to campursari but not all of them display campursari. Hand in hand? right taste. Nampilke klinong-klinong, then the University would like to convey it, then pawartos such as Java bases or not, pawartos nganggo Javanese bases. If the others don't, right? Because according to local wisdom was earlier. (C18)

Preferences based on Jogja TV's cultural and news programs in accordance with the slogan "Endless Tradition" are able to make Javanese art and culture especially Yogyakarta as a basic concept in carrying out its broadcasting activities. The main pillars built by Jogja TV are education, culture, and tourism so that they can provide information, entertainment, and social control to the people of Yogyakarta and surrounding areas. As a social institution, Jogja TV plays a role in the process of cultural transmission. Other preferences are caused by regional or local appeal. Local or regional content is an attraction for several viewers. The following excerpts are statements from informants regarding regional/local content.

... if you have spare time watching Jogja TV, bro. The problem is that the area is regional, all of these areas I am happy with the regional (C5)

... Local news from Java ... (C7)

Jogja TV sing basa java java utomongke kawutane kingkon ingkang sampun dipun poor review, the history of the palace, the history of the palace dipun uloten review ... (C7)

can introduce culture to the outside world ... (C8)

... know about Jogja, know the progress of Jogja ... (C10)

By the function of television as a medium to channel culture, according to Warhana (1997) in addition to functioning as a community watchdog, television also promotes culture. The role of culture developed by television is a destination without a special message in it. In addition to introducing and preserving culture Television here serves as a family education especially for children to understand the local culture and not be contaminated with westernized culture. Jogja TV was chosen because the content displayed contains good cultural elements to educate children to understand and recognize the culture of their region. Most of the programs that are shown on Jogja TV are for all ages, although in reality many cultural programs are favored by the elderly. The following is an interview excerpt from one of the informants:

...My reason is simple, I explained to the children, this is our culture and the family was very comfortable watching Jogja TV and never saw soap operas on other TV that did not educate. (C15)

Jogja TV involves the community and communities in Yogyakarta in making its program so that on certain events Jogja TV is still watched by the community because there is a part of the community or community that appears on Jogja TV. However, if Jogja TV does not improve, it is possible that sooner or later Jogja TV will be increasingly abandoned by viewers. The following interview excerpts from several informants:

If I like it, bro, clinong campursari that night, if you know the news about Jogja that morning, what should I do about it, but at a glance. (C8)

I was a puppet if I came home from work that night, didn't I go straight to sleep, for the lullaby, I watched wayang. (C9)

Grandma Jogja TV is late, my sister, clinics. Granny, my puppet is watching movie, pretending to be mboten. (C10)

I always watch pawartos ngayogyakarta, klinong mixed-juice, wayang, and others. (C12)

... Moreover, the Langen Swara event, besides that, it is Java-based news. If it's late, sometimes the manager of the puppet, you won't even be killed. (C31)

... The point is that what certain clinics are the same culture, culture, you know, for example where there is an apostle, Adiluhung. (C6)

Some constraints related to the preferences of the informants are the problem of image quality, program variation, range and duration of the broadcast. The following excerpts are statements from informants regarding preferences on Jogja TV.

... The broadcast is improved if you can Jogja TV looking for breakthroughs that can look different from other TVs. The picture is made clearer, sharpened, the program is more varied (C3)

... Ugly, bro, especially if it's raining, it's not visible, if the signal is ugly, so how come it's like this (C5)

... only the duration is still lacking ... (C5)

... The program is still lacking in variety, just that and that ... (C6)

... signal coverage is lacking, sometimes here (Jogja) is also bad. If the antenna is right, that's good. If in Sukoharjo there is a part that catches the Jogja TV signal, is there a baseball ... (C6)

... more able to make new events ... (C6)

why are you watching Jogja TV, my sister is fame, how come you are so neat, TVRI and Indosiar are clean, TV ONE is good, how come jogja TV is famous?.. (C7)

... can give input to Jogja TV to be able to be on air with satellite (C8)

... the image quality is less clear ... (C9)

... network quality is lacking ... (C11)

... network image is still low ... (C12)

Problems such as image quality problems and program variations are classic problems for some television. This technical problem is according to Wijaya (2017), signal quality and so on are the problems of several local

televisions including national television (TVRI). Viewers are also selective in determining program programs, so they need breakthroughs in managing events. One of the hopes of the people of Yogyakarta and surrounding areas is that one of them wants regional shows, both information, and cultural content, to be witnessed so that people who are far from their families and home regions can still keep abreast of information developments in their area and continue to enjoy cultural content raised from local wisdom. which exists. The following is an interview excerpt from one of the informants and an observation note from the researcher:

...maybe you gave input to Jogja TV to be able to be on again on satellite, cook of the same class as Jogja TV, how come it can't be on the satellite while Temanggung TV can. (C12)

C. Business/Organizational Consumer Perspective Preferences

Based on the results of interviews with consumers of the organization, in this case, the UNY through public relations, it is known that Jogja TV is the media in the dissemination of information in the form of interactive promotions. The following are excerpts from statements from informants regarding organizational preferences.

... basically, keep promoting it, but we package it in the form of interactive dialogue (D1)

there is a PMB, the Rectorate itself, sometimes there is also an SNMPTN, but for example, the SNMPTN that coordinates UNY, UNY for example, socialization on TV well UNY chooses Jogja TV (D1)

... the segment is more heterogeneous ... and special in Special Region of Yogyakarta. (D2)

The election on Jogja TV is also due to the match between the number of shows, airtime, flexibility, and affordable costs. Besides that, the process of showing other TV shows is too complicated, different from Jogja TV which is simpler so that it becomes the main consideration for institutions in using television media services. The following are excerpts from statements from the informant regarding the consideration of using Jogja TV services.

... For national TV, the reason for our promotion costs is not that much, because if on national TV it is more than 100 million just for maybe 10 minutes of airing or 15 minutes of airing. We are often offered, for example, from Metro TV in 2016 and 2017, but the broadcast time is not, the broadcast time is 2pm the same after dawn, isn't it logical for whom to watch? (D1)

..... we have also used TVRI, TVRI reaches wider broadcasts, but the problem is, the broadcast time is not wrong at 6-7, well, it hit the sunset, when hit by sunset many did not please, therefore. The third issue of administration, on TVRI is more difficult than Jogja TV, because it is centered on Jakarta. So if there is a report, you have to wait for it to be reported to Jakarta later, for example, if the information goes down, then it will be taken care of. It's hard, it's taking too long for us ... (D1)

... with Jogja TV they are better for financial matters then scheduling is also easy (D1)

... Jogja TV is more flexible and easy to coordinate ... airtime is also a lot of choices ... (D2)

Based on the perspective of organizational consumers, the selection of Jogja TV has several disadvantages such as the coverage area and the less proactive attitude of Jogja TV. The following are excerpts from statements from informants about Jogja TV's weaknesses.

... the drawbacks might be that, yes and then we have experiences that are not good at all, in 2017 when we first broadcasted, the coordination between Jogja TV and the presenter was not good, so the presenters did not come, now, fortunately, we have Host and co-host, there are two (D1)

.Conclusions

Based on the results of data analysis, it can be concluded that:

From the perspective of Jogja TV managers, Jogja TV is branding as a television of local culture, Jogja TV has succeeded because indeed most of the content aired is local content that promotes local wisdom. Based on the results of interviews, it is known that based on the perspective of the manager of Jogja TV, the Jogja TV program is aimed at the people of Yogyakarta and surrounding areas including Solo. Viewers are grouped by Social Economy Class (SEC). Based on SES, the scope of the audience segment is divided into 5 groups namely SES A, SES B, SES C, SES D, and SES E. The audience is focused on the status of SES C and D. The program that is the flagship of Jogja TV is a program that contains local content and culture. Programs that contain local and cultural content are tailored to the characteristics of the target audience such as age, occupation and specific communities. The obstacle faced by program managers is not the event but more technical nature, namely the signal problem. Some technical equipment and equipment are obstacles that have an impact on the signal reception of Jogja TV programs.

Jogja TV programs that are the main preference of individual viewers are cultural and information/news programs. Other preferences are caused by regional or local appeal. Local or regional content is an attraction for viewers. Some constraints related to the preferences of individual viewer informants are problems with image quality, program variations, range and duration of broadcasts.

Based on the perspective of the organization's consumers, it is known that Jogja TV is a medium for disseminating information in the form of interactive promotions. The election on Jogja TV is also due to the match between the number of shows, airtime, flexibility, and affordable costs. Besides that, the process of showing other TV shows is too complicated, different from Jogja TV which is simpler so that it becomes the main consideration for institutions in using television media services. Based on the perspective of organizational consumers, the selection of Jogja TV has several disadvantages such as the coverage area and the less proactive attitude of Jogja TV.

Researchers provide some suggestions related to research results among others;

Image quality problems that depend on the signal are still an obstacle. The use of satellites through collaboration with telecommunications service providers is still the hope of viewers so that this factor can be considered by Jogja TV. Jogja TV has previously used satellites from one of the main telecommunications service providers and produces good picture quality. Management of collaboration with partners needs to be improved in terms of quality in terms of coordination of the screening of events. There needs to be innovation and variety in making the program so that it doesn't seem boring to viewers. Some programs that are already good are still maintained, but for programs that are less attractive to viewers, they can be re-evaluated so that they can be a material for improvement in the future. The duration of the show needs to be reconsidered because some audiences expect a longer duration. Community formation and involvement are considered in shaping audience preferences.

Conflicts of Interest

We declare that we have no known competing financial interests or personal relationships that could have appeared to influence the work reported in this paper.

References

1. Alhassan, Hamdiyah & Kwakwa, Paul Adjei. (2013). Preference for Television Stations among Inhabitants of Akropong Akuapem, Ghana. *Online Journal of Communication and Media Technologies*. Volume 3 (1). January

2. Anabarja, Sarah. (2011). *Peran Televisi Lokal dalam Mempertahankan Identitas Lokal di Era Globalisasi Informasi*. Global & Strategis, Edisi Khusus, Desember 2011 p. 262.
3. Bungin, Burhan. (2001). *Imaje Media Massa*, Yogyakarta: Jendela
4. Gazali, Efendy. (2005). *Menyelamatkan 'TVRI'?*, Jakarta: Media
5. Hofmann, Ruedi. (1999). *Dasar-Dasar Apresiasi Program Televisi*, Jakarta: PT Grasindo
6. Kuswandi, Wawan. (1996). *Komunikasi Massa Sebuah Analisis Media Televisi*. Jakarta:Rineka Cipta
7. Malik, Reena. (2016). Factors Affecting Preference for Television News Channels among School Teachers with Special Reference to District Sirsa, Haryana. *Imperial Journal of Interdisciplinary Research (IJIR)* Vol 2 (6), ISSN: 2454-1362
8. Marwan, Asri. (1990). *Marketing*. Yogyakarta: BPFE Universitas Gadjah Mada.
9. McQuail, Denis. (2000). *Teori Komunikasi Massa, Suatu Pengantar*. Jakarta: Erlangga.
10. Moleong, Lexy. (1999). *Metode Penelitian Kualitatif*, Bandung : PT. Remadja Rasdakarya
11. Mulyana, Deddy. (2005). *Memimpikan TV Berwibawa*, Makalah untuk Seminar Nasional
12. Munandar, J. M. Udin, F., Amelia, M. (2012). *Analisis Faktor Yang Mempengaruhi Preferensi Konsumen Produk Air Minum Dalam Kemasan di Bogor*. Jurnal Teknologi Industri Pertanian IPB Vol. 13.
13. Munyoki, Justus M & Kirigo, Wachira Rose. (2011). Factors That Influence Consumer Preference Of Television Stations By Public Primary School Teachers In Langata Division, Nairobi. *Proceeding. 7th ORSEA Conference to be held in Nairobi in October 2011*
14. Nicholson, Walter. 1989. *Microeconomics Theory: Basic Principles and Extensions*. (Teori Ekonomi Mikro I, alih bahasa: Deliarnov). CV. Rajawali. Jakarta.
15. Nielsen. 2014. *Konsumsi Media Lebih Tinggi Di Luar Jawa*. Di akses pada 01 Januari 2017 pukul 16.00. <http://www.nielsen.com/id/en/press-room/2014/nielsen-konsumsi-media-lebih-tinggi-di-luar-jawa.html>
16. Peraturan Pemerintah Republik Indonesia, Nomor 13 Tahun 2005, tentang Lembaga Penyiaran Publik Televisi Republik Indonesia
17. Postman, Neil (1995). *Menghibur Diri Sampai Mati, Mewaspada Media Televisi*, Jakarta: Sinar Harapan
18. Sekaran, Uma. (2003). *Research Methods for Business: Skill-Building Approach*, Fourth Edition, New York : John Wiley &nSons Inc.
19. Stephanie, Brian .2010. *Studi Mengenai Faktor-Faktor Preferensi Konsumsi Televisi Lokal Di Kota Semarang*. Undergraduate thesis, Diponegoro University.
20. Tulipa, Diyah. 2004. *Sikap Pemirsa Terhadap Program Acara Televisi Swasta Nasional*. Jurnal Widya Manajemen & Akuntansi, Vol. 4 No. 2 Agustus 2004 :177.189
21. Undang-Undang Penyiaran Nomor 32 Tahun 2002
22. Wardhana, Veven. (1997). *Kapitalisme Televisi dan Strategi Budaya Massa*, Yogyakarta: Pustaka Pelajar
23. Wijaya, Tony. 2017. *Eksplorasi Preferensi Konsumen pada Stasiun TVRI*. Jurnal Solusi: Kajian Ekonomi dan Bisnis, Volume 12, No 1.
24. Website_Jogja TV.co.id (diakses pada 01 Januari 2018, pukul 17.00 & 07 Januari pukul 22.00).