

THE IMPACT OF DIGITAL TV BROADCASTS ON VIEWING BEHAVIOR OF THE COMMUNITY OF BANDAR LAMPUNG CITY

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Abstract. This research aims to investigate the impact of digital TV broadcasts on people's viewing behavior in Bandar Lampung City. Along with technological developments, the transition from analog television broadcasts to digital television broadcasts has occurred in many areas, including the city of Bandar Lampung. Understanding how these shifts affect people's viewing behavior is important to inform decision making and the development of future television broadcast strategies.

research reveals several challenges faced by society in adapting to digital TV broadcasts. These challenges include changing viewing habits, the need to acquire digital TV reception equipment, and accessibility gaps related to geography and infrastructure.

This research provides an important contribution in understanding the impact of digital TV broadcasts on the viewing behavior of the people of Bandar Lampung City. The results of this research can be a valuable source of information for television broadcast organizers in developing relevant content strategies and improving people's viewing experience. Apart from that, these findings can also provide input to local governments in efforts to increase accessibility and support community adaptation to the transition to digital TV broadcasts.

Keywords: digital TV broadcasts, viewing behavior, Bandar Lampung City, transition, viewing experience.

I. INTRODUCTION

1.1 Background

Television broadcasts have become one of the main sources of entertainment for the people of Bandar Lampung City. However, with advances in technology, there has been a shift from analog television broadcasts to digital television broadcasts. Digital TV broadcasts offer various advantages, such as better picture quality, clearer sound and a wider variety of content. Understanding the impact of this transition on people's viewing behavior is important to inform decision making and development of television broadcast strategies in the city of Bandar Lampung.

People's viewing behavior has experienced significant changes along with the adoption of digital TV broadcasts.

Improved accessibility and a greater variety of content can influence people's preferences and viewing habits. Additionally, the ability to record TV programs and watch them at any time gives viewers greater flexibility.

In the context of Bandar Lampung City, where there is a transition to digital TV broadcasting, it is important to understand how this change affects people's viewing behavior. This study will provide deeper insight into changes in people's content preferences, viewing time and television consumption patterns after the switch to digital TV broadcasts. This information can help television broadcast organizers in developing content strategies that are relevant and attractive to viewers in the city of Bandar Lampung.

Apart from that, this study will also identify the challenges faced by society in adapting to digital TV broadcasts. Changes in viewing habits and the need to acquire digital TV receiving equipment may be barriers to adopting new technology. Through a better understanding of these challenges, the government and television broadcast operators can take steps to increase accessibility and support the community in adapting to the transition to digital TV broadcasts in Bandar Lampung City.

By considering this background, research on the impact of digital TV broadcasts on people's viewing behavior in Bandar Lampung City will make an important contribution to understanding the changes that are occurring and help television broadcast organizers optimize people's viewing experience.

1.2 Literature review

1. Transition from Analog TV Broadcasts to Digital TV Broadcasts:

The transition from analog TV broadcasts to digital TV broadcasts has occurred in various parts of the world, including in Indonesia. Digital TV broadcasts offer better picture and sound quality, as well as a wider variety of content. This transition has a significant impact on people's viewing behavior, including in the city of Bandar Lampung.

2. Improved Content Accessibility:

One of the main impacts of digital TV broadcasting is increasing accessibility to content. With analog TV broadcasts, people are limited to the number of channels available. However, with digital TV broadcasts, people in Bandar Lampung City can enjoy more channels with a variety of content, including news, entertainment, education and sports channels. This gives viewers wider choices and can influence their viewing preferences.

3. Viewing Flexibility:

One of the advantages of digital TV broadcasting is the ability to record TV programs and watch them at any time. With a recording device or time-shift playback feature, people in Bandar Lampung City can

adjust their viewing time according to their schedule and personal preferences. This flexibility allows viewers to avoid distractions and fit viewing time into daily activities.

4. Changes in Consumption Patterns:

The transition to digital TV broadcasts can change people's television consumption patterns. With better accessibility, a greater variety of content, and the ability to record programs, people in Bandar Lampung City may experience a shift in their viewing patterns. They may prefer to watch specific content that suits their interests and adjust their viewing time according to personal preferences. These changes could impact show ratings, content strategies, and advertising preferences in the broadcast TV industry.

5. Accessibility Challenges and Gaps:

While the adoption of digital TV broadcasting has many benefits, there are challenges and accessibility gaps that need to be addressed. Some challenges include changes in people's viewing habits, the need to acquire digital TV reception equipment, and accessibility gaps related to geographic areas and infrastructure in Bandar Lampung City. These challenges can affect public adoption and acceptance of digital TV broadcasts.

By considering this literature review, research on the impact of digital TV broadcasts on people's viewing behavior in Bandar Lampung City is important. This research can provide a deeper understanding of changes in viewing behavior that have occurred, the challenges faced, as well as opportunities and strategies to optimize people's viewing experience in the era of digital TV broadcasts.

1.3 Research methods

1. Research Design:

This research will use a quantitative research design. Questionnaires will be distributed to a sample of people in Bandar Lampung City to collect data about their viewing behavior before and after the adoption of digital TV broadcasts.

2. Research Sample:

The research sample will be randomly selected from the community in Bandar Lampung City. Samples can be drawn from various age groups, social backgrounds, and geographic locations to represent the diversity of the population.

3. Data Collection Instruments:

The questionnaire will be the main instrument for collecting data in this research. The questionnaire will include questions about viewing patterns before and after the adoption of digital TV broadcasts, content preferences, satisfaction with digital TV broadcasts, and changes in viewing behavior. Questions can use a Likert scale, multiple choice, or open questions to obtain qualitative data.

4. Data Collection:

Questionnaires will be distributed to respondents selected in the research sample. Data collection can be done through online surveys, face-to-face interviews, or a combination of methods depending on the respondent's availability and convenience. Apart from that, secondary data such as TV show rating data, demographic data, or other relevant data can also be collected from available sources.

5. Data Analysis:

The collected data will be analyzed using statistical methods. Descriptive analysis will be used to provide a general picture of viewing patterns before and after the adoption of digital TV broadcasts. Furthermore, comparative analyzes such as t-tests or analysis of variance (ANOVA) can be used to compare differences in viewing behavior before and after the adoption of digital TV broadcasts. Regression analysis can also be carried out to identify factors that influence changes in viewing behavior.

6. Research Ethics:

This research will comply with research ethical principles, including confidentiality of respondents' identities, honest and accurate information, and obtaining permission from respondents involved in the research. In addition, ethical approval

from an authorized institution may be required before starting research.

7. Interpretation of Results:

The research results will be interpreted comprehensively to understand the impact of digital TV broadcasts on people's viewing behavior in Bandar Lampung City. The research findings will be linked to a review of existing literature and practical implications will be identified for television broadcast operators and related stakeholders.

By using this research method, it is hoped that the research can provide useful insight into the impact of digital TV broadcasts on people's viewing behavior in Bandar Lampung City.

II. DISCUSSION RESULT

2.1 Research result

Based on previous research regarding the impact of digital TV broadcasts on people's viewing behavior, several findings that may be relevant for the Bandar Lampung City Context are:

1. Improved Content Accessibility:

Digital TV broadcasts provide better accessibility to a wide range of content and television channels. This can increase variety and choice for the people of Bandar Lampung City in choosing the content they watch.

2. Changes in Consumption Patterns:

Adoption of digital TV broadcasts can influence changes in people's television consumption patterns. They may be more likely to adjust their viewing time and select programs according to personal preferences. The viewing flexibility offered by digital TV broadcasts may influence their preferences in watching programs live or recording and watching them at any time.

3. Satisfaction with Digital TV

Broadcasts: Previous studies have shown that people who have adapted to digital TV broadcasts tend to have a higher level of satisfaction with the content and picture-sound quality offered. This high level of satisfaction can have a positive impact on viewing behavior and loyalty to certain television channels and programs.

However, it should be noted that research results regarding the impact of digital TV broadcasts may vary depending on the local context, demographic characteristics of the community, and policies implemented in Bandar Lampung City. Therefore, it is important to conduct special research in this area to obtain accurate and relevant research results regarding the impact of digital TV broadcasts on people's viewing behavior in Bandar Lampung City.

2.2 Discussion

The impact of the transition from analog TV broadcasts to digital TV broadcasts can have a significant influence on people's viewing behavior in Bandar Lampung City. The following is a discussion of these impacts:

1. **Improved Content Accessibility:**
The adoption of digital TV broadcasts provides increased accessibility to a variety of television content. People in Bandar Lampung City can access more channels with a wider variety of content, including news, entertainment, education and sports channels. This increased accessibility gives viewers more choices in selecting programs that suit their interests and needs.

2. **Changes in Consumption Patterns:**
The transition to digital TV broadcasts can change people's television consumption patterns in Bandar Lampung City. The variety of content and viewing flexibility offered by digital TV broadcasts can influence viewers' viewing habits and preferences. People may tend to adjust their viewing time to suit their personal schedules and choose programs that better suit their interests. This can lead to changes in channel selection, programming and viewing style.

3. **Increased Content Satisfaction:**
Digital TV broadcasts often offer better picture and sound quality than analog TV broadcasts. People in Bandar Lampung City who have adapted to digital TV broadcasts may experience increased satisfaction with their viewing experience. Better quality, variety of content, and the ability to record

programs can also provide a more satisfying viewing experience. This higher level of satisfaction can result in increased loyalty to certain channels and programs.

4. Accessibility Challenges and Gaps:

While adoption of digital TV broadcasting has significant benefits, there are also challenges and accessibility gaps that need to be addressed. These challenges include changes in viewing habits, the need to acquire digital TV reception equipment, and accessibility gaps related to geographic areas and infrastructure in Bandar Lampung City. These challenges can affect public adoption and acceptance of digital TV broadcasts.

Overall, the impact of digital TV broadcasts on people's viewing behavior in Bandar Lampung City is changes in content accessibility, changes in consumption patterns, increased satisfaction with content, as well as accessibility challenges and gaps. Understanding these impacts is important for television broadcast organizers and related stakeholders to optimize people's viewing experience and overcome the challenges that arise in the transition to digital TV broadcasts.

III. CONCLUSIONS AND SUGGESTIONS

3.1 Conclusion

From the discussion regarding the impact of digital TV broadcasts on people's viewing behavior in Bandar Lampung City, several relevant conclusions can be drawn:

1. The transition to Digital TV Broadcasting provides increased accessibility of television content for the people of Bandar Lampung City. People can access more channels with a wider variety of content, giving them more choice in choosing programs that suit their interests and needs.

2. The transition to Digital TV Broadcasting may cause changes in television consumption patterns. The viewing flexibility offered by digital TV broadcasts allows people to adjust their viewing time to suit their personal schedules and choose programs that better

suit their interests. This can lead to changes in channel selection, programming and viewing style.

3. Adoption of Digital TV Broadcasts can increase people's satisfaction with the viewing experience. Better picture and sound quality, a wider variety of content, and the ability to record programs provide a more satisfying viewing experience. This higher level of satisfaction can result in increased loyalty to certain channels and programs.

4. Accessibility challenges and gaps related to the adoption of Digital TV Broadcast need to be addressed. Changes in viewing habits, the need to obtain digital TV receiving equipment, and gaps in geographic and infrastructure accessibility can influence public adoption and acceptance of digital TV broadcasts in Bandar Lampung City.

In conclusion, the transition to digital TV broadcasts has a significant impact on people's viewing behavior in Bandar Lampung City. Increasing content accessibility, changes in consumption patterns, increasing satisfaction with content, as well as accessibility challenges and gaps are important aspects that need to be considered by television broadcast organizers and related stakeholders. By understanding these impacts, efforts can be made to improve the public's viewing experience and overcome the challenges associated with the adoption of digital TV broadcasts in Bandar Lampung City.

3.2 Suggestion

Based on an understanding of the impact of digital TV broadcasts on people's viewing behavior in Bandar Lampung City, here are several suggestions that can be considered:

1. TV Broadcast Organizer:

- Create diverse and relevant content: In order to optimize the public's viewing experience, TV broadcast organizers need to ensure that there is a variety of content that suits the interests and needs of viewers in Bandar Lampung City. Diversification of content can involve offering local

programming, cultural events, and educational programs that reflect the city's identity and needs.

- Communicating the benefits and features of Digital TV Broadcasts: It is important for TV broadcast organizers to actively communicate the benefits and features of digital TV broadcasts to the people of Bandar Lampung City. Information about viewing flexibility, content variety, and better picture-sound quality can increase interest and adoption of digital TV broadcasts.

2. Local Government:

- Increasing the accessibility of Digital TV Broadcasts: Local governments can play a role in increasing the accessibility of digital TV broadcasts in Bandar Lampung City. This effort could involve providing digital TV receiving equipment in hard-to-reach areas, building supporting infrastructure, and holding outreach campaigns regarding the benefits and procedures for adopting digital TV broadcasts.

- Encourage research and development of local content: Regional governments can support research and development of local content that reflects local wisdom, culture and interests of the people of Bandar Lampung City. This can increase community pride in local content and support the growth of creative industries in the area.

3. Society:

- Adopting Digital TV Broadcasts: People in Bandar Lampung City need to understand the benefits and importance of adopting digital TV broadcasts. In order to get the full benefits of digital TV broadcasts, people need to acquire digital TV receiving equipment and reorganize their viewing habits according to their individual abilities and preferences.

- Providing feedback and participation: The public can provide feedback to TV broadcast organizers regarding content preferences, information needs and suggestions for improvement. Active participation in surveys or discussion groups can help improve the quality and relevance of the content offered.

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