

SOCIALIZATION OF DIGITAL TELEVISION BROADCAST TECHNOLOGY CONVERSION (STUDY REGARDING THE REPRESENTATION OF DIGITAL TELEVISION BROADCAST TECHNOLOGY IN OMNIBUS SHORT FILM)

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ABSTRACT

Omnibus Short Films are a collection of several short films that have the same theme. Omnibus Short Film with the Theme Migrasi TV Analog / Omnibus STB consists of 4 (four) Short Films entitled : TV Ini Kubelian Untuk Anaku Tapi Istriku Marah-Marah, Ningali TV, Mbayar and Menjarah. This research uses the Social Reality Construction Theory which is a theory from Peter L. Berger and Thomas Luckmann (1966). This research method uses the Charles Sanders Pierce Semiotic Method, to research and analyze film texts. Apart from that, the researcher also carried out communication interactions with various sources, observations, interviews, documents and other materials as evidence or proof, related to the Socialization of Digital Television Broadcast Technology Conversion (Study Regarding the Representation of Digital Television Broadcast Technology in Omnibus Short Films). The paradigm used in this research is constructivist. This research uses a qualitative approach which allows researchers to discuss the research in more depth. The novelty or novelty of this research is the Omnibus Short Film with the Theme Migration of Analog TV / Omnibus STB, as a medium for conveying messages to the public, has shown that the film is able to make the circulation of information through the socialization of the conversion of digital television broadcast technology, faster and evenly distributed in efforts to socialize the conversion of digital television broadcast technology. This means that it has completed Peter L. Berger's Social Reality Construction Theory, namely that all this time Peter L Berger never talked about the media, but then it was the media that led to representation. So the media plays a role as a construction and representation of reality, in the socialization of the conversion of digital television broadcast technology

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1. INTRODUCTION

A film is able to reproduce social reality into audio-visual (text). Films are also able to form a story like real reality. As a medium, film has the power to produce meaning through constructed social reality. In representation, text (including films) not only transmits pre-existing meaning (structure) but also implies active work

by selecting and presenting, structuring and forming. Representation is the practice and production of meaning which is then defined as the practice of signification (Hall, 1997, p. 15). In this position, the media is a marking agent. As a recreational activity, films may not be seen as a religious activity, but it cannot be denied that films can have religious meaning for someone. More than that, the activity of watching films can go beyond the boundaries of religious institutions because it can have an impact on how people interpret life and their relationship with God (Ganzevoort & Roeland, 2014, p. 94) (in Bahrudin, 2020, 19)

As a mass media, McQuail (2010, pp. 32–33) mentions film as part of a response to finding free time, entertainment or family gatherings that are affordable and (usually) respectable. In this case the film is not about technology or the political climate but what is most important is the individual's needs being met. Films are used as an outlet for boredom, the search for idols and heroes, the desire to fill free time safely and cheaply, as well as a place for socialization. Films are often subject to pressure to be uniform because there is too much capital involved. Films even have a tendency to act as learning media as well as propagandists. Even though film is not the number one medium, like television, film actually has the power to be more integrated with other media, especially books, pop music and television. Therefore, for Jowett and Linton (in McQuail, 2010, p. 33) although film audiences are not as large as audiences for other media, films are actually a source of culture, from which books, cartoon strips, songs and television stars are produced. This is where films are called the creators of mass culture. Due to the decline in film audiences, this is being overcome by selling films to television, digital recording, cable and satellite channels. This is to reach audiences who cannot watch films in cinemas. The profit motive and commodity nature of films have implications for the types of films produced (and not produced), who makes films, how films are distributed, and where films can be seen. In general to call film an art form, at least Hollywood films cannot be understood without the context in which it is actually produced and distributed, namely within a capitalist industrial structure. On the other hand, power is often a determining factor in deals and decision making, as well as the overall context in which Hollywood works.

Omnibus films are a collection of films made into one long film and have a single theme. Films with this sub genre can also be found in Indonesian Films with various themes such as Life Themes, Family Themes and Love Themes. Semiotics is a science or analytical method for examining signs. Researchers will analyze Omnibus Short Films, using the Charles Sanders Pierce Semiotic Method. The Omnibus Short Film that will be examined is the Omnibus Short Film, with the theme of Analog TV Migration. The Charles Sanders Pierce Semiotic Method that will be used by researchers is the Triangle Meaning Method which consists of: Sign, Object, and Interpretant. Researchers will select scene cuts in an omnibus short film with the theme of analog TV migration, using the Triangle Meaning Method. Semiotics is an analytical method for studying signs. According to Sobur, signs are tools used in efforts to find a way in the midst of human life (Sobur, 2013: 15). According to John Fiske's opinion (2010:60), Semiotics is a science that studies signs and studies the procedures for these signs at work. Semiotics focuses its main attention on text (Littlejohn & Foss, 2012: 54). Signs in the form of Film Texts, Love Letters, Papers, Advertisements, Short Stories, Presidential Speeches, Political Posters, Comics, Cartoons, and all things that might be seen in Marking Activities, meaning that Signs are used as a significant process that connecting between objects and interpretation (Sobur, 2013: 17). The main ideas of semiotics are signs and symbols. The first basic concept of semiotics is a sign that is used as a stimulus and is interpreted to indicate some other condition. The second basic concept of semiotics is symbols. Symbols in a very special sense are Markers for Signs which are still complex and have many meanings (Littlejohn & Foss, 2012: 54). Research using the Charles Sanders Pierce Research Method has been carried out by many previous researchers. Researchers will analyze the Omnibus Short Film with the Analog TV Migration Theme, using the Charles Sanders Pierce Semiotic Method. According to Stuart Hall (2003:17) in his book Cultural Representation and Signifying Practices, representation is a meaning that is produced and exchanged between members of society. More clearly, representation is a method used to produce meaning. Representation has two parts, namely Thought and Language. These two parts are interconnected and can create a concept from within our minds so that it can provide an interpretation of meaning. However, meaning cannot be communicated without language. There are various meanings of representation, including simplistic meanings and comprehensive meanings. Simplistically, representation means that representation involves the meaning of various stereotypes. The comprehensive version of meaning says that the representation in the media is the content, which is visible from technology (Burton, 2008: 131). Apart from that, the term representation is usually often used in media texts, namely to describe the expression of the relationship between the text and existing reality. According to Noviani (2002:61), representation can be explained as a sign that is used to give meaning to something or someone. Signs that do not correspond to the reality being represented will be associated with the phenomenon. So representation is based more on the reality that is its reference. Representation can also be interpreted as the use of signs, such as images and sounds to describe, photograph, relate or produce something that is seen, sensed, imagined

or felt in a certain physical form (Danesi, 2010: 20). Meanwhile, according to Al-Fathri Adlin (in Piliang, 2010: 28), representation is basically something that is present but shows that something outside itself can be presented. Because of its basic nature, representation is often questioned regarding its ability to present "something" outside itself, because representation often turns into "something" itself. So the conclusion is that representation is a process of producing meaning from concepts that exist in the human mind through language and is used to help us find out meaning. Representation is often used in media texts, namely to describe the relationship between the text and existing reality.

Regarding the Analog Switch Off and Analog Television Broadcasts in Indonesia which were replaced with Digital Television Broadcasts on November 2 2022, since then Public Service Advertisements have appeared on Mainstream Television Media, both Public Television and National Private Television. This Public Service Advertisement through Audio Visual Production Design illustrates the importance for the public to immediately switch to using digital television broadcast technology. By using digital television broadcast technology, the quality of the images displayed on the television screen will be clearer, and the sound produced will also be clearer. Before the transition from analog television broadcasts to digital television broadcast technology, the image quality displayed on the television screen was less clear, and the sound produced was also less clear. Short films are also a medium for conveying communication messages to the public and/or to the audience. Short films, through messages packaged in an audio-visual production design, can also convey messages to the audience about the importance of using digital television broadcast technology. This Omnibus Short Film with the Theme Analog TV Migration, in Scenes and/or Film Scenes, displays society's efforts to be able to enjoy digital television broadcast technology. Apart from that, the Omnibus Short Film with the Theme Analog TV Migration, in Film Scenes, shows that the presence of digital television broadcast technology is very beneficial for society, and people can enjoy the presence of digital television broadcast technology. Omnibus Short Film with the Theme of Analog TV Migration, through Scenes and/or Film Scenes, can be a Media for Conveying Communication Messages to the Public, namely in the form of Construction of Media Reality in the Representation of Symbols in the Socialization of Digital Television Broadcast Technology Conversion Through Omnibus Short Film with Analog TV Migration Theme. With the above background, researchers are interested in research related to the Socialization of Digital Television Broadcast Technology Conversion (Study Regarding the Representation of Digital Television Broadcast Technology in Omnibus Short Films. Film text is a construction of social reality into film reality. This means that film products are a second reality constructed by filmmakers in an industry. This construction stage involves the filmmaker and the structure that surrounds it. This social reality is then represented on the big screen by filmmakers. This means that the social reality that is constructed is the result of the filmmaker's understanding in interpreting social changes in society. The filmmakers' understanding is influenced by the environment and cognition that shape their way of thinking in understanding social reality. Educational, family or organizational background is an important element in shaping the text until it reaches the audience.

Emphasis on film content which indicates the presence or socialization of viewing with digital television. So the analysis plan at the heart of the problem is to find the meanings conveyed in the film regarding the socialization of the conversion from analog television broadcasts to digital television broadcasts, using Peter L. Berger's Social Reality Construction Theory and Charles Sanders Pierce's Semiotic Method. Apart from that, it is also to define the Reality Construction Process in the Socialization of Digital Television Broadcast Technology Conversion, and what factors influence the reality construction process, by : 1. Describe the meaning of the message containing the socialization of the film using the Charles Sanders Pierce Semiotic Analysis Method. 2. Applying Peter L. Berger's Theory of Social Reality Construction, to the process of why the Line Producer had the creative idea to make the Omnibus Short Film, in terms of : a. Externalization, b. Objectivation, c. Internalisation. With the above background, the researcher determined the research title, namely: Socialization of Digital Television Broadcast Technology Conversion (Study of the Representation of Digital Television Broadcast Technology in Omnibus Short Films. Das Sein and Das Sollen in this Dissertation Research are that basically Television Broadcasting during this time has become one of the public's means of seeking information and obtaining information, knowledge, and at the same time seeking entertainment. With the conversion of Analog Television Broadcast Technology to Digital Television Broadcast Technology, if the public wants to continue to be able to enjoy Television Broadcasts, they are required to use additional tools, namely STB. This is a concern for the community, and people are trying to continue looking for entertainment, because the community's source of entertainment will no longer exist, before the community has an STB. Meanwhile there are issues related to the expensive price of STB, which makes the community vulnerable, and worried about not being able to afford the STB. On the other hand, with the Digital Television Broadcast Technology Conversion, viewers or the public can get cleaner images, clearer sound and higher quality television programs, which are free and can be enjoyed by the

public. So there are pros and cons in this society due to lack of information. So, through this research, it can be said to be an illustration of the Socialization of the Digital Television Broadcast Technology Conversion through an Omnibus Short Film, so that the public will receive education and also indirectly the process of Socialization of the Digital Television Broadcast Technology Conversion, which is depicted through an Omnibus Short Film with the Theme Analog TV Migration, there will be a process that is not easy, because there is a separate dialectic within the scope of Film Production itself, in this case namely the dialectic in the Omnibus Short Film Construction process. Film Text Analysis using the Charles Sanders Pierce Semiotic Method is more about analyzing the direction of the message content, namely looking at the signs and meaning of the message content of the Omnibus Short Film with the Analog TV Migration Theme. Film Text Analysis which indicates that the change in conversion from Analog Television Broadcast Technology to Digital Television Broadcast Technology, is marked by a picture of people who still tend not to get enough information, are innocent in thinking, but there are also people who are competent or take advantage of the situation, and also took advantage of the situation. That there are factors that influence the construction of social reality in the film that occurs. There can also be life factors that influence people's knowledge due to educational factors, economic factors, and also social factors. So the factors in the content of the Omnibus Short Film will be examined by researchers. The construction takes place in the film, and not in the real circumstances of socialization from the government side. The researcher's focus on the film maker is the focus on the line producer, therefore the discussion of the data, the research focus is on the struggles experienced by the film maker or filmmaker in the process of making the film, to support the research data. The point is to focus on the content of the film's message and the filmmaker, and not on the government's problems in the socialization. Formulation of the problem : 1. How is the Socialization of Digital Television Broadcast Technology Conversion Presented in the Omnibus Short Film ?, 2. What are the dynamics of omnibus short film construction starting from externalization, objectification and internalization to the socialization of digital television broadcast technology conversion ?.

2. LITERATURE REVIEW

Theory Used. Social Reality Construction Theory. Social Reality Construction Theory is a theory from Peter L. Berger and Thomas Luckmann (1966). Peter L. Berger is a sociologist from the New School for Social Research, New York. Meanwhile, Thomas Luckmann is a sociologist from the University of Frankfurt. This term became famous after being introduced by them through their book 'The Social Construction of Reality, a Treatise in the Sociological and Knowledge (1966)'. The substance of Berger and Luckmann's theory has a social basis based on modern transitional society in America in the 1960s and Berger and Luckmann have not included mass media as an important variable. Then this theory was corrected by including media elements known as 'Social Construction of Mass Media'. Social Reality Construction Theory describes social processes through actions and interactions, in which individuals continuously create a reality that is shared and experienced subjectively. Separating understanding between 'reality (reality)' and knowledge. Reality is what is contained in realities that are recognized as having a being that does not depend on our own will. Knowledge is defined as the certainty that realities are real and have specific characteristics. There is a dialectic between individuals creating society and society creating individuals. According to Berger (1995) society is a dialectical phenomenon, namely a human result and nothing other than human results, but which continuously influences their income. Society is a human product. It has no existence other than that given by human activity and consciousness. There is no social reality that is independent of humans, but it can also be said that humans are the result of society. The biography of each individual is an episode in the history of the society that precedes and preserves it. Society existed before the individual was born and continues to exist after the individual dies. In society, as a result of the social process, individuals become individuals, have and maintain an identity, carry out various plans in their lives.

There are basic assumptions of the Social Construction theory put forward by Berger and Luckmann (1990), namely that reality or reality is the result of creative human creation through the power of social construction of the social world that exists around humans. The relationship between human thought and the social context in which that thought arises is developmental and institutionalized. Life in society is constructed continuously. Distinguish between reality and knowledge. Reality is defined as the quality contained in reality which is recognized as having an existence that is not dependent on our own will. Meanwhile, knowledge is defined as certainty that realities are real and have specific characteristics. In the process of meaning reality construction, there are various influencing factors originating from the individual's internal and external influences (Bungin, 2001). According to Bungin, humans are instruments in creating objective social reality through an externalization process, as they influence through an internalization process that reflects subjective reality (Bungin, 2001). According to Berger and Luckmann (1990), social reality is daily knowledge that lives and develops in society as a result of dialectical construction from the influence of internal and external factors. The individual's internal factors include motivation,



encouragement or drive caused by need, lifestyle, individual perception, self-esteem and self-concept, and habits (As'ad, 1995). Then there are also expectations, values and norms that are adhered to, while external factors are family, group, social class and media factors. The process of creating reality carried out by humans can take various forms. One of the most basic is face-to-face communication. In this face-to-face situation, the level of subjectivity of the people interacting will be known.

3.RESEARCH METHOD

The paradigm used in this research is constructivist. According to Moleong (2005:6), this research is research that intends to understand the phenomena experienced by research subjects, for example behavior, perceptions, motivation, actions, etc., holistically, and by means of descriptions in the form of words and language, in a special natural context and by utilizing various scientific methods. Apart from that, according to Pawito (2007:25), research using a constructivist research paradigm is research that takes a socio-psychological approach because the nature of the research is related to statements, opinions, attitudes, perceptions, cognition, interaction and influence. (effect) which is an important concern of the socio-psychological tradition. This tradition rejects the view that people think (always) rationally; that individuals know (really) what they think and expect; and that perception is a smooth path to seeing reality. According to Bungin (2008:68), the Constructivist Research Paradigm is also known as the Descriptive Qualitative Research Paradigm. Research with this format aims to describe, summarize various conditions, various situations, or various phenomena of social reality that exist in society, which are the objects of research, and attempts to draw this reality to the surface as a characteristic, character, characteristic, model, sign, or description of certain conditions, situations, or phenomena.

This research uses a qualitative approach which allows researchers to discuss the research in more depth. In this research, researchers will collect information related to the Socialization of Digital Television Broadcast Technology Conversion (Study Regarding the Representation of Digital Television Broadcast Technology in Films). The type and method of this research uses the Charles Sanders Pierce Semiotic Method, to examine communication interactions using various sources of observation, interviews, documents and other materials as evidence or evidence related to the Socialization of Digital Television Broadcast Technology Conversion (Study Regarding the Representation of Digital Television Broadcast Technology On Omnibus Short Films). Qualitative research, as stated by Denzin and Lincoln, shows that the use and meaning of various and different research methods makes it difficult for researchers to produce agreement on the main definition of the field at hand, because the definition is never one. (Denzin and Lincoln, 2009:5). This research uses the Charles Sanders Pierce Semiotic Method, to answer these research questions by looking at an expression related to the Socialization of Digital Television Broadcast Technology Conversion (Study Regarding the Representation of Digital Television Broadcast Technology in Omnibus Short Films). This research uses a qualitative approach which allows researchers to discuss the research in more depth. In this research, researchers will collect information related to the Socialization of Digital Television Broadcast Technology Conversion (Study Regarding the Representation of Digital Television Broadcast Technology in Omnibus Short Films). The method and type of this research uses the Charles Sanders Pierce Semiotic Method, namely to examine communication interactions with various sources of observation, interviews, documents and other materials as evidence or evidence related to the Socialization of Digital Television Broadcast Technology Conversion (Study Regarding the Representation of Digital Television Broadcast Technology On Omnibus Short Films). Qualitative research, as stated by Denzin and Lincoln, shows that the use and meaning of various and different research methods makes it difficult for researchers to produce agreement on the main definition of the field at hand, because the definition is never one. (Denzin and Lincoln, 2009:5). Then Nelson et al (1992:4) put forward a definition of qualitative research, namely: "Qualitative research is an interdisciplinary, cross-disciplinary, and sometimes counter-disciplinary field. Qualitative research means many things at the same time and has a focus of attention with various paradigms. Its practitioners are sensitive to the value of a multi-method approach. Firm with a naturalistic point of view while also being firm with an interpretive understanding of human experience. At the same time, the field is distinctively political and shaped by a variety of ethical and political positions.

Method of collecting data. According to Lofland and Lofland, the main data sources in qualitative research are words and actions, the rest is additional data such as documents and others (Moleong, 2004: 112). The main data source is recorded through written notes or through recording. Recording primary data sources through interviews or participating observations is the result of a combined effort from the activities of seeing, listening and asking questions. Therefore, researchers must interact with data sources (Sugiyono, 2008: 11). An interview conducted, according to Lindlof and Taylor, aims to find out their perspective on a view of regaining past experiences, gaining knowledge and information skills, getting descriptions of events or happenings that are not

normally available for observation, finding out about sensitive and intimate relationships, or analyzing the certainty of a discourse (Hariyanto, 2005).

Definition and Operationalization of Concepts / Categorization / Research Focus. How to Socialize the Conversion of Digital Television Broadcast Technology (Study Regarding the Representation of Digital Television Broadcast Technology in Omnibus Short Films), with the Analog TV Migration Theme, which consists of 4 (Four) Short Film Titles, namely : TV Ini Kubelian Untuk Anakku Tapi Istriku Marah-Marah, Ningali TV, Mbayar, dan Menjarah. Researchers in conducting film text analysis based on Charles Sanders Pierce's Triadic Method, have determined 4 (Four) Scene Categorizations in each Short Film, namely : a. Film Scene Categorization : Conversion of Analog Television Broadcast Technology to Digital Television Broadcast Technology; b. Film Scene Categorization : Desire to obtain information, knowledge and entertainment through Digital Television Broadcast Technology; c. Film Scene Categorization : Efforts to obtain cleaner images, clearer sound, and higher quality television broadcast programs; d. Film Scene Categorization : Socialization of the Conversion from Analog Television Broadcast Technology to Digital Television Broadcast Technology. The short film scenes that will be examined include the following :



TV Ini Kubelian Untuk Anakku Tapi Istriku Marah-Marah Film Scene



Ningali TV Film Scene



Mbayer Film Scene



Menjarah Film Scene

Analysis of film texts in this research uses the Semeotical Analysis Method of Charles Sanders Pierce. In Film Text Analysis using the Charles Sanders Pierce Semiotic Method, researchers will identify Sign, Object, and Interpretant. Through the identification of signs, objects and interpretants in the omnibus short film, the externalization process occurs. So Pierce's Semiotics is a method. So, there is an effort to externalize knowledge about the Socialization of Digital Television Broadcast Technology Conversion, which appears in the Omnibus Short Film with the Theme Migration of Analog TV / Omnibus STB, which is displayed through Symbols and Signs, which exist in Society. Research on the Socialization of Digital Television Broadcast Technology Conversion (Study of the Representation of Digital Television Broadcast Technology in Omnibus Short Films) will provide new understanding regarding the Construction of Social Reality in the film media dimension. So the Omnibus Short Film with the Theme Migration of Analog TV / Omnibus STB will provide a new understanding of the symbols and signs of the Socialization of Digital Television Broadcast Technology Conversion in society. Peter L. Berger never talked about symbols and signs, so the Research on the Socialization of Digital Television Broadcast Technology Conversion (Study of the Representation of Digital Television Broadcast Technology in Omnibus Short Films), will provide a new understanding that through symbols and signs- signs, the knowledge that emerges in society regarding the Socialization of Digital Television Broadcast Technology Conversion is through the Symbols and Signs, which are in the Omnibus Short Film with the Theme Migration of Analog TV / Omnibus STB.

4.RESULTS AND ANALYSIS

Omnibus Short Films are a collection of several short films that have the same theme. The Omnibus Short Film with the Analog TV Migration Theme consists of four Short Films. The following is a Google Drive link for the Full Omnibus Short Film :

<https://drive.google.com/drive/folders/12F6QkQJX4YhcYNF3h6JXSIZy3tjhi3u?usp=sharing>. The results of the research and discussion will provide a presentation of research data related to How to Socialize the Conversion of Digital Television Broadcast Technology (Study Regarding the Representation of Digital Television Broadcast Technology in Omnibus Short Films), with the theme Analog TV Migration, which consists of 4 (Four) Short Film Titles, namely : 1. TV Ini Kubelikan Untuk Anakku Tapi Istriku Marah-Marah; 2. Ningali TV; 3. Mbayer; dan 4. Menjarah. Researchers in conducting film text analysis based on Charles Sanders Pierce's Triadic Method, have determined 4 (Four) Scene Categorizations in each Short Film, namely : a. Film Scene Categorization : Conversion of Analog Television Broadcast Technology to Digital Television Broadcast Technology; b. Film Scene Categorization : The desire to obtain information, knowledge and entertainment through Digital Television Broadcast Technology; c. Film Scene Categorization : Efforts to obtain cleaner images, clearer sound, and higher quality television broadcast programs; d. Film Scene Categorization : Socialization of the Conversion from Analog Television Broadcast Technology to Digital Television Broadcast Technology.

The short film entitled TV Ini Kubelikan Untuk Anakku Tapi Istriku Marah-Marah, tells the story of a family consisting of a husband and wife and a child. The husband's name is Yanto, aged 37 years, the wife's name is Sri, and the child's name is Bagas. This simple family with a lower middle economic level still lives happily even though they don't have a television. Meanwhile, in the village where the simple family lives, the neighbors in the neighborhood of the simple family generally have a television, even though it is only a tube television. There are still not many neighbors of these simple families who have flat screen televisions or LED TVs. One day on November 2 2022, the father wanted to buy his son, Bagas, a tube television. The father wanted to give a surprise to his little

family. Therefore, the father set out to buy a tube television without the knowledge of his wife and child. The father arrived home carrying a tube TV. The child, who saw his father bringing the TV, felt very happy and immediately hugged his father. The father immediately installed the antenna and was given directions by the child as to whether the signal had come in or not. When he was about to turn it on, the electricity in his house went off. Seeing this, the mother asked what it was? Meanwhile, Bagas' son rushed out to immediately turn the electricity back on. However, the child could not reach the electric print. Luckily, not long after, a Stove Serviceman was around and the child asked the Serviceman to help him lift it so he could turn the electricity back on. Meanwhile, the mother was angry with the father's behavior in buying the TV, according to him he didn't need the item, he was wasting money. However, the father managed to seduce the mother, so everyone enjoyed watching TV until the child and mother fell asleep in the father's lap. Unfortunately, when the father woke up, he saw a notification that the TV was going to switch to digital TV. Knowing this, the mother became angry again.

The short film entitled Ningali TV tells the story of the continuation of the short film entitled TV Ini Kubelikan Untuk Anakku Tapi Istriku Marah-Marah. The husband, Yanto, had bought a Tube TV for his son Bagas and his wife Isri, but unfortunately Yanto bought the TV the day before the government changed TV broadcasts to digital. So, the TV cannot catch broadcasts, which requires all TVs to buy an STB, but not everyone can buy one. As a result, Bagas' son could no longer watch TV, and would return to playing football with his friends on the field. However, it seemed that none of Bagas' friends had come to the field. So, Bagas, who had been waiting for a long time, decided to go home. On his way home, Bagas accidentally saw one of the busy houses in front of the house's window. Bagas, who was curious, immediately saw and managed to get into the crowd to find out what was happening. Bagas was so surprised when he found out that the TV in the house could turn on clearly. It wasn't just Bagas who was curious, Jum was also curious to see the crowd in the house. Knowing what had happened, Mrs. Jum was about to go back. However, when she was leaving, Mrs. Jum met an umbrella service seller who offered a 'business' friend a price.

The short film entitled Mbayar, tells the story of the continuation of the Ningali TV film. Tells about the problems in the middle to middle class environment which have to accept the government's decision to change TV broadcasts to digital, which requires buying STB which not everyone can afford. Yu Jum, who was curious about the STB price, looked for it in the Online Shop. Finally, Yu Jum bought STB and opened a Digital TV viewing service to make personal profits. The public's interest in watching TV is an advantage for Yu Jum. As a result, Yu Jum's house was busy with people who wanted to watch TV. However, Mas Said, a young man in the village who was watching TV at Yu Jum's house suddenly came out to rush away because he was bored. When they met Yu Jum, who was surprised by Mas Said, who rushed home even though he still had time to watch TV, hearing Mas Said's excuse, Yu Jum offered him to buy an STB on credit.

The short film entitled Menjarah tells the story of the sequel to the film Mbayar. In the evening Mas Said and Pak Yanto were playing chess in front of the shop, they were chatting about taboos on stealing. The two of them also talked about life in a world that is difficult and expensive, especially with people not being able to buy STBs. Especially Mr. Yanto, who just bought a TV but it can't turn on because he doesn't have an STB. On the other hand, Pak Yanto surrendered and felt grateful that he could still live his life in this world. However, in the end they decided to steal Yujum's STB. When they were about to enter Yu Jum's house, the two of them had created a scenario to get into the house. After successfully entering, the two of them took Yu Jum's STB. Unfortunately, Mas Said was even tempted by the TV, and intended to take it too. However, Mr Yanto felt unable to take the TV because of its size. As a result, the two of them argued, resulting in a sound. Not long after, he heard the bedroom door opening. The two decided to leave immediately. The two of them managed to take Yu Jum's STB, Mr. Yanto explained to Mas Said that they only needed to buy a cable and plug it in, if it was already there, just turn it on using the remote. Hearing the word remote, the two of them realized that they didn't have a remote yet.



Omnibus Short Film Production

Culture Movie Television (CMTV) is an Independent Film Community which was founded in 2022. This Independent Film Community consists of Filmmakers or Filmmakers and also Young Filmmakers from Malang City. This Independent Film Community was formed because of the desire of Malang City Filmmakers and Young Filmmakers to create Film Works that have Value for Society. The CMTV Independent Film Community also communicates with various other Film Communities in the local area of Malang City through the Greater Malang City Film Association Forum. The CMTV Independent Film Community and Film Communities throughout Greater Malang City often collaborate, work together in Film Making or Film Production, as well as holding Film Screenings and Film Screenings at the Malang Creative Center (MCC) Building. The Independent Film Community Culture Movie Television (CMTV) had a creative idea to make an Omnibus Short Film with the Theme of Analog TV Migration, because CMTV Filmmakers and Young Filmmakers saw the phenomenon of Analog Television Broadcast Technology moving to Digital Television Broadcast Technology. The Analog Switch Off (ASO) implemented by the Government on November 2 2022, sparked a creative idea for CMTV Young Filmmakers and Filmmakers, to take the Analog TV Migration or Omnibus STB Theme, through an Omnibus Short Film. Omnibus Short Films are a collection of several short films that have the same theme. Omnibus Short Film with the Theme Analog TV Migration / Omnibus STB consists of 4 (four) Short Films entitled : TV Ini Kubelikan Untuk Anakku Tapi Istriku Marah-Marrah, Ningali TV, Mbayar and Menjarah.

The source of funding for the making of the Omnibus Short Film with the Analog TV Migration Theme came from personal funds from CMTV Community Members and was also assisted by the participation of the surrounding community to provide a location for filming in the surrounding area. The Omnibus Short Film with the Analog TV Migration Theme, which was made by the Independent Film Community Culture Movie Television (CMTV) through Moro-Moro Dadi Production, is the first Omnibus Short Film, or the first Film Work made. This means that the Omnibus Short Film with the Theme of Analog TV Migration is the First Film. Omnibus Short Film with the Theme Migration of Analog TV / Omnibus STB is a form of CMTV and Moro-Moro Dadi Production's participation as an Independent Film Community and also as part of the Community, which plays an active role in conveying messages about the Socialization of the Conversion of Analog Television Broadcast Technology to Technology Digital Television Broadcasting. This means that CMTV as part of the Malang City Community and also as a Film Community, has the desire to participate in conveying messages about the conversion of Analog Television Broadcast Technology to Digital Television Broadcast Technology through Film Media. The Omnibus Short Film Production Process with the Analog TV Migration / Omnibus STB Theme will take place from December 2 2022 to December 3 2022. The Film Production Process or Shooting Process for the Omnibus Short Film with the Analog TV Migration Theme is carried out in several locations in Malang Regency and in Malang City. The Omnibus Short Film Production Process with the Analog TV / Omnibus STB Migration Theme involved dozens of Filmmakers and Filmmakers who are members of the Moro-Moro Dadi Production Crew. With a short time period for the Film Production Process and Film Shooting Process, the Moro-Moro Dadi Production Crew is able to make or produce 4 (four) Short Film titles. Omnibus Short Film with the Theme Analog TV Migration / Ominubus STB which consists of 4 (four) Short Film Titles, namely : TV Ini Kubelikan Untuk Anakku Tapi Istriku Marah-Marrah, Ningali TV Film, Mbayar Film, and Menjarah Film.



Omnibus Short Film Screening at Brawijaya University Malang

The film making process consists of pre-production, production, post-production and then there is also the distribution process. The distribution process is a film screening process, which is one of the main stages in conveying messages through film media to the public (audience). The Film Distribution Process or Film Screening Process is an opportunity to socialize the messages contained in the film media to the public or to the audience. Apart from that, the Film Distribution and Film Screening Process aims to provide appreciation to CMTV Young Filmmakers and Filmmakers for the Film Works that have been made. In the Film Distribution and Film Screening Process, there are expressions of Appreciation from the Public or Audience to CMTV Filmmakers and Young Filmmakers after the Film Screening is finished. This appreciation is conveyed by the public or audience, through suggestions, criticism, feed back, and also input for the development of film quality, for example film messages and film ideas which are of course more interesting and of better quality and have value. higher level, related to Film Production and the Making of Film Works by Filmmakers and Filmmakers in the future. The Omnibus Short Film with the Analog TV Migration Theme has been watched by the public or audiences in Malang City and Malang Regency, through Short Film Distribution and Short Film Screenings. Short Film Distribution and Omnibus Short Film Screening with the Analog TV / Omnibus STB Migration Theme were carried out at the Begawan Apartment, Malang City, Pakis Aji Village Hall, Pakis Aji Film Village, Malang Regency, and at the Samantha Krida Building, Brawijaya University, Malang City.

The Film Distribution Process and Film Screening Process / Omnibus Short Film Screening with the Analog TV / Omnibus STB Migration Theme have been carried out in 3 (three) locations in Malang Regency and in Malang City. The film's premiere will be held on December 8 2022 at the Begawan Apartment, Malang City, which was attended by hundreds of filmgoers or audience members. Then the screening/screening of the Omnibus Short Film with the Theme Analog TV Migration/STB Omnibus was then held on January 29 2023 at Pakis Aji Film Village, Pakis Aji Village, Malang Regency, which was attended by dozens of spectators. The Distribution Process and Screening Process or Screening of Omnibus Short Films with the Theme Migration of Analog TV / Omnibus STB will next be held on November 17 2023 at the Samantha Krida Building, Brawijaya University, Malang City in a Series of Techfair and Creanomic Events with the Digital Odyssey Theme which was attended by hundreds of spectators or spectators.

Dynamics of Omnibus Short Film Construction Starting from Externalization, Objectivation, and Internalization to Socialization of Digital Television Broadcast Technology Conversion. Knowledge about Digital Television Broadcast Technology Conversion is a knowledge of reality which is then considered by the government as something that is objectified as a result of the construction process, namely the internalization process to the externalization process. Therefore, it is necessary to raise dialectics in society, in the story of the Omnibus Short Film, so that it can be illustrated that the process towards socializing the conversion of digital television broadcast technology is through a process, and this is where the Omnibus Short Film as a medium plays a role, in constructing things. - matters related to the socialization of the conversion of digital television broadcast technology. So that Peter L. Berger's Social Reality Construction Theory can be applied in constructing matters related to the socialization of the conversion of digital television broadcast technology. Regarding the objective social reality, basically it is an

obligation to convert towards digital television broadcast technology or towards digitalization, then the subjective reality is a symbolic expression of the film so that details need to be displayed and the subjective social reality is what individuals have. individuals or society through interaction and communication, so it is necessary to socialize the conversion of digital television broadcast technology, namely towards the externalization mentioned above. Therefore, the interactions and communications that become a reality or social reality that occur in society, the dialectics appear in the symbolic analysis, or in this case Semiotic Analysis by analyzing the Omnibus Short Film Text, so that the Charles Sanders Pierce Semiotic Method can be applied.



TV Ini Kubelian Untuk Anakku Tapi Istriku Marah-Marah Film Scene

The process of forming the meaning of social reality in the socialization of the conversion of digital television broadcast technology, or the process of migration from analog television broadcast technology towards digitalization, which occurs in society, is depicted in the Omnibus Short Film, which involves the dialectical process of meaning construction itself, which In the end, understanding can be formed through symbolic interaction, which of course is carried out through interaction and communication within society itself.

In the short film entitled I Bought This TV for My Child But My Wife Is Angry. In Sign there is a dialectic between husband and wife which shows that there is a dialectical process related to the socialization of digital television broadcast technology conversion, where through Signing, it shows that there is a dialectical process between This husband and wife occurred in society, which shows that the conversion of analog television broadcast technology to digital television broadcast technology is a process. The dialectical process in the signing of the husband and wife scene shows that the conversion of digital television broadcast technology can be accepted by society. Apart from that, the Dialectical Process in the Signing of the Husband and Wife Scene shows that the Digital Television Broadcast Technology Conversion can be implemented by the public. In this way, the Dialectical Process is depicted through scenes in the TV Short Film I Bought for My Child but My Wife Was Angry. Apart from that, the Dialectical Process also occurs within the Filmmaker, Filmmaker or within the Filmmaker himself, so that the Researcher also brings out this Dialectical Process through explanations from the Filmmaker himself, in this case the Line Producer of an Omnibus Short Film with the Migration Theme of Analog TV / Omnibus STB . Therefore, researchers found that knowledge about the socialization of digital television broadcast technology conversion, in its social reality. The public can accept Digital Television Broadcast Technology Conversion. Apart from that, knowledge about the socialization of digital television broadcast technology conversion, in its social reality, the public can also implement the digital television broadcast technology conversion. Omnibus Short Film Producer Line Sani Saharani explains that :

"So, the socialization is like the analog side to the digital side for society. But through films, there are several impacts like that, sir... Yes, sir. So, we inform the public, because the information that has been developed actually doesn't mean that everyone understands, you know, that's how it is, sir. So, there are some communities that are in a sense a coup, or lack of updates. So it was like that time, where Mr. Yanto's father, the father from a lower middle class family, bought a TV, but the next day it was replaced with a digital TV. So you missed the news. It turns out that when he bought it, he already received information about, oh yes, the switch to digital TV. So there are some who are not updated enough, sir... Well, that's the correct socialization. The first thing is to inform the public that for example, analog TV has moved to digital TV, that's absolutely right. Then it's also about socialization, that's right sir..."

The scenes in the film above also show signs of representation of communication between the father named Yanto and the son named Bagas, who can implement digital television broadcast technology easily and cheaply, or even at no cost. Thus, through the scenes in the film above, it is interpreted and has a sign that Digital Television Broadcast Technology can be easily adopted, and can also be applied or implemented by the community. Digital television broadcast technology can be easily understood, is not complicated to learn, and digital television broadcast technology can also be applied in a simple way, and does not make it difficult for people to apply it. It can be seen in the signs and symbols in these scenes that the father, whose name is Yanto, and his son, Bagas, still use tube television, which is an old product, to be able to see and at the same time enjoy television broadcast technology. Digital. This means that the father does not need to buy a new television such as a flat television or LED television, which is very expensive, to be able to view and enjoy television broadcast programs with digital television broadcast technology. Communication Science Lecturer Dr. Dwi Kartikawati said that :

"Through the scene where there is a television presenter who conveys 5, 4, 3, 2, 1... now that's moving, now that means it has shown that there is an analog switch off, yes, understanding among the public is starting to come... but the public catches on, yes, in the end, that's it. That's the origin of the countdown until 12 o'clock... the point is that it will change to digital TV at 12 o'clock tonight, right? It's as if... It's as if it's depicted as not being ready for this ASO (Analog Switch Off) and then he's so sad... Well, that's what is depicted in this film.."

The scenes in the film interpret and indicate that the conversion from analog television broadcast technology to digital television broadcast technology is easy for the public to accept, easy for the public to follow, and at the same time does not make it difficult for the public to adopt it. Communication Science Lecturer Dr. Dwi Kartikawati explained that :

"Yes, the advantage of a short film is that it's easy to understand, because it will definitely get straight to the point you want to convey... because he (the audience) doesn't want to wander around, right? that means if it's a short film, it means the costs are definitely more economical, that's right... People also watch short films, of course if we talk from the audience's point of view, for ordinary people, for example using wifi or using credit, it's already cheap, fast, you can I mean it's more economical and saves data costs, so I don't need a long duration... I think it's easier compared to long-duration films in the cinema, for example, we have to come to the cinema, we have to need a ticket, then if we use Netflix we also have to pay .. maybe a short film like this would make access easier for the audience, maybe it could be shown on social media, maybe it could be shown on YouTube, something like that, sir..."

Interpretation of communication aspects and technological aspects through scenes in the film, interprets and has a sign that the Digital Television Broadcast Technology Conversion can be accepted by the public, and the public can also get better images, clearer sound, and better broadcast programs. higher quality, also in the scenes in the film. Externalization is a form of human self-action, which is realized continuously through physical and non-physical or mental attitudes, namely how society externalizes its actions towards something new, namely the socialization of the conversion of digital television broadcast technology. The process of forming the meaning of social reality in the socialization of the conversion of digital television broadcast technology, or the process of migration from analog television broadcast technology towards digitalization, which occurs in society, is depicted in the Omnibus Short Film, which involves the dialectical process of meaning construction itself, which in the end can form understanding through symbolic interaction which is of course carried out through interaction and communication within society itself.



Ningali TV Film Scene

In the short film entitled Ningali TV, in Sign there is a dialectic between Bagas and society who are jostling to see better pictures, clearer sound, and higher quality television programs from the conversion of digital television broadcast technology, which shows there is a dialectical process related to the socialization of the conversion of digital television broadcast technology, where through this Signing, it shows that the dialectical process between Bagas and the Community is occurring in society, which shows that the conversion of analog television broadcast technology to digital television broadcast technology is through a process. The Dialectical Process in Signing on the Bagas Scene and the Community shows that the Digital Television Broadcast Technology Conversion can be accepted by the Community. Apart from that, the Dialectical Process in Signing on the Bagas and Community Scene shows that the Digital Television Broadcast Technology Conversion can be implemented by the Community. In this way, the Dialectical Process is depicted through scenes in the Ningali TV Short Film. Apart from that, the Dialectical Process also occurs within the Filmmaker, Filmmaker or within the Filmmaker himself, so that the Researcher also brings out this Dialectical Process through explanations from the Filmmaker himself, in this case the Line Producer of an Omnibus Short Film with the Migration Theme of Analog TV / Omnibus STB. Therefore, researchers found that knowledge about the socialization of digital television broadcast technology conversion in its social reality. The public can accept Digital Television Broadcast Technology Conversion. Apart from that, knowledge about the socialization of digital television broadcast technology conversion, in its social reality, the public can also implement the digital television broadcast technology conversion. Omnibus Short Film Producer Line Sani Saharani explains that :

“OK, fine sir. In the film, at that time Bagas, Pak Yanto's son, had finished playing football and was waiting for his friends, but apparently no one came. Finally, Bagas planned to go home, but instead he saw something interesting when he was going home. He even looked at the people who were crowding around one of the houses and looked at what this was...”

However, it seemed that none of Bagas' friends had come to the field. So, Bagas, who had been waiting for a long time, decided to go home. On his way home, Bagas accidentally saw one of the busy houses in front of the house's window. Bagas, who was curious, immediately saw and managed to get into the crowd to find out what was happening. Bagas was so surprised when he found out that the TV in the house could turn on clearly. It wasn't just Bagas who was curious, Jum was also curious to see the crowd in the house. Knowing what had happened, Mrs. Jum was about to go back. However, when she was leaving, Mrs. Jum met an umbrella service seller who offered a 'business' friend a price. The scenes in the film above also show signs of communication representation that society can implement Digital Television Broadcast Technology easily and cheaply, or even at no cost. Thus, through the scenes in the film above, it is interpreted and has a sign that Digital Television Broadcast Technology can be easily adopted, and can also be applied or implemented by the community. Digital television broadcast technology can be easily understood, is not complicated to learn, and digital television broadcast technology can also be applied in a simple way, and does not make it difficult for people to apply it. Seen in the signs and symbols in these scenes which interpret that people who still use Tube Television, which is an old product, can still see and at the same time enjoy Digital Television Broadcast Technology. This means that these signs mean that people do not need to buy new televisions such as flat televisions or LED televisions, which are very expensive, to be able to view and enjoy television broadcast programs using digital television broadcast technology. The scenes in the film interpret and indicate that the conversion from analog television broadcast technology to digital television broadcast technology is easy for the public to accept, easy for the public to follow, and at the same time does not make it difficult for the public to adopt it. Lecturer in Film and Television Production, Dr. Muhammad Bahrudin explained that :

“In fact, all films are about how to place or construct reality in a medium called film. So because this social reality is then constructed into a film, a filmmaker has their own ideology. So every filmmaker has an ideology, has interests, has a subjectivity and they are influenced by their environment. So when they take a reality, for example the reality of analog to digital migration, that is reality. Then the task of the filmmaker is how to transfer or reconstruct the problem back into a film medium. So the process of construction and reconstruction is influenced by the subjectivity of the filmmaker or based on their ideology, which exists within them...”

Interpretation of communication aspects and technological aspects through scenes in the film, interprets and has a sign that the Digital Television Broadcast Technology Conversion can be accepted by the public, and the public can also get better images, clearer sound and television broadcast programs which are of higher quality, are also in the scenes in the film. Knowledge about Digital Television Broadcast Technology Conversion is a knowledge of reality which is then considered by the government as something that is objectified as a result of the construction process, namely the internalization process to the externalization process. Therefore, it is necessary to raise dialectics in society, in the story of the Omnibus Short Film, so that it can be illustrated that the process towards socializing the

conversion of digital television broadcast technology is through a process, and this is where the Omnibus Short Film as a medium plays a role, in constructing things. - matters related to the socialization of the conversion of digital television broadcast technology. So that Peter L. Berger's Social Reality Construction Theory can be applied in constructing matters related to the socialization of the conversion of digital television broadcast technology. Regarding the objective social reality, basically it is an obligation to convert towards digital television broadcast technology or towards digitalization, then the subjective reality is a symbolic expression of the film so that details need to be displayed and the subjective social reality is what individuals have. individuals or society through interaction and communication, so it is necessary to socialize the conversion of digital television broadcast technology, namely towards the externalization mentioned above. Therefore, the interactions and communications that become a reality or social reality that occur in society, the dialectics appear in the symbolic analysis, or in this case Semiotic Analysis by analyzing the Omnibus Short Film Text, so that the Charles Sanders Pierce Semiotic Method can be applied.



Mbayar Film Scene

The process of forming the meaning of social reality in the socialization of the conversion of digital television broadcast technology, or the process of migration from analog television broadcast technology towards digitalization, which occurs in society, is depicted in the Omnibus Short Film, which involves the dialectical process of meaning construction itself, which In the end, understanding can be formed through symbolic interaction, which of course is carried out through interaction and communication within society itself. In the short film entitled Mbayar di Sign there is a dialectic between husband and wife which shows the existence of a dialectical process related to the socialization of digital television broadcast technology conversion, where through the Signing, it shows that the dialectical process between Yu Jum and Yu Jum's husband occurs in in Society, which shows that the conversion of analog television broadcast technology to digital television broadcast technology is a process. The dialectical process in the signing of Yu Jum and Yu Jum's husband's scene shows that the digital television broadcast technology conversion can be accepted by the public. Apart from that, the Dialectical Process in the Signing of the Husband and Wife Scene shows that the Digital Television Broadcast Technology Conversion can be implemented by the public. In this way, the Dialectical Process is depicted through scenes in the film Mbayar. Apart from that, the Dialectical Process also occurs within the Filmmaker, Filmmaker or within the Filmmaker himself, so that the Researcher also brings out this Dialectical Process through explanations from the Filmmaker himself, in this case the Line Producer of an Omnibus Short Film with the Migration Theme of Analog TV / Omnibus STB . Therefore, researchers found that knowledge about the socialization of digital television broadcast technology conversion in its social reality. The public can accept Digital Television Broadcast Technology Conversion. Apart from that, knowledge about the socialization of digital television broadcast technology conversion, in its social reality, the public can also implement the digital television broadcast technology conversion. Omnibus Short Film Producer Line Sani Saharani explains that :

"So in my opinion, after the results of this film, the public can actually do it because people say that the meaning of the film is that it is said to be a coup, it lacks updates and in digital, people don't understand what it is like to install STB, for example where they bought it at that time, Mrs. Yuyun, she actually has one. brilliant idea because people don't know what it's like to install an STB, where to buy it, how come there are some, not all, sir, there are some people who know and they come up with the idea, thinking why don't they buy an STB even though people should be

able to buy an STB but Mrs. Yuyun is funny, actually thought of a business plan to make money for himself, so he opened a service to watch TV and make money for him even though it turns out that STB can be bought and installing it isn't that complicated..."

Yu Jum, who was curious about the STB price, looked for it in the Online Shop. Finally, Yu Jum bought STB and opened a Digital TV viewing service to make personal profits. Line Film Producer Sani Saharani also explained that :

"Yes, sir, it's easy to apply the STB... that's right, because even before buying the STB, Yujum asked her husband first... Society has indeed entered the modern era... the problem is just people's understanding of the STB... That's why if this film was made so that people would understand more. That's it, sir..."

The public's interest in watching TV is an advantage for Yu Jum. As a result, Yu Jum's house was busy with people who wanted to watch TV. However, Mas Said, a young man in the village who was watching TV at Yu Jum's house suddenly came out to rush away because he was bored. When they met Yu Jum, who was surprised by Mas Said, who rushed home even though he still had time to watch TV, hearing Mas Said's excuse, Yu Jum offered him to buy an STB on credit. The scenes in the film above also show signs of communication representation that society can implement Digital Television Broadcast Technology easily and cheaply, or even at no cost. Thus, through the scenes in the film above, it is interpreted and has a sign that Digital Television Broadcast Technology can be easily adopted, and can also be applied or implemented by the community. Digital television broadcast technology can be easily understood, is not complicated to learn, and digital television broadcast technology can also be applied in a simple way, and does not make it difficult for people to apply it. Seen in the signs and symbols in these scenes which interpret that people who still use Tube Television, which is an old product, can still see and at the same time enjoy Digital Television Broadcast Technology. This means that these signs mean that people do not need to buy new televisions such as flat televisions or LED televisions, which are very expensive, to be able to view and enjoy television broadcast programs using digital television broadcast technology. The scenes in the film interpret and indicate that the conversion from analog television broadcast technology to digital television broadcast technology is easy for the public to accept, easy for the public to follow, and at the same time does not make it difficult for the public to adopt it. Lecturer in Film and Television Production, Dr. Muhammad Bahrudin said that :

"Yes, yes, that's why this means that if, for example, there are people who can't afford an STB or a television that can be used as a digital television, it should be supported by the conditions of the people there... So maybe that's what needs to be taken into account when conveying that message... Meanwhile, the price of television, STB is actually probably not too expensive compared to those who already have cellphones, then credit is also not cheap, every month you have to buy a data package for example 50-70 thousand for example... But how to put it, that's what I said at the beginning, the film As a medium you have to pay attention to the mise en scene..."

Interpretation of communication aspects and technological aspects through scenes in the film, interprets and has a sign that the Digital Television Broadcast Technology Conversion can be accepted by the public, and the public can also get better images, clearer sound and television broadcast programs which are of higher quality, are also in the scenes in the film. The scenes in the film Mbayar, interpret and have signs, that there is a representation of communication, namely there are signs and symbols of problems in the lower middle class who have to accept the government's decision to change TV broadcasts to digital, which requires buying STB. which not everyone can afford. Yu Jum, who was curious about the STB price, looked for it in the Online Shop. Line Film Producer Sani Saharani explained that :

"OK, what was said earlier, Mrs. Yujum bought the STB in the media, in an online shop, and she was able to install it. Even though it turns out we just plug in the cable, then just select the remote, after that it's finished, meaning it's very, very easy to use and not difficult to use, and we didn't even know how to buy it at that time. Did it turn out that you don't have to buy the STB? That's what it means to use, and purchase, access to get your own STB is easy. In the right scene, Mrs. Yujum is the one who buys the STB at the online shop. Why can't Mrs. Yujum buy something else like that..."

Finally, Yu Jum bought STB and opened a Digital TV viewing service to make personal profits. Communication Science Lecturer Dr. Dwi Kartikawati said that :

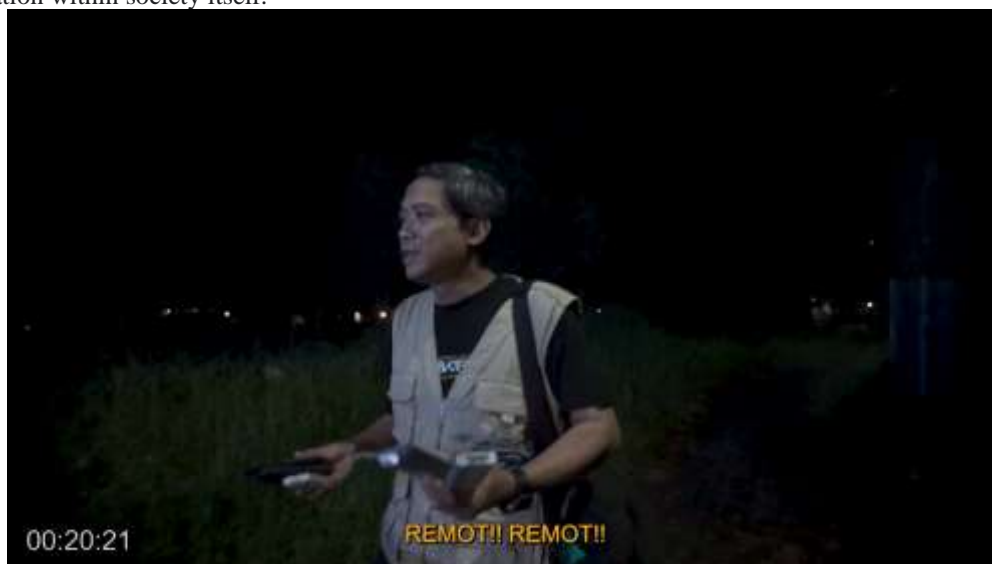
"So, from that scene, it's nice to buy an STB via an online application and you can get it straight away, what's it called? It won't take long for it to arrive. you can buy STB easily, cheaply, and not difficult..., meaning it is easy to apply in society... well, you can see that there is an officer who delivers the goods who doesn't take long to arrive, then can immediately apply it to the television, can plug it in directly and can produce television broadcasts. digital... and can receive cleaner images, clearer sound and higher quality television programs..."

The public's interest in watching TV is an advantage for Yu Jum. As a result, Yu Jum's house was busy with people who wanted to watch TV. However, Mas Said, a young man in the village who was watching TV at Yu

Jum's house suddenly came out to rush away because he was bored. When they met Yu Jum, who was surprised by Mas Said, who rushed home even though he still had time to watch TV, hearing Mas Said's excuse, Yu Jum offered him to buy an STB on credit. The scenes in the film above also show signs of communication representation that society can implement Digital Television Broadcast Technology easily and cheaply, or even at no cost. Thus, through the scenes in the film above, it is interpreted and has a sign that Digital Television Broadcast Technology can be easily adopted, and can also be applied or implemented by the community. Digital television broadcast technology can be easily understood, is not complicated to learn, and digital television broadcast technology can also be applied in a simple way, and does not make it difficult for people to apply it. Communication Science Lecturer Dr. Dwi Kartikawati said that :

"There is.. there is a message contained in the socialization there, that STB is... with the STB, TV can then be watched clearly, how the change to digital is... Then, then the public also... will you see that, yes, the mother wearing the Yukjum headscarf She's smart too, which means that she'll try the STB first... in case it doesn't work, right So, if she buys something, she shouldn't make a loss... I see... that also seems to be the case. It does appear that there is socialization of the use of the STB to go to Digital TV..."

Seen in the signs and symbols in these scenes which interpret that people who still use Tube Television, which is an old product, can still see and at the same time enjoy Digital Television Broadcast Technology. This means that these signs mean that people do not need to buy new televisions such as flat televisions or LED televisions, which are very expensive, to be able to view and enjoy television broadcast programs using digital television broadcast technology. The scenes in the film interpret and indicate that the conversion from analog television broadcast technology to digital television broadcast technology is easy for the public to accept, easy for the public to follow, and at the same time does not make it difficult for the public to adopt it. Interpretation of communication aspects and technological aspects through scenes in the film, interprets and has a sign that the Digital Television Broadcast Technology Conversion can be accepted by the public, and the public can also get better images, clearer sound and television broadcast programs which are of higher quality, are also in the scenes in the film. Externalization is a form of human self-action, which is realized continuously through physical and non-physical or mental attitudes, namely how society externalizes its actions towards something new, namely the socialization of the conversion of digital television broadcast technology. The process of forming the meaning of social reality in the socialization of the conversion of digital television broadcast technology, or the process of migration from analog television broadcast technology towards digitalization, which occurs in society, is depicted in the Omnibus Short Film, which involves the dialectical process of meaning construction itself, which in the end can form understanding through symbolic interaction which is of course carried out through interaction and communication within society itself.



Menjarah Film Scene

In the short film entitled Menjarah, in Sign there is a dialectic between Yanto and Said who want to see better pictures, clearer sound, and higher quality television programs from the conversion of digital television broadcast technology, which shows the existence of a related dialectical process with the socialization of the conversion of digital television broadcast technology, where through this Signing, it shows that the dialectical process between Yanto and Said is taking place in society, which shows that the conversion of analog television

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broadcast technology to digital television broadcast technology is a process. The Dialectical Process in Signing on the Yanto and Said Scene shows that the Digital Television Broadcast Technology Conversion can be accepted by the public. Apart from that, the Dialectical Process in the Signing of the Yanto and Said Scene shows that the Digital Television Broadcast Technology Conversion can be implemented by the public. In this way, the Dialectical Process is depicted through scenes in the Short Film Menjarah. Apart from that, the Dialectical Process also occurs within the Filmmaker, Filmmaker or within the Filmmaker himself, so that the Researcher also brings out this Dialectical Process through explanations from the Filmmaker himself, in this case the Line Producer of an Omnibus Short Film with the Migration Theme of Analog TV / Omnibus STB . Therefore, researchers found that knowledge about the socialization of digital television broadcast technology conversion in its social reality. The public can accept Digital Television Broadcast Technology Conversion. Apart from that, knowledge about the socialization of digital television broadcast technology conversion, in its social reality, the public can also implement the digital television broadcast technology conversion. Omnibus Short Film Producer Line Sani Saharani explains that :

"In the end, what is taken is that STB means that STB is more important, right.. Even if the TV is as good as it is, if there is no STB, it means it's still fighting like that. The onboarding aspect is that they don't know that it needs to be remote. Well, that's why it was explained after that there was one of the extras who was selling remotes..."

The scenes in the film above also show signs of communication representation that society can implement Digital Television Broadcast Technology easily and cheaply, or even at no cost. Thus, through the scenes in the film above, it is interpreted and has a sign that Digital Television Broadcast Technology can be easily adopted, and can also be applied or implemented by the community. Digital television broadcast technology can be easily understood, is not complicated to learn, and digital television broadcast technology can also be applied in a simple way, and does not make it difficult for people to apply it. Seen in the signs and symbols in these scenes which interpret that people who still use Tube Television, which is an old product, can still see and at the same time enjoy Digital Television Broadcast Technology. This means that these signs mean that people do not need to buy new televisions such as flat televisions or LED televisions, which are very expensive, to be able to view and enjoy television broadcast programs using digital television broadcast technology. The scenes in the film interpret and indicate that the conversion from analog television broadcast technology to digital television broadcast technology is easy for the public to accept, easy for the public to follow, and at the same time does not make it difficult for the public to adopt it. Communication Science Lecturer Dr. Dwi Kartikawati explained that :

"If it is successful, from the perspective of me as a viewer, this film will actually be quite interesting... socialization needs to be done like that... in the sense that perhaps the behavior of society which is still very regional and so on is quite dominant here and then something new will enter. This ASO (Analog Switch Off).. which then leads to Digital Television.. and then this needs to be socialized because society really needs this, that's it. This. Maybe if we look at this film as a whole, maybe we can add one more film showing as it is quite clear that this shows progress in digitalization... so in the end, don't be a looter, that's what I mean... maybe there is one more show that can be added as a conclusion from the whole film so that this socialization is really depicted, and it works like that, in my opinion, sir..."

Interpretation of communication aspects and technological aspects through scenes in the film, interprets and has a sign that the Digital Television Broadcast Technology Conversion can be accepted by the public, and the public can also get better images, clearer sound and television broadcast programs which are of higher quality, are also in the scenes in the film. Thus, externalization is a form of human self-action, which is realized continuously through physical and non-physical or mental attitudes, namely how society externalizes its actions towards something new, namely the socialization of the conversion of digital television broadcast technology. The process of forming the meaning of social reality in the socialization of the conversion of digital television broadcast technology, or the process of migration from analog television broadcast technology towards digitalization, which occurs in society, is depicted in the Omnibus Short Film, which involves the dialectical process of meaning construction itself, which in the end can form understanding through symbolic interaction which is of course carried out through interaction and communication within society itself.

In the scenes from the Omnibus Short Film above, some of them show Signing STB, showing symbolic meaning in accordance with Charles Sanders Pierc's Semiotic Method, which represents that there are tools that must be used so that people can apply digital television broadcast technology. Then in the scenes of the Omnibus Short Film with the STB signing mentioned above, there is a construction of the reality of meaning in the conversion of digital television broadcast technology, including : a. Externalization is a form of human self-action, which is realized continuously, through physical or non-physical (mental) attitudes, namely how people externalize their actions towards something, namely the presence of technology, namely STB, which is a tool to support the conversion of digital television broadcast technology; b. Internalization, which is a process of instilling values and

norms within individuals which are then used as guidelines in living in society, namely by entering digital culture, namely the use of STB installed on television, to implement digital television broadcast technology. Then, with the use of STB technology in the application of digital television broadcast technology, to achieve this internalization, individuals will first be given socialization on the conversion of digital television broadcast technology, which can be identified as comprehensively and consistently influencing individuals into the two objectives of a society; c. Objectification which is the result of the interaction between two realities, namely between humans and socio-culture which are positioned separately. The use of tools, namely STB, ultimately becomes something good for the community, so that the community then follows and obeys this, in order to be able to implement and obtain the benefits of Digital Television Broadcast Technology in the form of better images, clearer sound and television programs. higher quality, then the community is obliged to use the tool, namely the STB. The result of the interaction between these two realities, between humans and socio-culture which are positioned separately. This can be seen in the scenes, namely signing when Yu Jum buys an STB and installs the STB on the television he owns, so that Yu Jum can apply digital television sound technology, namely Yu Jum's television produces a better picture, clearer sound, and higher quality television broadcast programs.

Omnibus Short Film with the Theme Migration of Analog TV / Omnibus STB, as a medium for conveying messages to the public, has shown that the film is able to make the circulation of information through the socialization of the conversion of digital television broadcast technology faster and more evenly distributed in an effort to socialize the conversion of digital television broadcast technology the. This means that it has completed Peter L. Berger's Social Reality Construction Theory, namely that all this time Peter L Berger never talked about the media, but then it was the media that led to representation. So the media plays a role as a construction and representation of reality, in the socialization of the conversion of digital television broadcast technology.

5.CONCLUSION

Results of Film Text Analysis using the Charles Sanders Pierce Semiotic Method, on the signs contained in the Omnibus Short Film with the Migration Theme Analog TV / Omnibus STB, which consists of a film with the title TV Ini Kubelikan Untuk Anakku Tapi Istriku Marah-Marah, Film with the title Ningali TV, the film with the title Mbayar, and the film with the title Menjarah, it can be concluded based on the results of the analysis carried out by the researcher by analyzing the film text, namely by identifying signs, objects and interpretants, then the researcher examines these aspects using Construction Theory Social Reality Peter L. Berger, shows that there are several messages on the Socialization of Digital Television Broadcast Technology Conversion which are Representations of Signs, Objects and Interpretants from Omnibus Short Films with the Theme Migration of Analog TV / Omnibus STB in the form of the following messages: Technology Conversion Analog Television Broadcasting Leads to Digital Television Broadcast Technology, Desire to obtain information, knowledge and entertainment through Digital Television Broadcast Technology, Efforts to obtain cleaner images, clearer sound and higher quality television broadcast programs, Socialization of Conversion from Technology Analog Television Broadcasting Leads to Digital Television Broadcast Technology.

The scenes in the film above interpret that there is a representation of communication, namely there are signs and symbols of the desire to obtain Digital Television Broadcast Technology. The scenes in the film above also show a communication representation that the application of Digital Television Broadcast Technology can be implemented easily and cheaply, or even at no cost. Thus, through the scenes in the film above, it is interpreted that Digital Television Broadcast Technology can be easily adopted, and can also be applied or implemented by the community. Digital television broadcast technology can be easily understood, is not complicated to learn, and digital television broadcast technology can also be applied in a simple way, and does not make it difficult for people to implement it. Seen in the signs and symbols in these scenes which interpret that people still use Tube Television, which is an old product, to be able to see and at the same time enjoy Digital Television Broadcast Technology. This means that people do not need to buy new televisions such as flat televisions or LED televisions, LCD televisions and other types of digital television, which have very expensive prices, to be able to view and enjoy television broadcast programs using digital television broadcast technology. The scenes in the film interpret that the conversion from analog television broadcast technology to digital television broadcast technology is easy for the public to accept, easy for the public to follow, and at the same time does not make it difficult for the public to adopt it. Interpretation of communication aspects and technological aspects through scenes in the film, interpreting that the conversion of Digital Television Broadcast Technology can be accepted by the public, and the public can also get better pictures, clearer sound, and higher quality broadcast programs, also in scenes in the film. The novelty or novelty of this research is the Omnibus Short Film with the Theme Migration of Analog TV / Omnibus STB, as a medium for conveying messages to the public, has shown that the film is able to make the circulation of information through the socialization of the conversion of digital television broadcast technology, faster and evenly distributed in

efforts to socialize the conversion of digital television broadcast technology. This means that it has completed Peter L. Berger's Social Reality Construction Theory, namely that all this time Peter L. Berger never talked about the media, but then it was the media that led to representation. So the media plays a role as a construction and representation of reality, in the socialization of the conversion of digital television broadcast technology.

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