
DIGITAL MEDIA COMMUNICATION

COMMUNICATION IN THE INITIAL IMPLEMENTATION OF DIGITAL TV MIGRATION IN BEKASI CITY

Vinnawaty Sutanto¹, Rahmadiana²

¹Institut Bisnis dan Komunikasi Swadaya, vinnawaty@yahoo.com, Indonesia

²Institut Bisnis dan Komunikasi Swadaya, by.rhmdiana@gmail.com, Indonesia

Abstract

The migration from analog to digital television or analog switch-off (ASO) represents a solution to overcome various limitations of analog systems. Digital television offers multicasting capabilities, enabling multiple transmission signals through a single channel, thereby addressing spectrum constraints faced by analog television. This study explores communication strategies during the initial phase of analog switch-off in Bekasi City. Theoretical frameworks like diffusion of innovations highlight the importance of communication in disseminating information and facilitating technology adoption. This research uses qualitative approaches to investigate community responses and satisfaction with digital television. Findings indicate that direct information from local officials and media channels significantly influences public readiness and acceptance of digital television. The study aligns with diffusion theory stages, illustrating how knowledge acquisition, persuasion, decision-making, implementation, and confirmation phases influence community adoption. Effective communication, supported by clear regulations and governmental policies, accelerates technology adoption and enhances user satisfaction. Insights from this study underscore the importance of proactive government support and targeted communication strategies in successful ASO implementation. The findings contribute to understanding how effective communication can facilitate technology transitions and improve broadcast quality and user experience in digital television.

Keywords: Communication; Digital; TV Digital; TV Migration.

Introduction

The development of the television industry began with the establishment of Televisi Republik Indonesia (TVRI) on August 24, 1962, in Jakarta. TVRI was inaugurated by President Soekarno, who broadcasted during the opening ceremony of the 4th Asian Games in the Gelora Karno Stadium, Senayan, Jakarta (Armando, 2011) After 28 years, the television industry experienced rapid growth, starting with the launch of RCTI in 1981, followed by SCTV, TPI (which later became MNCTV), and ANTV (Tapsell, 2017)

The transition from analog to digital television broadcasting has become an important agenda in many countries worldwide. In Indonesia, this migration process is part of the government's efforts to improve the quality of broadcasting and the efficiency of the frequency spectrum. Digital television broadcasts offer many advantages over analog broadcasting, including better picture and sound quality,

more accommodating channels, and additional services such as electronic program guides and interactive services (Kementerian Komunikasi dan Informatika Indonesia, 2020)

According to the Ministry of Communication and Information Technology (2010), the migration from analog to digital TV in Indonesia is divided into three stages (a) the Socialization stage (2009–2013): Including field trials, new licensing for digital TV, a moratorium on new permits for analog TV, the start of a simulcast period (simultaneous broadcasting of analog and digital TV), and support for the domestic set-top box industry. (b) Cut-Off Stage (2014-2017): Termination of analog TV services in some major cities. Ten major cities and developed economic regions have been selected for the implementation of this stage. Furthermore, the acceleration of the granting of new permits for digital TV services in Less Developed Economic Regions, as well as continued simulcasts in Developed Economic Regions (c) Total Termination Stage (2018): Total termination of analog TV services throughout Indonesia (ASO implementation), so that all TV services and infrastructure are fully digital.

According to the plan, since 2018, all Indonesian people should be able to enjoy digital broadcasting. However, the implementation was delayed, and television broadcasts were still carried out simulcast. Through Law Number 11 of 2020 concerning *Cipta Kerja*, the switch from analog to digital TV broadcasting was stipulated on November 2, 2022, following the Regulation of the Minister of Communication and Informatics No. 11 of 2021 concerning amendments to the Regulation of the Minister of Communication and Information Technology No. 6 of 2021 concerning the Implementation of Broadcasting (Simamora et al., 2021)

Law Number 11 of 2020 concerning *Cipta Kerja* by President Joko Widodo on November 2, 2020 also encouraged the switch. The ratification of the Law confirms the government's commitment to modernizing the broadcasting industry in Indonesia. The law contains provisions regarding the digitalization of broadcasting in Article 60A which states that broadcasting must keep up with technological developments, including the migration from analog to digital technology. This article is the legal basis for the implementation of broadcasting migration, or known as Analog Switch Off (ASO).

ASO is the process of discontinuing analog television broadcasting to switch to digital broadcasting. The main difference between the two lies in the technology used. Digital broadcasting uses UHF/VHF transmitter signals for its operation (International Telecommunication Union (ITU), 2019). The main focus in ASO is the transition process from analog to digital, which involves various aspects such as simulcast policies, switch-off rules, and regulations related to violations during this transition phase.

The transition also poses significant challenges, both from a technical and social perspective. From a technical perspective, the readiness of the infrastructure and receiving devices (set-top boxes) is a key factor that determines the success of the migration. Governments and service providers must ensure that digital broadcasting infrastructure is available and functioning properly across regions, including remote areas. In addition, the receiving device must be easily accessible and affordable to the public.

From a social perspective, people's interest in switching to digital broadcasting is influenced by various factors such as the level of awareness, understanding of the benefits of digital broadcasting, and perception of information quality. Broadcasting digitalization has been researched from various perspectives, including local television. This study highlights the readiness of the local TV industry in Central Java to switch to digital broadcasting, conducted qualitatively with a case study method. The results show that the readiness of the local TV industry in facing the digital era is still limited. Key challenges include technology, human resources, broadcast content, and financial support, which is a complex issue for the local broadcasting industry (Mubarok & Adnjani, 2020) The analog switch-off (ASO) policy following the mandate of the Job Creation Law with a deadline for implementation on November 2, 2022, directly changes the competitive landscape of the television business in the country, especially competition in obtaining advertising for local television whose existence is under the auspices of Law Number 32 of 2002 (Emidari, 2023)

Previous research shows that the process of adopting innovation has been carried out, including research by (Setyowati, 2018) found that public awareness and understanding of the benefits of digital broadcasting can increase interest in migrating. (Hoskins et al., 2004) It also emphasizes the importance of infrastructure and regulatory support in facilitating the technological transition in the broadcasting

industry. Against this background, this study aims to understand communication drives the migration from analog TV to digital TV in Bekasi City in the early stages of the program.

Theoretical Framework Communication

The elements of communication according to Harold Lasswell include several things, namely (a) the source is the individual, group, organization, or country that initiates communication or has the need to communicate (b) the message is information conveyed from the source to the recipient. This message consists of a meaning, a symbol used to express the meaning, and the structure or form of the message; (c) channel or media is a means used by a source to convey a message to the recipient. There are many communication channels available, but there is usually one that is more dominant; (d) receiver means the person or group who receives and interprets the message from the source, often referred to as the target, destination, decoder, or audience; (e) effect is a change that occurs in the recipient after receiving the message, including understanding, attitude, or behavior. This whole element explains the communication process from the beginning to the resulting impact on the recipient (Dalimunthe & Ginting, 2023).

In the process of communication, obstacles can appear in the form of uncomfortable feelings caused by inconsistent attitudes, thoughts, and behaviors. This discomfort encourages individuals to reduce these feelings. This feeling of imbalance is cognitive dissonance, a feeling that arises when a person does something that goes against the knowledge or beliefs they have, or when they have an opinion that is contrary to other beliefs they hold.

Three factors affect the level of cognitive dissonance (a) Importance: refers to how significant an issue is to an individual. The more important the problem, the higher the level of dissonance perceived; (b) dissonance ratio: This is a comparison between the amount of cognition that is consistent (consonant) and inconsistent (dissonant). The higher the number of dissonant cognitions compared to the consonant cognition, the greater the dissonance perceived; (c) rationale: refers to the reasons given to explain the inconsistency. Strong reasons can reduce the level of dissonance felt by the individual. Cognitive dissonance serves as a driver for individuals to change their attitudes or behaviors to achieve balance. By understanding these factors, individuals can be more effective in dealing with the discomfort that arises due to cognitive dissonance, as well as taking steps to reduce the discomfort.

Interest in Immigration

Interest in this context refers to a person's tendency towards something important, accompanied by a feeling of pleasure. In this study, interest in migration is defined as an individual's desire to move or switch, which is shown through three things, namely (a) willingness is a strong desire or intention to migrate; (b) the tendency is the direction or attitude that is more inclined to choose migration compared to other options; (c) will contains the meaning of determination or desire that motivates a person to carry out the act of migration; (d) These three indicators describe how much interest and readiness a person has in migrating (Mulyana, 2022).

Interest is a continuation of attention and is the beginning of the desire to act. Interest is defined as the attention, interest, or inclination of a heart that a person has deeply to get something, even at sacrifice. Interest serves as a motivator that encourages individuals to pay attention to a particular person, thing, or activity. According to the explanation, interest is closely related to a particular object. Without an object, interest cannot arise, because interest serves as a strong incentive to choose a favorite activity over other activities, based on attention, pleasure, and experience. In this context, the interest in question is the interest in immigration, which is a person's interest in moving to another place, which becomes a need and encourages them to choose this activity over other activities.

Innovation Diffusion Theory

The Innovation Diffusion Theory, developed by Everett M. Rogers in 1962, is one of the earliest social theories. This theory originated in the field of communication and aims to explain how an idea or product gains momentum and spreads through a population or social system over time. The result of this diffusion process is the adoption by society of new ideas, behaviors, or products as part of a social system. Adoption means that a person starts doing something different than before, such as buying or using a new product, or adopting a new behavior. The key to this adoption is that individuals should see

the idea, behavior, or product as something new or innovative. It is through this perception that the diffusion process occurs (Rogers, 2003).

The adoption of innovations, be it new ideas, behaviors, or products, does not occur simultaneously across social systems. Some individuals are more likely to adopt innovation earlier than others. Research shows that people who adopt innovation early have different characteristics than those who adopt innovation at a later stage. When promoting innovation to a target population, it is important to understand the characteristics of that population that can help or hinder the adoption of innovation. There are five known categories of innovation adopters, and while most of the population tends to be in the intermediate category, it is important to understand the characteristics of the target population. When promoting innovation, the strategies used must be tailored to different categories of adopters.

1. Innovators – They are the people who want to be the first to try innovation. They are brave and interested in new ideas, and are willing to take risks. Usually, little needs to be done to attract this group.
2. Early Adopters – They are opinion leaders who enjoy leadership roles and take advantage of opportunities for change. They are already aware of the need for change and feel comfortable adopting new ideas. Effective strategies to attract this group include how-to guides and information sheets on the implementation of innovation. They don't need a lot of additional information to be convinced to change.
3. Early Majority – This group rarely becomes leaders, but they adopt new ideas before most people. They usually need proof that innovation is working before they are willing to adopt it. Strategies to attract this group include success stories and evidence of innovation effectiveness.
4. Late Majority – They are skeptical of change and will only adopt innovation after the majority of people have tried it. An effective strategy to attract this group includes information about the number of people who have tried and successfully adopted the innovation.
5. Laggards – This group is bound by tradition and is very conservative. They are very skeptical of change and are the most difficult group to join. The strategies used to attract this group include statistics, fear attraction, and pressure from other user groups.

Stages of the Innovation Decision Process: According to Suciati (2017), there are several stages in the innovation-decision process: (a) Knowledge: explain the function of innovation; (b) persuasion: the formation of attitudes towards innovation; (c) decision: the process of choosing to adopt or reject the innovation; (d) Implementation: use of innovations; (e) confirmation: confirmation or reversal of innovation decisions that have been taken (West R. & Turner LH, 2008).

Material and Methodology

Qualitative research is considered the most appropriate approach to answer research questions, starting with a focus on research problems, participant selection, data collection, and data management and analysis (Miles et al., 2014). The research uses a qualitative approach to understand the communication process that drives the migration from Analog TV to digital TV. Qualitative methods allow researchers to gain in-depth insights into communication processes and individual experiences related to television broadcast migration. Data will be collected using purposive techniques through in-depth interviews with migrating individuals at the beginning of the program.

The constructivism paradigm is used in this study to explore the use of virtual communities in meeting the satisfaction of its members. In this approach, each member of the community constructs the subjective meaning of his or her interaction with the virtual environment. This process of meaning formation is constantly negotiated by individuals, who are influenced by the social and historical differences that exist in their lives (Creswell, 2009). A unit of analysis is a unit (individual, group or community, organization, movement, institution, state, or other), case, or part of a social life that is studied (Neuman, 2016). The unit of analysis in this study is four people who are married couples who have the authority to migrate. In addition, another informant is an officer from the village who provides information to Rukun Warga and Rukun Tetangga regarding this program. Interviews are conducted more than once face-to-face. In addition to in-depth interviews, researchers also conduct observations. Observation in research is a data collection method in which researchers observe a subject or phenomenon in its natural context. These observations can be made directly or participatory, and are used to understand the behaviors, interactions, and situations being studied. This method allows researchers to obtain rich and in-depth data about the object of study (Yin, 2010).

Result and Discussion

The migration from analog television to digital television is a solution to overcome the various limitations in analog television systems. Digital television offers multicasting capabilities, where multiple transmission signals can be transmitted through a single channel, thus overcoming the spectrum limitations faced by analog television. Policies and regulations play an important role in Analog Switch Off (ASO). In addition to referring to Law Number 11 of 2020 concerning *Cipta Kerja*, the implementation of ASO must also pay attention to Law Number 32 of 2002 concerning Broadcasting. These two laws are a reference for regulators and media industry players in implementing the policy of ASO.

The Role of Policy and Regulation in ASO

The government as a policy maker, through laws and related institutions, must carry out a serious follow-up to ASO. Following the mandate of Law Number 11 of 2020, the transfer of the broadcasting system must be implemented no later than November 2022, with the enactment of the Analog Switch Off. The implementation of ASO must ensure fairness and benefits for all elements involved, including the public who are encouraged to become digital broadcasting content creators, not only as connoisseurs.

The Indonesian Broadcasting Commission (KPI) as an independent institution is very important in the implementation of ASO. In accordance with Law Number 32 of 2002 concerning Broadcasting, KPI is responsible for regulating matters related to broadcasting. KPI exercises its authority that has been established by law, especially in facing challenges and problems that arise in the implementation of ASO.

Communication Plan in the Community of Bekasi City

Research on communication during the initial process of moving from analog TV to digital TV in Bekasi City shows that information and knowledge about the move, procedures for use, and perceived benefits encourage people to migrate to digital television. This information is obtained from television, radio, and news on the internet. In addition, explanations from officers in the area of residence also encourage their readiness to accept innovation.

This is in line with previous research which showed that the main factors driving the adoption of new technologies include awareness, knowledge, and understanding of the benefits of those technologies. For example, a study by (Rogers, 2003) revealed that the process of diffusion of innovation is greatly influenced by effective communication regarding the advantages and use of new technologies. Other studies emphasize the importance of trustworthy sources of information in accelerating technology adoption.

Innovation Diffusion Process

The results of research shows that effective communication greatly influences people's decisions to switch from analog television to digital television. The diffusion theory of innovation applied in this context says that the process of adopting new technologies is highly dependent on how information about these technologies is conveyed and disseminated to the public. In other words, the better and clearer communication is, the more likely it is that the public will accept and adopt the technology. Individuals or groups who are more prepared will tend to adopt innovations earlier in the innovation diffusion process. They can fall into the category of "innovators" or "early adopters" in Rogers' diffusion curve, which is the first to adopt the new technology after its launch. The readiness to migrate is driven by several things, such as knowledge of Analog Switch Off (ASO) technology and its benefits, as well as improved broadcast quality that is equivalent to widescreen displays. A good knowledge of new technologies and an understanding of the benefits they present will increase the likelihood that a person or group will accept and adopt digital television. This is in line with the assumption of diffusion theory which emphasizes the importance of effective communication and information dissemination in influencing the adoption of new technologies by society. The diffusion stages of innovation, such as knowledge, persuasion, decision, implementation, and confirmation, play a key role in understanding how innovation is received and adopted by individuals or groups.

As such, this statement states that the readiness of individuals or groups to adopt digital television is influenced by their understanding and knowledge of new technologies, as well as how they can provide relevant and desirable benefits to society. According to the results of the interviews, people in Bekasi City gained knowledge about the benefits and advantages of digital television from various

sources, including mass media such as TV, radio, and the internet. They also received a direct explanation from the officer who provided information related to the technology and how to use it. This shows that access to comprehensive information from various sources can influence their perceptions and decisions regarding the adoption of new technologies. When associated with the innovation diffusion theory developed by Everett Rogers, the innovation-decision process involves several stages, ranging from knowledge of the innovation, persuasion of its benefits, to the decision to adopt it. Individuals or groups then implement and evaluate the results in the confirmation process.

The innovative rate measures how quickly a person or group adopts innovations. Individuals who fall into the category of "early adopters" or "innovators" tend to be quicker in making decisions to adopt new technologies. They are considered innovative and potential agents of change because they can influence others in society to follow in their footsteps. Thus, this statement emphasizes that information conveyed through various sources can influence the decision process of individuals or groups in adopting innovations, such as migration to digital television. This is in line with the innovation diffusion theory which recognizes the importance of effective communication and information dissemination in facilitating the adoption of new technologies in society. Individuals who are ready to adopt innovations or ideas, and tend to implement those innovations earlier than others in a system, are considered innovative and potential agents of change (Littlejohn & Foss, 2009).

Communication Process and User Satisfaction

The results showed that individuals or groups who switched to digital television broadcasting and experienced benefits such as improved picture and sound quality and additional interactive features were satisfied with the experience. This perceived satisfaction then encourages them to share their positive experiences with others through word-of-mouth, or word-of-mouth stories. Communication does not stop after the adoption of technology but rather continues in response to positive experiences perceived. Individuals or groups who are satisfied with the use of digital television tend to give positive testimonials to others, which can increase further interest and adoption in society. Innovation diffusion is a social process in which information about an innovation is disseminated and received by members of society. This process happens because people learn about the existence and benefits of new innovations such as digital television. The innovation itself is the introduction of something new, which in this context is digital television technology that offers better picture and sound quality and interactive features. Positive testimonials delivered through word-of-mouth are one of the most effective ways to influence others' decisions to adopt innovation. When people hear positive experiences from others, they tend to be more interested in trying and adopting the technology. Overall, this statement shows that user satisfaction and positive communication regarding the benefits of innovation play an important role in accelerating the process of digital television diffusion in society.

According to Rogers in (Suciati., 2017), Innovation includes new ideas, practices, or objects that are considered new by individuals. The meaning of innovation develops through social construction gradually. Innovation diffusion, defined as a social process, is the way in which new ideas or ideas are disseminated in society through communication that affects an individual's subjective perception of the innovation. This process aims to bring social change in society by adopting innovation within a certain period. Migrating individuals explain the technical advantages of digital television. Digital television offers better audiovisual quality than analog television, which makes the viewing experience more similar to that of a big screen. In addition, digital television allows for additional interactive services, such as internet services, video streaming, on-demand movies, and live broadcasts over the internet. This opens up new possibilities in the diversification of content and channels, such as the connection between television programs with online encyclopedias or fan websites, which improves the user experience and expands access to information. This highlights the role of technological innovations, such as digital television, in changing the way people consume media content and leveraging technological advances to enhance audiovisual experiences and media interactions.

The merger of television and the internet also opens up possibilities for new services, such as providing links between documentaries and online encyclopedias, access to digital archives for additional information on news and current affairs programs, and linking drama or comedy programs to internet sites created by fans of those programs. In addition, it is also possible to stream videos, including movies on demand and live broadcasts via the internet. Digital systems also allow for wider channel diversification.

Community Information Needs

The results of the study revealed that people in Bekasi City need information directly from officers about how to use the set box. They feel helped by the knowledge and guidance provided by the officers. According to the diffusion theory of innovation, the process of adopting new technologies involves several stages: knowledge, persuasion, decision, implementation, and confirmation. In the knowledge stage, individuals first hear about innovations and seek out more information. In this context, people in Bekasi City are at the knowledge stage, where they need basic information about the use of set boxes.

Stages of Innovation Diffusion in Bekasi City

1. **Knowledge:** The public needs a direct explanation from the officer to understand the function and how the set box works. Officers play an important role in conveying this information, which helps to overcome confusion and uncertainty. This statement illustrates that in the early stages of the adoption of new technologies, such as set-top boxes for digital television, people need direct explanations from officials or reliable sources of information. Officers play a key role in conveying clear information about the function and how the device works. This is important because it helps to overcome the confusion and uncertainty that society may feel regarding new technologies. The emphasis on trustworthy and accessible sources of information corresponds to the diffusion theory of innovation, where effective communication about the advantages and use of new technologies helps accelerate the adoption process. In this context, officers who help direct explanations reduce the obstacles that may arise in the early stages of digital television technology adoption. This is in line with the innovation diffusion theory which states that trustworthy and accessible sources of information are essential in the early stages of Rogers' adoption in (Purwani & Wahdiniwati, 2017).
2. **Persuasion:** Once the public has obtained enough information about set-top box technology for digital television, they will consider its benefits and ease of use. These considerations will influence their decision to adopt or reject the technology. This means that the availability of clear information and practical guidance from officers or trusted sources of information is considered important in accelerating the process of adopting new technologies. By facilitating a good understanding of the advantages and ways of using set-top boxes, officers help reduce the barriers that may arise in people's decisions to adopt digital television technology.
3. **Decision:** The statement illustrates that once people decide to use set-top boxes for digital television, they will start using them and evaluate their experience. Direct assistance from officers or trusted sources of information plays an important role in ensuring the successful implementation of the technology. This helps increase user satisfaction with the technology. High user satisfaction can then strengthen their decision to continue using this set-top box technology. Thus, the role of officers in providing direct guidance and support not only facilitates the initial adoption of the technology, but also contributes to the sustainable and positive use of this digital television technology by the public.
4. **Implementation and Confirmation:** Officers who provide immediate information act as agents of change, playing a key role in the diffusion of innovation. They help disseminate information, facilitate adoption, and support the community during the implementation process. This is in line with the theory that change agents can accelerate the diffusion process by providing the necessary resources, support, and expertise. This concept is in line with innovation diffusion theory, which underscores the importance of the role of change agents in accelerating the spread of innovation by providing the necessary resources, support, and expertise. By providing appropriate guidance and assistance, officers can help ensure that digital television technology is accepted and used effectively by the public, thereby increasing the likelihood of success and satisfaction in its use.

Clear regulations and government policy support, such as subsidies for set-top boxes and education campaigns, play a major role in encouraging migration. The government that is proactive in supporting this transition has succeeded in accelerating the adoption of new technologies by the community. The level of public understanding of the benefits of the program.

Conclusions

Effective communication to the public, as seen in the Bekasi City study, is key to increasing the adoption of digital television. Precise information on benefits, how to use, and direct support from attendants helps reduce friction and increase user satisfaction. With supportive regulations, as well as good communication, ASO can be implemented successfully, providing the benefits of better broadcast quality and additional features to the public.

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