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Broadcasting Service Quality in Increasing National TVRI Audience Satisfaction

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Abstract: Currently, technology is increasingly sophisticated with the development of the era of globalization. The development of the modern era, makes today's society follow the increasingly developing modernization, competition between televisions presents interesting programs. Likewise, TVRI as a Public Broadcasting Institution has problems that must be resolved immediately, starting from human resources, programs, and broadcasting facilities and infrastructure. Based on this background, researchers are interested in conducting a study entitled "Broadcasting Service Quality in Increasing the Satisfaction of National TVRI Viewers". Researchers chose the title intending to know the quality of National TVRI broadcasting services in increasing viewer satisfaction and know the dimensions of service quality. This study uses the theory of Service Quality, namely services that satisfy the community by service standards and principles of public service or viewers. The dimensions of Service Quality are Tangible, Reliability, Responsiveness, Assurance, and Empathy. This study uses the post-positivism paradigm through a qualitative descriptive approach and uses interview and observation methods to collect the required data. Based on the research results, it was concluded that in terms of broadcasting services, it is necessary to pay attention again, as they are still not by the expectations or needs of the audience, and suggestions are made for TVRI broadcasting services to improve the provision of education to high-achieving employees for development.

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1 Introduction

Television broadcasts in Indonesia began in 1962 when TVRI broadcasted live the 17th anniversary of Indonesian independence on August 17, 1962. The live broadcast was still considered a trial broadcast. TVRI's official broadcast only began on August 24, 1962, at 14.30 WIB, broadcasting live the opening ceremony of the 4th Games from the main stadium of Gelora Bung Karno (Kumar, 2004). Television is one of the mediums for advertisers in Indonesia. Television media is a capital-intensive, technology-intensive, and human resource-intensive industry. Unfortunately, the emergence of various television stations in Indonesia is not balanced with the availability of adequate human resources. In general, television is built without adequate television knowledge based only on enthusiasm and large capital (Tobing, 2001). According to the Broadcasting Law, Article 13 paragraph (2) introduces four "players" in television broadcasting, namely Public Broadcasting Institutions, Private Broadcasting Institutions, Community Institutions and Broadcasting of Broadcasting Institutions. Now Indonesian television viewers really have many choices to enjoy various television programs. The main function of public stations in Indonesia, as stated in the broadcasting law, is to provide services for the benefit of the community (BPK RI, 2002).

Quoted from (Kompasiana, 2021) The competitive challenges experienced by TVRI and the very low public attention to TVRI can be seen and proven from survey data conducted by the Indonesian Broadcasting Commission (KPI). This survey aims to determine television broadcast programs that meet the standards of the Indonesian Broadcasting Commission. The program quality index is as follows: (a). News program quality index (KPI Standard 3.00), consisting of, (1). TVRI obtained: 3.21, (2). Trans TV obtained: 3.13 and (3). Trans 7 obtained: 3.03. (b). Talk show program quality index (KPI Standard 3.00) namely (1). TVRI obtained: 3.31, (2). Trans 7 obtained: 3.43. (c). Children's program quality index (KPI Standard 3.00) namely (1). Trans 7 obtained: 3.76, (2). TVRI obtained: 3.65. (d). The quality index of religious programs (KPI Standard 3.00) is (1). TVRI obtained: 3.38, (2). Trans TV obtained: 3.20, (3). Trans 7 obtained 3.01 (Kompas, 2021). From the KPI survey data, TVRI can meet the requirements to be a quality broadcast program according to the standards of the Indonesian Broadcasting Commission (KPI), however, several TVRI indexes are still below the Trans TV and Trans 7 indexes. This data shows that TVRI can compete with private television stations. However, of the 8 television programs surveyed, 4 programs including cultural tourism programs, infotainment, soap operas, and variety shows are not owned by TVRI.

The fierce competition in the Indonesian television industry has pushed TVRI as a public broadcasting institution aside from the rise of private television which is now more varied in its program content (Wardhani, n.d.). The results of research conducted by (Azwar Munanjar, 2024) show that in improving the quality of broadcasts, Central TVRI implements various management strategies. These strategies are 1) Preparing program plans, 2) Producing or purchasing programs, 3) Supervising and evaluating each program, and 4) Supervising and evaluating each program. The supporting factors of Central TVRI programs are the breadth of location, strength, and broadcast reach so that they are easily accessible to all viewers throughout Indonesia. While the inhibiting factors are the continuously decreasing human resources and the decreasing number of professional experts in their fields, as well as the limited state budget which has an impact on less-than-optimal production equipment. Meanwhile, the findings of Jalal and Muroi (2017) subjective quality assessments can influence the effects of light, wind, and vibration (Jalan and Muroi, 2017), the application of quality in building competitive quality (Diana and Zaini, 2023), research findings on audience tastes, preferences, and knowledge levels (Prastowo & Hidayat, 2022), TVRI must also adjust to the needs in packaging broadcasts (Rochim, et al, 2021).

TVRI's program limitations can be a factor in why TVRI is not always in demand by the public. Where the Indonesian people are certainly more interested in religious programs, especially entertainment programs, as offered by private television. This is also related to what was explained at

the beginning regarding mass media being able to commodify people's lives. So that the mass media can determine broadcast programs that come from desires and how life or issues are in society. The TVRI Public Broadcasting Institution (LPP) has implemented a comprehensive program management strategy from the planning stage, program production and purchasing, program execution, and program monitoring and evaluation. LPP TVRI has succeeded in providing informative, educational, and entertaining local content amidst the various limitations it has. Realizing the shortcomings of this study, the researcher recommends further studies in the form of audience studies to see the level of audience satisfaction with the quality of TVRI broadcasts quantitatively (Wardah, Syukri, 2023). In the Broadcasting Law regarding the method of determining the Public Broadcasting Institution (LPP) program. Public broadcasting is directly responsible to the public. This broadcasting does not depend on the market to determine its program. Public broadcasting stations have operational benchmarks for their activities.

The reasons respondents no longer watch TVRI include being uninterested in the shows or programs presented by TVRI. According to respondents, one of TVRI's main strengths lies in its program broadcasts, which are considered to fulfill the elements of being informative, educational, and entertaining. Although its programs are considered good, respondents believe that the impact of TVRI broadcasting should be wider and have an influence on the audience. Many things need to be fixed, including improving the programs themselves so that they are increasingly popular with viewers. Another thing that needs to be fixed is the quality of its human resources, as well as efforts to market its programs. These improvement efforts are needed, but they also require adequate funding. So far, TVRI's funding source has come from the government budget. TVRI as a public broadcasting institution functions to serve the public interest by being neutral, independent, and non-commercial.

In recent years, many studies have discussed the broadcasting of LPP TVRI, but most of the studies only focus on the role of LPP TVRI and LPP TVRI Policy. For example, Research by Husen (2022) entitled *The Role of the Public Broadcasting Institution of the Republic of Indonesia Television (TVRI) Palu in Disseminating Educational Information*, the results of the study show that TVRI Central Sulawesi or TVRI Palu has a fairly large role or contribution in disseminating information, especially information on educational issues. Approximately 75% of the program patterns broadcast by TVRI Palu Central Sulawesi cover educational information. In addition, another study by Wardah, Syukri (2023) entitled *Program Management of the Public Broadcasting Institution TVRI South Sulawesi in Improving Broadcast Quality*, results of the study shows that there are four program managements implemented by TVRI including First, the planning stage, which includes the entire program design such as program ideas, target audiences, programming, how to present programs, production costs, to organizing the work team; Second, the production and program purchasing stages in the form of production methods that are adjusted to the Standard Operational Procedure (SOP) of broadcasting starting from the pre-production stage, production stage, and post-production; Third, the program execution stage using the counter-programming broadcast strategy; and Fourth, namely the structured supervision and evaluation stage. What distinguishes the researchers who conducted this is the quality of broadcasting services in increasing the satisfaction of the National TVRI audience.

The public broadcasting institution Television of the Republic of Indonesia (TVRI) is a functional and operational part of an effort to publish or disseminate information. The hope is that it can be a bridge for good, educational, and informative information and can avoid values and influences that are not good for society has not been achieved. It should be remembered how the existence of television is not just a show but can be a guide. The research findings can strengthen the opinion of researchers from Kertajaya, et al (2021), service quality has a positive effect on partner satisfaction (Kertajaya, et al, 2021), there are technical constraints in the form of a lack of adequate studio equipment (Widianti, et al, 2023), attracting advertisers to socialize their products through Islamic broadcasts (Handoko, et al, 2023). Therefore, researchers are interested in conducting a study entitled *Quality of Broadcasting Services in Increasing Audience Satisfaction of National TVRI*. The purpose of this study is to determine the quality of National TVRI broadcasting services in increasing Audience

Satisfaction.

2 Research Method

This research uses a qualitative approach based on the post-positivism paradigm where the facts obtained from TVRI, related public servants, and viewers who follow TV programs are in accordance with the actual situation and are pure perceptions of the viewers and TVRI and related public servants through the interview process and direct observation in the field.

The data collection method used in this study was conducting in-depth observation methods, in-depth interviews, and documentation (Creswell, 2018). Qualitative data analysis was carried out using descriptive methods using two approaches, namely the observation approach and complete primary data analysis controlled by secondary data. The secondary data used came from TVRI, Members of Commission I of the DPR-RI, Kominfo, KPI, and NGOs. While primary data came from the results of observation data analysis. All data will be sorted and explained according to the conditions encountered in the field in a qualitative descriptive manner. Meanwhile, data analysis carried out during data collection includes three stages, namely data condensation, data presentation, conclusions, and data verification. This study also uses triangulation techniques (Miles, M.B., Huberman, A.M., & Saldana, 2014).

3 Result and Discussion

Based on interviews submitted to key informants, the results obtained were in the form of answers to questions related to the quality of broadcasting services in increasing the satisfaction of TVRI Jakarta viewers using the theory of service quality from five aspects, namely Tangible, Reliability, Responsiveness, Assurance, and Empathy (Parasuraman, 1988) which can be seen from the following explanation:

Tangible

The quality of broadcasting services will be felt good if it is directly observed, concerning the readiness of supporting facilities and infrastructure such as physical facilities, computerization, the existence of waiting rooms, and others. At the stage of broadcasting service quality in improving TVRI customer satisfaction, based on an interview with the Head of the Documentation Section, it is clear that our equipment is indeed getting older, and increasingly outdated because the budget is not enough to provide good equipment according to the conditions of the era of new cameras, new lighting, but thank God there have been several additions in several studios, new camera equipment that is HD and the Inews automation system has been there, ETD has been around for a long time and even now we, TVRI, are trusted by the government for government events or national scale events to become TVku as its chairman and it is recognized by the private sector that the cameras we use are the best now, even in Indonesia but we need a lot of those cameras.

In addition, according to the KPI Central Expert, the physical broadcasting facilities that must be prepared are first the frequency, although physically it is not visible in terms of name it is visible without a clear frequency, it is the same as a lie. Then according to this member of Commission I of the Indonesian House of Representatives, what we all complain about. The facilities and infrastructure owned by TVRI are not ideal, TVRI only has 397 transmitters consisting of 307 VHF transmitters, 69 UHF transmitters, and 21 digital transmitters. With a note that 275 transmitters are functioning and 122 transmitters are not functioning. According to researchers, broadcasting facilities and infrastructure must follow the times and the availability of equipment must be adequate for the sustainability of TVRI as an LPP, and can compete with private broadcasting institutions. The development of communication and information technology has supported the acceleration of delivering messages to the audience. It can be said that messages sent via transmission/transmitter are only received by viewers in a few seconds, even though the distance between the sender and recipient is relatively very far according to (Riswandi, 2009).

Reliability

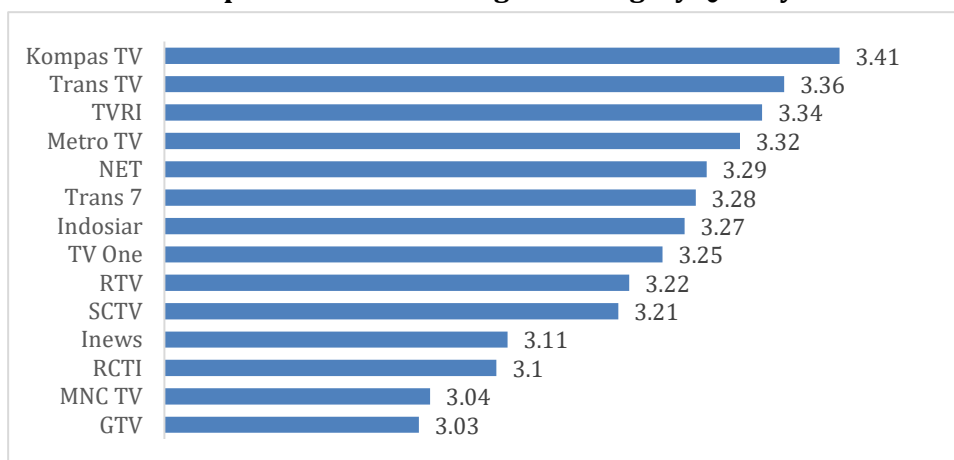
1 *Human resources* (HR) are the planning, organization, implementation, and supervision of procurement, development, remuneration, integration, maintenance, and separation of workers to achieve organizational goals according to (Mangkunegara, 2020). Based on an interview with the National Coalition for Broadcasting Reform NGO, TVRI uses civil servants, they work because they are civil servants. I see from the people, I expect people who are professionals in this field, then those who have potential may be sent to school, or sent abroad to study again or do internships. Well, when they come back here, they can make much better steps. According to the Head of the Personnel Bureau of KOMINFO TVRI, it has indeed been a long time since they accepted civil servants again, for the first time they accepted civil servants again in 2015, but that was from their honorary staff who were promoted as civil servants. Well, the latest in 2018 they got 50 positions but that was only for financial tasks such as taking care of salary patterns, taxes, and so on. But TVRI from the employee side is allowed to recruit non-civil servants, well TVRI directly submitted it to the Ministry of Finance. Well, if the Ministry of Finance permits from the budget available side, TVRI can accept. The Ministry of Finance determines how much is accepted.

The purpose of HR must have goals based on individual, organizational, and national interests. The purpose of HR planning is to connect existing HR to the company's needs in the future to avoid mismanagement and overlapping in carrying out tasks (Taufiqurokhman, 2009). The Central KPI Expert Staff said that the older they get, the more mature they should be, maybe what the pattern is like I don't know. But what is clear is that the longer they work in a particular field, it produces a fairly good maturity, it just needs to be packaged. How is it packaged? Maybe millennials who have more thoughts or strategic thoughts are included, there are future strategic plans like what. In addition, according to the Head of the Documentation Section, management is now continuing to strive to ensure that these HR are in their place according to their passion and every year they are always asked about their work insight as workers or whether they have a desire to be bored or need to move because the public or public institutions in Indonesia are still something that is not widely understood.

Responsiveness

Television shows or television programs are programs broadcast by television stations. Broadly speaking, TV programs are divided into news programs and non-news programs.

Table 1. Comparison of News Program Category Quality Index Results



Source: Indonesian Broadcasting Commission (KPI), 2024

The television broadcast program quality index through research conducted by the Indonesian Broadcasting Commission is compiled and evaluated based on periodic broadcast programs. In the results of the Television Broadcast Program Quality Index Phase II of 2023 in the News program category, three television stations achieved the highest scores, Kompas TV managed to get the highest score with a score of 3.41, followed by Trans TV 3.36, and TVRI 3.34. In the news category, there was a decrease in the results of the period I index from 3.38 to 3.22 in the second period of 2023. However, overall the results are still within the 3.0 quality standard set by the KPI (Indonesia, 2023). Head of the Bureau of Personnel of KOMINFO said, TVRI is now much better, and programs can now be used as a reference and TVRI can be one of the media to get accurate information. TVRI also works with KOMINFO to disseminate information, and correct incorrect information and in terms of appearance, TVRI is already HD, not like before.

According to the TVRI Central KPI Expert Staff, they have helped the public to get information from news programs, and TVRI's news programs from the past until now have not changed. The news itself brings information, but again, outside the news program, the public still watches and enjoys programs in private broadcasting institutions. Because it can be seen from the existing content, the current climate, has not been obtained by TVRI. Therefore, TVRI can package programs that can be consumed by the public today. In 2017, Helmy Yahya sat as President and Director, and since then TVRI has undergone several changes. One significant thing that can be seen is the increase in the broadcasting of football matches. In mid-2018, TVRI received the pre-season broadcasting rights for the International Champions Cup. Then at the end of 2018, TVRI received the broadcasting rights for the English Football League Championship and the English League Cup. Helmy seemed to want to attract football fans to switch to TVRI. Then in March 2019, TVRI received the broadcasting rights for matches under the auspices of the Asian Football Confederation which were effective starting in 2021. Then in mid-2019, TVRI received the broadcasting rights for the English Premier League. For this broadcast, TVRI collaborated with the multi-platform service Mola TV. In addition to football, TVRI also focuses on broadcasting badminton matches. This state-owned television station also received broadcasting rights for 10 international badminton championship tournaments (Mela Arnani, 2020).

In addition, according to the National Coalition for Broadcasting Reform NGO, TVRI is okay in terms of information, it has started for several years now. But people's mindset that TVRI is a propaganda TV has not disappeared, you know. During the New Order, TVRI was a government propaganda tool, so now people think that TVRI is a government TV. Internally, TVRI also thinks like that. So they seem to have to praise the government, even though that is not their job. Their job is to provide public space, in fact to the public to represent the public in broadcasting, well that's what TVRI should be. If from our legislation represented by the DPR, TVRI should represent the public in the broadcasting sector, well that's impossible, so what you asked earlier on the screen, the program is less popular, yes, because of that, the PNS mentality is told to make a program, how can it be, and it depends on the budget if on private TV you have an idea, a program, you've calculated the host, the profit. Well, at TVRI, they just make things without thinking about the profit, when people don't think about the profit, they just do it haphazardly, you know."

Assurance

Each service will produce various assessments that come from the community or the party being served, good service will certainly provide good assessments from service users or the community, in terms of ethics and politeness of employees carried out by LPP TVRI employees. Based on interviews with members of Commission I of the Indonesian House of Representatives, TVRI needs to improve its services. Conveying complaints and aspirations about TVRI can be done through Commission I so that they are heard more. According to the NGO National Broadcasting Reform Coalition, we often give input or suggestions but they just say yes and there is no significant change. And every time they give a suggestion there is no follow-up, they just listen.

Good public service is very important to build public trust in the government. When the government provides good service, the public will feel appreciated and recognized as citizens. This will increase the sense of belonging to the country and strengthen social ties between the government and the community (Arief, 2023). In addition, good public service can also increase the effectiveness and efficiency of government. By providing good service, the public will find it easier to obtain information and access to services provided by the government. In the TRVI Documentation Section, he emphasized that now we are very receptive to things, especially fundamental things that will be discussed in leadership meetings, and there are things that when there is a report, it will be evaluated first, whether this needs to be followed up or this report is just received and resolved internally, depending on the report.

Empathy

Giving sincere and individual or personal attention to customers by trying to understand customer desires. For example, companies must know customer desires specifically from the physical form of the product or service to the right distribution. Excellent service is one of the important factors in maintaining customer satisfaction. As a service provider, providing excellent service can be the key to success in building good relationships with customers. Based on interviews with KPI Experts If we look at the regulations that we have KPI, KPI under Law 32 of 2002 has derivatives, there is something called PPPSPS. If we say whether it has complied with the audience for the audience, if we look at the regulations, TVRI is quite accommodating to all viewers. They can cluster or apply broadcast programs through discussions, which are intended for children, teenagers, and adults, even up to pre-school. That's why I said earlier, that there are even special programs that they won in the KPI award, namely children's programs. That means they can cluster or apply the intended audience that TVRI has. It's just that the appearance is different from other private TV stations.

According to the National Coalition for Broadcasting Reform, TVRI is not by Law No. 32 of 2002. So this is why we need LPP, it is to balance LPS. But if LPP is weak, powerless, and has no competence, how can we expect to deal with LPS, with its people, with a structural model like that, high corruption, and so on? How can we produce good programs, that is TVRI's big problem. The results of the discussion of the five aspects studied, according to the background of the problem, can be seen as follows:

a) Program

Television shows or television programs are programs broadcast by television stations. Broadly speaking, TV programs are divided into news programs and non-news programs. Many TVRI viewers have switched to private television stations because TVRI does not maintain the TVRI Brand with superior programs or good packaging and attractive program content (Subagio, 2008). TVRI employees in terms of ability and reliability to provide reliable services to consumers, including providing accurate services from the first time without making any mistakes and delivering their services according to the agreed time.

According to researchers, the quality of broadcast programs will be better if the television audience is also wise and selective in choosing broadcast programs, and TVRI must understand what LPP is. TVRI must create much better programs and TVRI is a place to export the beauty of Indonesia through broadcasting. Television stations present various types of programs every day, the number of which is very large and the types are very diverse. Anything can be made into a program to be broadcast on television as long as the program is interesting and liked by the audience, and as long as it does not conflict with morality, laws, and regulations in force (Morissan, 2011).

b) Human Resources

Is the key that determines the development of the company. In essence, HR is in the form of humans who are employed in an organization as drivers, thinkers, and planners to achieve the goals of the organization. Human Resources (HR) is the planning of organization, implementation, and supervision of procurement, development, remuneration, integration, maintenance, and separation of

labor to achieve organizational goals according to Mangkunegara (2020). HR must have goals based on individual, organizational, and national interests. The purpose of HR planning is to connect existing HR to the company's needs in the future to avoid mismanagement and overlapping in carrying out tasks according to Taufiqurokhman (2009).

Recapitulation of LPP TVRI employee data As of November 1, 2019, TVRI has 4,385 employees from 30 TVRI stations, consisting of 2,931 civil servants and 1,454 PBPNS. While TVRI center has 1,208 employees, consisting of 683 civil servants and 525 PBPNS. According to the recapitulation of TVRI civil servants by age, TVRI center ages 19-45 consist of 115 employees and ages 46-60 consist of 568 employees. Each service will produce various assessors who come from the community or the party being served, good service will certainly provide a good assessment from service users or the community, in terms of ethics and politeness of employees carried out by LPP TVRI employees. According to researchers, HR is the most valuable asset in an organization, without humans, the organization's resources will not be able to generate profits or add value to themselves. Human resources are very important because they are the driving force of thinkers and planners to achieve the goals of the organization. HR must be managed in the best way in the interests of the organization to maximize workforce resources by integrating HR into business strategies, as well as a unique approach to workforce management that seeks to achieve competitive advantage, through the development of strategies from a capable and highly committed workforce using an integrated cultural structure, structure and personnel techniques.

Human resources in an organization and the environment influence, it to be able to provide optimal contributions to the achievement of the organization. The findings in this study show that national TVRI broadcasting services in increasing audience satisfaction are to provide education to high-achieving employees to be developed to provide a new idea so that TVRI can compete with TV Swasra, especially in the field of broadcasting. The research findings are in line with several findings from Setiadi et al (2021), a new strategy in multiplatform broadcasting management by determining the target audience of one packaged program (Setiadi, et al, 2021), the existence of knowledge management and innovation on organizational performance (Subagia, 2022), human resources as significant capital (Matondang, et al, 2021).

4 Conclusion

Based on the description of the research results and discussions that have been described, the following conclusions can be drawn: In terms of broadcasting services, it is necessary to pay attention again that it is still not to the expectations or needs of the audience, especially related to elderly human resources who are unable to provide creative ideas and outdated broadcasting equipment that is still used. For the dimensions of Tangible (Tangible), Reliability (Reliability), Responsiveness (Responsiveness), and Assurance (Guarantee) in broadcasting services, it is very good, while the Empathy dimension is still in the category of not meeting general service standards. Broadcasting services in increasing the satisfaction of TVRI viewers in news programs are very fast and accurate and for cultural programs are quite good. The quality of broadcasting services must be improved to a better category, so it is necessary to encourage the ability friendliness and politeness of employees in providing suggestions or complaints from the public. TVRI continues to maintain its position as LPP so that viewers get accurate information and educational programs.

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