

YOUTUBE VS TELEVISION in Media Convergence Era: Case Study on Tonight Show Program presented by NET MEDIATAMA

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Abstract

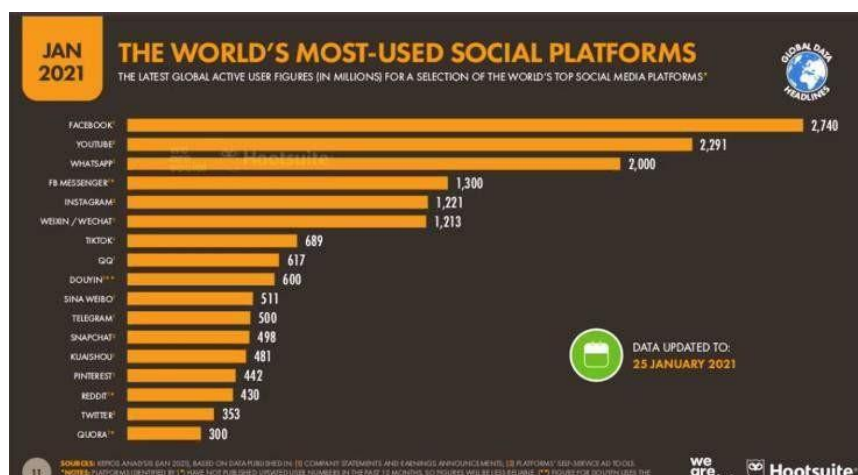
The use of the internet has become a habit among millennials lately. The products of these two media are television and YouTube. Presentation of content that is considered almost the same, namely using audio-visual media, YouTube is considered a new medium that will shift and even replace the existence of the television industry. In 2020, We are Social analysis said the number of YouTube users reached 2 billion monthly. This has a significant impact on television, one of which is NET (News and Entertainment Television) that owned by PT NET Mediatama. With an increasing number of YouTube viewers compared to declining television, NET experienced a decline in revenue in 2020 due to a continuous decrease in audience ratings with the number of sponsors obtained. As a conventional media, NET now has to compete with YouTube. The program that is the focus of this research is the Tonight Show, where the program is broadcast hybrid in terrestrial form and exclusively on YouTube streaming. The research used a constructivist paradigm and a qualitative approach with a case study method. Interviews with assistant producers of the Tonight Show became primary data and published interviews, media content and literature that examined the convergence of communication media and industry became secondary data. Based on research findings from a business point of view, convergence in the television industry can open up new professional opportunities, such as providing opportunities for television media managers to expand public choice, as has been implemented by the Tonight Show program with the Tonight Show Premiere. Even though YouTube viewers in Indonesia are increasing, the existence of the television industry still has its place, because exposure to television content can be felt by more people compared to YouTube, because not everyone can access the internet, especially in Indonesia.

Keywords : media convergence, NET media, qualitative, case study, the television industry

Introduction

The rapid development of technology benefits humans in obtaining information and entertainment. The rapidly increasing sophistication resulted in many innovations, especially in media communication. One of them is called media convergence. Media convergence not only offers shifts in technology or technological processes but also includes shifts in industrial, cultural, and social paradigms that encourage consumers to seek new information (Jenkins, 2006, p. 27). The process of convergence of communication media has occurred since ancient times. If we pull back to see the history of the dissemination of information, initially only using paper media which Julius Caesar started in 59 BC. With the development of technology, the dissemination of information with paper converged using a radio platform in 1933 after the technology was perfected with the invention of frequency modulation (FM) by Edwin Howard Armstrong. After using radio, information dissemination media converged again, namely the use of television from 1920 until now to the digital and internet era stage.

The existence of the internet creates a new world, called the "virtual world," and then sees the reality of human life as a materialistic reality (Bungin, 2006, p. 137). YouTube is one of the products resulting from media convergence and has become the most popular new Internet media platform in Indonesia, even in the world. The digital era and easy access to the internet make people look for new viewing media outside television. This phenomenon has resulted in competition between the television industry, especially the private sector, and YouTube. This statement is confirmed by data analysis carried out by We are Social, a content and trend data analysis service site worldwide. The data says that in 2020 the number of YouTube users reached 2 billion monthly.



Source: We are Social (2021)

In Indonesia, the number of Internet users who watch YouTube almost exceeds television viewers. www.eMarketer.com also analyzed the phenomenon of Internet consumption in Indonesia in 2017, and the results showed that Indonesia was ranked in the top six most significant internet users in the world after China, the US, India, Brazil, and Japan (Handayani, 2019). A year later, this phenomenon was analyzed by KatarTNS through Google in 2018, saying that 53% of internet users in Indonesia watch YouTube and 57% watch television. The difference is only 4%. This statement is also reinforced by data presented by We are Social which says that in 2020 internet users will increase by 17% to 175.4 million.

As we know, a privately-owned industry is a business industry that employs professional workers, of course, the amount of income is expected to pay employees. One of the private television industries in Indonesia is NET (News and Entertainment Television). NET is a national private television station owned by PT NET Mediatama, which has been officially broadcast since May 26, 2013. In welcoming the slogan "Televisi Masa Kini" (Today Television), NET has become a figure of refreshment in the Indonesian television world. The program presented is educational, but still entertaining and packaged creatively in the style of "young people" and often invites international guest stars. This is an exciting side that NET has so that it becomes a new idol, especially for young people.

The increased number of YouTube viewers compared to television tends to decrease daily. In 2020, NET experienced a decrease in revenue. This decrease was due to the continued low audience rating with the number of advertisements and sponsors obtained. In 2021, the generation that consumes media is the younger generation, called digital natives, who have left print media such as newspapers. Suppose the media provides platform services that suit their habits and needs. In that case, the print media company will be included, where most of NET's target audience is millennials fond of enjoying digital content such as YouTube.

This research aims to find out how the presence of YouTube influences PT NET Mediatama to maintain its existence in the digital media convergence era. Furthermore, as the only television industry with hybrid programs (terrestrial and streaming), it is hoped that the results of this research will become new knowledge for the field of communication science, especially in the era of media convergence.

Method

This research used a constructivist paradigm and a qualitative approach with a case study method, an empirical inquiry used to explore a case that becomes a phenomenon in a real-life context when the boundary between phenomenon and context is not visible.

In this research, a single holistic case study is used. It is said to be a single case study because the researcher only uses one object or one case. The sources used in data collection were carried out by analyzing primary data by conducting interviews with the Tonight Show assistant producer and secondary data in the form of published interviews, content on media, and reviewing literature that discussed the convergence of communication media and industry. Finally, the results of the review itself will be formulated descriptively.

This research was conducted by conducting direct interviews with one of the Tonight Show production teams. The data obtained would be correlated with the results of published interviews and the results of a literature review that the researchers had carried out. The data obtained will then be formulated and concluded descriptively.

Discussion

The era of digitalization has a potential influence in various areas of life. Among them are providing opportunities for the mass media industry to increase its credibility in providing innovative services that are more effective and attractive to the public. In addition, mass media users are also increasingly facilitated in accessing information and entertainment faster (up to date), anywhere and anytime. Mass media is one means of information delivery of messages from sources to audiences through mechanical communication tools. Media included in the category of mass media are newspapers, radio, television, and films because they contain messages that will be conveyed to the public (Cangara, 2010 p.126).

Conceptually, mass media communication is often associated with its massive, heterogeneous, delayed feedback and so on. However, this concept became ambiguous after the emergence of communication media with more advanced techniques, such as; computers, the internet, and mobile phones with various forms of convergence innovation. The discovery of this new communication technology makes demassification one of the characteristics of mass communication, which starkly contrasts the initial concept of mass communication. Seeing this, Turow suggested replacing the term mass with media. Chaffe and Metzger in their journal entitled "*The end of Mass Communication?*" developed the concept of mass communication by evaluating three critical conceptualizations of mass communication. This was done because they saw that the solution provided by Turow was inadequate (in Syas, 2012). The three concepts are;

1) Mass communication as a media institution, 2) Mass communication as a social problem and, 3) Mass communication as an academic study.

In the first concept, mass communication is seen as a process of delivering messages carried out by the media industry (newspapers, films, television, etc.) to their audiences. The main characteristic is that media institutions massively produce and disseminate extensive and significant messages. Meanwhile, the second concept views mass communication as a social problem because of concerns about the influence of the mass media on society, both psychologically and socially. The last concept is viewing mass

communication through activities that higher education institutions have carried out. Initially, this study was conducted on applied problems to solve problems related to the influence of mass media on society. Then since the 1950s, mass communication has become the study of the academic field. The studies carried out are more practical, namely by conducting various empirical research on the processes and effects of mass communication. A critical and cultural study of mass communication is starting to develop.

Chaffe and Metzger (in Syas, 2012) then question the context of the three concepts regarding mass communication when placed in the current condition: mass communication technology has developed rapidly. The invention of technology such as the internet and cell phones has changed the characteristics of mass communication, which has been understood so far as massive, heterogeneous, delayed feedback, and so on. Chaffe and Metzger questioned whether mass communication ended with the emergence of this new media. This question is then discussed in his article, emphasizing the changes in mass communication when new media technologies emerged. The changes occur when the media as an institution emphasizing mass production becomes less massive. As is known, the concept of mass communication emerged from the development of mass communication technology that existed at that time, such as radio, film, television, and newspapers (McQuail, 2020). Every development of mass communication technology changes the characteristics and nature of the media and its implications for the audiences involved in mass communication.

Furthermore, this change will also impact mass communication theories that will continue to develop, like the cultivation theory exemplified by Chaffe and Metzger. Although this theory assumes that the content of the mass media forms a coherent system, the content limits the worldview according to the topics chosen by the media. With the rapid development of technology now, media content is becoming more varied and not homogeneous. This causes the ability of the media to form a homogeneous view to change because of the many other alternative views or images that are also presented by the media. Against this condition, according to Chaffe and Metzger, cultivation theory does not end but changes and develops. The view is that cultivation can occur at the individual level, primarily determined by how each individual chooses the channel or

media content. However, at the core of this conceptualization of mass communication, as Turow has said, mass media is one part of creating meaning about society for the community. So, the problem is outside the characteristics that each of these new media technologies presents.

In his research, Romli said the initial phenomenon of media convergence began to be felt in print and radio media until it finally penetrated the national television industry (Romli, 2016). The use of word "television" refers to "television boxes", "television shows," or "television transmissions". The invention of television can change world civilization. Television media can present people's needs for information and audio-visual entertainment. The emergence of the internet in the development of television fosters a collaboration between them, commonly called convergence. In-depth research on this convergence phenomenon is very much needed because of the significant role of markets and regulations, in addition to the technology itself can influence the direction of its development so that the discussion of this convergence can be used as a reference for national and private television industry players. Cooper says that convergence will only happen once consumers can easily use different digital tools. The three most important types, such as photos, music, and progress videos, that can provide flexibility in their use are very important (Cooper, 2018).

Tapscott (Tapscott, 1996) in his book *"The Digital Economy, Promise and Peril in the Age of Networked Intelligence"* says that there has been a change in industrial development to the form of computers and networking. As mentioned in the introduction, convergence is seen as a process whereby media companies that previously used only one platform (e.g., print newspapers, radio, television) form a giant multiplatform media conglomerate. Platform technology convergence occurs due to the digitization of media content, which causes old and new media to clash (Jenkins, 2006). Therefore, media convergence is not just a shift but changes the relationship between existing technologies in terms of industry, market, genre, and audience.

The convergence process between television and the internet allows the availability of links between programs that are accessed to digital archives to obtain additional information such as news programs, entertainment or comedy programs and streaming

videos that are common in the internet world, including films on demand and live broadcasts via the internet (Haqqu. , 2020). In addition, the digital system allows channel diversification so that it becomes a multichannel channel. However, Hastjarjo (in Haqqu, 2020) also said that although the presence of digital television can present exciting possibilities, the realization may be slower than other media.

The article entitled “*New Media and Cultural Identity in the Global Society*”, written by Chen & Zhang explains what was described earlier is an information revolution. New media has five features, namely digitality, convergence, interactivity, hypertextuality, and virtuality that make it different from traditional old media (Chen & Zhang, 2010). The availability of technology in digital television systems allows the development of interactive multimedia-based services and has the potential to overlap with services on other communication media. Existing television content cannot always be watched through conventional media but can be enjoyed through other audiovisual-based communication media.

People have many choices of new social media with the internet that can be accessed anywhere and anytime. Therefore, people can consume information and entertainment without turning on the television. One social media that provides this facility is YouTube (Mangole et al., 2017). Like programs on television, YouTube also has various types of programs such as reviews, tutorials, news, entertainment, and so on. The advantages of YouTube compared to television are that it is simpler to access, and users can choose directly what information they want. This proves that the information and entertainment function of television has begun to be taken away by YouTube (Sulvinajayanti, 2018).

Ali Akbar in 2018 has conducted a study entitled “*The Effectiveness of YouTube as a Media for Information Dissemination (Study on Porch on TV)*” with a qualitative descriptive method. The results of this study say that the effects obtained by the audience by searching for information through YouTube consist of cognitive, affective, personal integration, social integration and imaginative effects. YouTube is very effective for Serambi on TV to disseminate information because of its practical use (Akbar, 2018). The large role of markets and regulations, apart from technology, which influences the direction of its development so that this discussion of convergence can be

used as a reference for television industry players. The existence of media convergence gives rise to new, more interactive characters, where users can communicate directly and get direct consequences for messages (Severin, J. W., & James, 2001). Media convergence allows audiences to interact with the mass media and even fill out mass media content. Today's society can control when, where, and how they access various types of information. Television shows are only sometimes accessed in front of conventional television screens but can be accessed anywhere at any time with various platforms.

The latest research on the phenomenon of convergence of television to digital media was carried out by Hanana et al. in 2020 with the title "*Transformation of YouTube and television media (analysis of the function and consumption of YouTube and television media in the city of Padang)*" which says watching YouTube is an ease of time where if the preferred television program cannot be watched according to the broadcast time, so consumers can catch up with the show and watch it via YouTube. The presence of YouTube also provides different content from television, such as vlogs, product reviews, and even film series that can be accessed anytime. In addition to providing new choices for the type of content or program to show, YouTube also provides convenience where consumers can watch the part of the content they are waiting for or looking for without having to watch the entire show.

The conclusion from that research is that the change in function on television and YouTube is how the media adapts to the needs of their consumers. As media consumers, most respondents are more concerned with content than the media platform, so the media must adapt to these needs. The platform only functions as a tool that makes it easier for consumers to access.

For television industry players such as NET Mediatama, the phenomenon of media convergence is quite a significant change. Throughout November 2020, NET Mediatama became a hot topic of conversation in the national news media. PT NET Mediatama is reported to have been included in the list of companies sued for bankruptcy. Bambang Sutrisno Kusnadi filed the lawsuit on November 25, 2020 at the Central Jakarta District Court number 403/Pdt.Sus-PKPU/2020/PNNiaga Jakarta Pusat.

Sadrakh Seskoad's attorney represented Bambang's lawsuit against NET TV. The lawsuit was later withdrawn on December 2, 2020 because NET Mediatama was late in making payments to its client who was suing. However, it continues, NET Mediatama is reported to have not escaped bankruptcy because there are still debt obligations due to arrears in vendor payments (Hamdani, 2020). With this news, NET Mediatama is experiencing a decline in revenue.

Edo Wicaksono confirmed this incident as vice president of production NET in the DESTA *Siapa?* podcast episode 12 which was uploaded on April 30, 2020 with title "Boss Tonight Show Clarifications why Tonight Show Break". He said:

"Private television is a business. Everyone who works is a professional. We are all artists who enter the television industry who are paid with money and, of course, must be run with the right business perspective. I never said the money was everything, but that money was a prerequisite for the office to not run without money (capital). I learned from my teacher, Mas Wishnutama, he once said that rating is not everything, that is true. But, we cannot be without direction, right. As a creator, he always says that, but on the business side, it is never said. Rating is not important, but in the rating business, you have to look for it. People say this tv business will die, and that is true. I, as a tv business person, is right, but when it is not yet known, yes we are the ones we will see for ourselves, but I am sure in Indonesia itself will not happen soon, at least another decade." (Edo Wicaksono from DESTA *Siapa?* Podcast. April 30, 2020).

In the podcast, he also said that NET had to postpone several new programs ripe for presentation. In addition to delaying new programs, NET even closed its prime-time programs to reduce production costs. He said this was due to the decline in audience ratings, so revenue from advertising also decreased.

"Digital shifting is happening, it is true, maybe you consume more digital content than TV, but can we generalize it nationally on an Indonesian scale? Still, very many people are exposed to TV more than digital content. If you really care about South Garut (as an example), what is the digital revolution? What is shifting digital content? I watch it, watch TV, my cellphone is used for texting. We are currently at a shift in which two worlds are both going. Let me talk about the data a little, yes, the Adx (Average Directional Index) on TV is bigger than digital. If someone says digital adx is growing really, it can be 30% if tv is only 1% - 2% that is true but the scale is different. The scale of TV is trillions, if digital is still hundreds of millions, so it's still that far. So it is true that the growth is large but the number is still small. Those who enjoy it, yes, the scale is still small. For example, like a YouTuber whose team is about 10 people, the advertisements they get seem to be big, but if the scale of the TV is much bigger, the cost for production is much

higher too” (Edo Wicaksono from Podcast DESTAny Siapa? 30 April 2020).

Tonight Show is a television program owned by NET TV, which had its broadcast hours closed for one month in May 2020. Edo Wicaksono, vice president of production for Tonight Show, said what happened to the Tonight Show program because it was one of the shows with the lowest ratings. Most of the audience are millennials or digital natives who are more into digital content than watching television. With the cancellation of the Tonight Show program or the expected goal is that tonight lovers (the name for viewers of the Tonight Show program) can become agents to voice the "Watch on TV" campaign and become a new movement to watch TV. Before until after the broadcast was closed, the Tonight Show program, through its Twitter and Instagram social media, enlivened the "Watch it on TV" campaign for tonight lovers to help raise the rating of the Tonight Show on television.



Figure 1.1 "Watch on tv" Campaign Content on Twitter



Figure 1.2 “Watch on tv” Campaign Content on Instagram

With the rise of media convergence from television to YouTube, NET finally made peace with the situation by maximizing the use of YouTube social media to broadcast their programs live to maintain their existence. Previously, NET TV used the live streaming feature of all its program on the YouTube platform. However, entering 2021, this feature had begun to be reduced in access, as before, if viewers missed the broadcast time of a program, they could withdraw the program from showing until they reached the

desired program. However, now the live streaming feature is only one-time airing alias that can not be withdrawn again. This is also one of the ways for the NET TV team to get viewers of the show to return to watching television (Rochman, 2021). In addition, NET Mediatama finally innovated by presenting the Tonight Show program in a hybrid way, namely presenting content for television and unique content for YouTube. This program is titled "Tonight Show Premiere," which officially aired since April 3, 2021. This special YouTube content is intended for tonight lovers who prefer digital content to television.

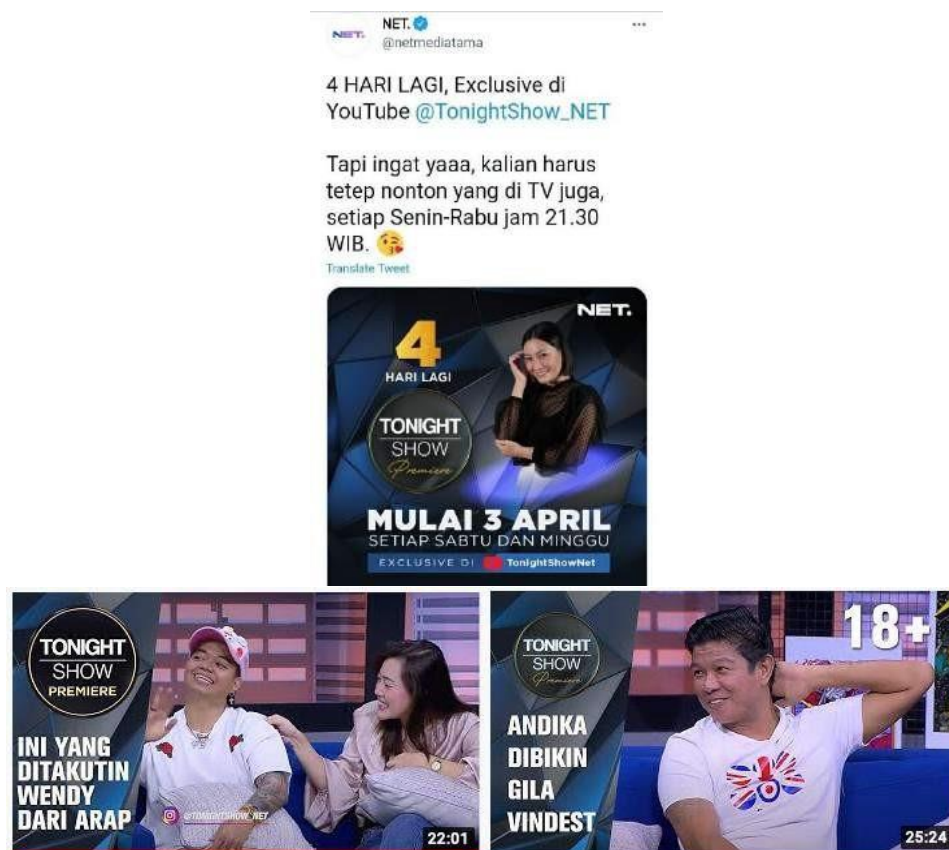


Figure 1.3 Tonight Show Premiere Content on YouTube

An interview conducted by the author with the production assistant of the Tonight Show program, Rosyid Rochman, confirmed that the particular content for YouTube was used as a platform development. It aims to attract digital or digital native viewers.

“The content of the Tonight Show program is done in a hybrid way. That is, it is still on television, but we also make amazing content on YouTube. The concept is the same, the host is the same as cumin, but the difference is more in the content on YouTube. We are more daring in discussing and chatting with the guest stars. Why do we use two different platforms? Because after all, many Indonesians have not switched to digital, so they still watch TV 100%” (an interview with Mr. Rosyid, production assistant for the Tonight Show program on June 10, 2021).

With the Tonight Show program running on two different platforms simultaneously, this program can spread its wings on television and other platforms such as YouTube. However, having Tonight Show Premiere on YouTube does not mean separating the two into two things. One of the innovations made to adapt to existing technological developments is utilizing digital media. In promoting the content of the Tonight Show Premiere, the official account of the Tonight Show program still reminds its media consumers to continue watching television because, after all, the Tonight Show program belongs to the television industry of PT NET Mediatama, so if it is only one-sided, then the condition of this company can also be threatened with unstable."

Electronic media and the internet have become a prima donna among millennials lately. The products of these two media are television and YouTube. Presentation of content that is considered almost the same, namely using audio-visual media, YouTube is considered a new medium that will shift and even replace the existence of the television industry. The rapid development of technology has resulted in television media being considered an old way to get information and entertainment. Enjoying the desired television content requires the appropriate broadcast time (if you want to enjoy specific programs) unlike YouTube, which can be accessed at any time, and can choose directly what content you want to enjoy. Therefore, YouTube offers much convenience in terms of consumer access.

Changes in function on television and YouTube are how the media adapts to the needs of their consumers. Even though digital content lovers have fulfilled their desires with the Tonight Show Premiere program, the hosts and the team from this program still recommend watching television, as stated in the presentation of the Tonight Show Premiere content caption in the research results. This is because the Tonight Show program uses YouTube as a development platform only, not for switching from television

to YouTube.

From a business perspective, as stated by Mr. Edo as a vice president of production for NET TV, the value of adx (Average Directional Index) on television is greater than that of digital media adx. Digital adx growth is growing up to 30% compared to television, which is only 1% - 2%. However, the income scale is different. If the value of television adx can reach trillions of rupiah, digital media is still only hundreds of millions of rupiah. However, the production costs are also different, for the production of television programs, the expenses are much more expensive when compared to digital media.

The phenomenon began to shift the audience of television programs, especially the Tonight Show to YouTube because the segmentation of the audience of the program is millennial children, where millennials nowadays prefer something practical that can be accessed anywhere and anytime. The problem here is not only the content but the platform. If you do not immediately adjust to the situation, the existence of NET TV can be dim. The amount of capital required to produce a television program is not proportional to the income caused by the low viewer rating, which can affect the number of advertisements entered as income or capital. With the adjustment of needs in terms of digital media platforms, the Tonight Show Premiere program on YouTube proves that NET TV's existence is improving. The Tonight Show program on television still exists with content that a broader segment can enjoy, while YouTube can exist with bolder content that refers to the youth segment. The Tonight Show Premiere content even received a positive response. Most of the content presented entered Indonesia's top 10 trending YouTube content.

Conclusion

The rise of media convergence at this time has the opportunity to create a new dominant group that will become the market ruler, and concentration of ownership, one of which is different media sectors, will join and revive conglomeration. In short, media convergence will change the relationship between technology, industry, markets, lifestyles, and audiences. Based on the findings of this study, the authors conclude that from a business point of view, convergence in the television industry can open up new professional opportunities, such as providing opportunities for television media managers to expand

public choice, as has been implemented by the Tonight Show program with the Tonight Show Premiere.

From the business side of the television industry, the high growth of digital media ads that exceeds television is not a big problem. However, if the television audience rating decreases, either because they are bored with the content or switching to watching YouTube, that is the problem. Because a declining rating can result in a decrease in the company's confidence in using advertising services on the television station. Although the value of the rupiah obtained by television media is more than YouTube ads, the production costs are also higher. Even though the level of YouTube viewers in Indonesia is increasing, the television industry still has its place because it has the effects given. Exposure to television content can be felt by more people when compared to digital media because not everyone can access the internet, especially in Indonesia. The television industry will continue to exist if it can adapt and innovate following the development of existing digital technology.

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